

Be a Sales Game Changer

10 Point Checklist

Fred Diamond

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.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“True elite sales professionals develop a dedicated mindset, proactive client interaction, and continuous self-preparation. They understand their client's needs and enable them to ask the right questions.”

FRED DIAMOND

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.

- Maximize my preparation time for sales calls. Gather insights. Create thoughtful questions and talking points. My professionalism shines through preparation and by delivering valuable content.
- Active listening is crucial in sales. Make my clients feel heard and valued by giving them space to share their thoughts and challenges.
- Cultivate authenticity and vulnerability. Share personal stories to deepen connections and build trust with clients to forge stronger relationships.
- Leverage existing content for greater visibility. Repurpose podcast episodes and interviews into blog posts, social media snippets, or ebooks to maximize content reach and impact.
- Develop a curious mindset when engaging with clients. Curiosity demonstrates my commitment to providing tailored solutions and fosters a deep connection.
- Deliver value to customers. Share educational content, practical tips, and thought leadership that makes a difference. Build a strong reputation as an expert by consistently providing value.
- Demonstrate a positive service that focuses on my client's needs. Successful sales help my clients solve their problems and meet their needs.
- Seek advice from mentors and hire coaches to improve my skills. Continuous learning and coaching are vital for sales professionals.
- Aim to build a network and be part of a community that resonates with my business mission. Determine where my products or services are needed.
- Check out Fred Diamond's website to discover his sales insights. Read his book, [Insights for Sales Game Changers](#), and connect with him on [LinkedIn](#).