

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.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“Salespeople should reposition the
prospect to be an equal”**

MATTHEW KIMBERLEY

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.