

The Benefits of Teaming Up

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When was the last time you joined forces with someone to close a deal? If you are constantly flying solo, then you could be doing yourself a disservice.

In many sales organizations, team selling is seen as an asset in penetrating accounts and closing deals. Metrics support a higher closing ratio when more than one individual is involved in the sales cycle.

When you first started with your organization and completed your initial sales training, you did not go out alone during your first set of appointments. Remember the initial support you received to improve your sales techniques, technical aptitude and closing skills? Having someone involved in the sales process like that again might be just what you need.

In your organization, you have multiple individuals that can assist during most phases of the sales cycle. The most obvious is your assigned DES representative, and if you are not including that representative in your appointments, you could be missing out on opportunities to advance relationships and capture work non-technical Maintenance Sales Representatives may miss. Typically, DES representatives are better skilled at identifying areas of concern, and their knowledge reflects upon your services and organization.

When was the last time you asked your Principal to support you on a sales call? I've found that most of our Principals are the best sales individuals, and clients feel comfortable purchasing from an organization that offers more than one individual to help.

Have you ever considered reaching out to local electrical suppliers or vendor representatives? These relationships can be challenging to form, since they usually require significant effort to establish, maintain, and grow. But vendor representatives are highly knowledgeable on the products they sell, and may also have contacts and relationships in places where you may not.

What about partnering with a Maintenance Sales Representative at your local [Linc Service](#) franchise? The Linc Service network boasts 165 franchises, so you more than likely have someone in your territory that you could partner with during the sales process. If you need to find out information about your local Linc Service franchise, contact your AVP.

Honestly, I can't see a better suited sales professional to partner with and share leads than a Linc Service Maintenance Sales Representative. The similarities between clients, the maintenance aspect of sales and value propositions are almost identical.

In the end, I believe you must approach selling as if it is solely on you to succeed. But if you come to realize that you have a team of individuals around to support or compliment you, it might be easier reach and exceed goals.

