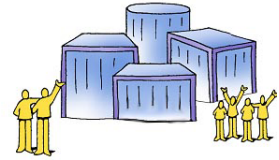


# ENGAGING WORKPLACE PARTNERS SALES STANDARDS

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## **Everyone should be responsible for sales.**

Everyone in the organization should be responsible for sales, as this is the lifeblood of your existence. Your organization will be more successful if it functions as a team and everyone knows how their particular job impacts the sales arena.

## **Know your product.**

Be able to speak about the benefits of dealing with your organization, and why your service is better than others.

## **Know your organization's history.**

Be able to speak about its place in the industry, how it got there and where it's headed. In addition, be able to talk about who's who in the organization.

## **Arrive ready to make your pitch.**

Research the prospect and tailor your presentation. Your marketing materials should be ready and organized, and you should have rehearsed your presentation.

## **Establish rapport.**

It is important to dress professionally. Pay attention to your body language, making sure you appear interested and engaged in your conversation. Listen more than you talk.

## **Be straightforward.**

If you don't know the answer to a question, admit it, and provide an answer within 48 hours. Don't make promises you can't keep. Always ask for the next step, and respond quickly to requests.

## **Immediately follow up with a letter of thanks.**