

# Day 8

## The contract

Don't order too much

Don't order too little

Get help from your sales managers on first contracts

HINT: Sell by the week like newspaper does

Be ready to explain that advertising takes time to get started

*THOUGHT: How many contracts should I take with me?*



My practice routine:

## Presenting an Annual Contract

48% of sales people NEVER follow up with a prospect  
25% of sales people make only a second contact and stop  
12% of sales people only make more than three contacts  
and stop

10% of sales people make more than three contacts

2% of sales are made on the first contact

3% of sales are made on the second contact

5% of sales are made on the third contact

10% of sales are made on the fourth contact

**80% of all sales are made on the 5th to 12th contact**

Most sales are killed by the \_\_\_\_\_

Tell them what you are GOING to tell them

Tell Them

Show Them

Ask for the order

Ask for the order

Ask for the order

Plan Follow Up

“Columbo”

Nibble

Never waste an idea:

