

Two More Calls

AVP Advice – August, 2019

By: Todd Greenlee, Area Vice President

Area Vice Presidents frequently hear sales representatives and general managers discussing their frustrations with low sales or missing sales quotas.

My experience is that low sales usually result from not driving overall sales activity. While every sales representative is familiar with the sales process, many are still not meeting the required activity levels.

In every sales training class, we discuss in detail the number of contacts and phone calls that are required for a sales representative to get in front of the right number of prospects. A high volume of calls translates into enough face-to-face meetings, proposals and Verification Meetings to close the sale. But it all starts with the right amount of prospecting and a large volume of phone calls.

When thinking about driving more sales ask yourself, “Do I have enough call activity to get face-to-face with enough prospects? What if I just make *two* more phone calls?”

Think about this simple math – if you consistently make *two* more calls every morning before going to lunch, and *two* more calls every afternoon before going home, that amounts to 20 more phone calls every week. If you take out your time away from the territory, vacation days, and holidays, you’ll consistently be making over 950 additional phone calls every year and scheduling more than 25 additional E-calls.

Depending on your closing ratios, you may close an additional four to five agreements annually.

If your average agreement is \$10,000, then you should be able to close an average of \$40,000 to \$50,000 in additional business every year with a daily commitment to make *two* more calls before lunch and *two* calls before going home at the end of the day.

Can you make that commitment?

What would an additional \$40,000 to \$50,000 in annual sales mean to you? Could it mean that you exceed your quota, earn larger commissions, or achieve a Diamond Award?

Think about those ideas when you ask yourself if you can make two more calls, and I’m guessing the answer will be yes.

