

## Preparations

The most important thing you can do to prepare for any situation that might occur and disturb your smooth flow of the sales process, is indeed preparations...

Don't you hate when in the middle of the interview some one comes and disturbs you? Or that the prospect suddenly gets interrupted?

Or that you forgot what to say and how to say? Or that you get a situation or objection you don't know how to handle?

Yeah. All those can be solved by preparations.

Firstly, what you can do is control the environment. Create a disturbance free environment.

Prepare some snacks, some drinks, make sure the meeting area is not lousy, cold or too hot.

You want your prospect to pay attention, don't you? Turn off your phone. If need be, ask your prospect to put his/her phone on silence mode. Make enough free time in your schedule, make sure your prospect has enough free uninterrupted time for the interview.

Rehearse your sales pitch. Refresh your memory on the specifics of your product/service.

Have a contract and pen ready in the meeting area. Have some sticky notes or paper in case you need to draw or write something down.

Have a list of offered products/services printed out. Have a demonstration magazine or pamphlet ready to show the prospect.

If you are doing a virtual meeting, make sure all your presentation files are ready and easily accessible in a file you can find and open quickly.

Make sure you are smooth, quick, uninterrupted in your sales interview.