## The Art of Selling

#### 10 Point Checklist

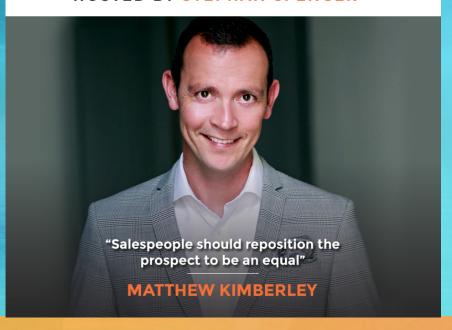
### **Matthew Kimberley**

Want to gain as much knowledge as possible out of Marketing Speak?

Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



**HOSTED BY STEPHAN SPENCER** 



### 10 STEPS YOU CAN TAKE TODAY

# Want to step up your marketing game? Here are 10 steps that can move you closer to your goals – today.

Pay close attention to detail when I am doing my sales strategy. Make sure to leave no stone left unturned.
Be systematic and meticulously follow guidelines. Sales is not all about ad-libs and improvisations.
Adapt my sales strategy depending on my organization. There are specific ways to approach prospects based on what I'm selling.
Create a sales checklist and make sure I mark everything off and follow a strict process.
Position myself as an authority in the field to gain more respect from my prospects. For example, VP of Sales is a better job description than Sales Consultant.
Use my learning experiences to adjust my sales process by evaluating what works and what doesn't.
Continuously work on my communication skills. I should be able to hold conversations, avoid using filler words, and speak with empathy.
Keep an updated CRM to access all my data in one place. Recommended tools include Infusionsoft, Capsule, Help Scout and Pipedrive.
Use technology to my advantage. Utilize bots and artificial intelligence to eliminate human work and help me focus on my warm leads.
Keep in touch with the people I've closed deals with. Make sure they know I am available if they need anything.