

DO YOU REALLY KNOW THE ANSWER ?

Last week we asked if you had a SCOTSMAN in the house to help you boost your sales and profits. This week we'll look at the S - which stands for SOLUTION. Ask yourself these questions;

Can I really provide what they need ?

Have I done it before ?

Do I have a relevant reference or testimonial ?

Do I know their industry ?

If you are not confident that you can do what your prospect needs, then don't take it on, as the chances of doing a good job, getting paid, making money and having a happy customer are very low.

If you don't have a track record with this type of work and don't have any relevant references then your chances of winning the deal are pretty low. If you don't have some experience or understanding of their industry then are they going to take you seriously ?

The big question here is would you be better spending your time on another deal where you would have a better fit between your offering and their needs ?

Next week we'll be looking at C for Competition.

If you would like to win more sales then simply contact me for a FREE Guide to Selling more with SCOTSMAN.

If you sell to businesses and have any sales or marketing challenges that you'd like some help with, then visit the Cognitive Sales Consulting Sales Clinic for FREE advice.



<http://www.businessinberkshire.co.uk/cognitive/>