

THE DAILY SALES "MANTRA"

*What makes a productive day for
a sales rep?*

**You must do at least 1 of 3
things EVERY DAY:**



1 FIND A DEAL

Go find a deal! Pipeline generation is the lifeblood of your business - **without prospects you don't have a business.** The more prospects you have, the more sales you will make. Strive to find at least one new prospect every single day in order to maintain a healthy pipeline and keep your business growing.



2 ADVANCE A DEAL

Move a deal forward! Avoid having deals go dark by keeping them energized with consistent sales activity: Call your champions, set up reference calls, meet with procurement officers, host an event, schedule a proposal review, share a relevant customer story, connect with more stakeholders, etc. **Sales is a contact sport** - the more interaction you have with your deals - the higher your probability of winning them is.



3 CLOSE A DEAL

Remember, **there is no prize for second place.** When you have a deal ripe and ready to be closed - go make it happen today (not tomorrow)! **Time kills deals** so make sure you follow and finish all the steps necessary to book a clean deal right then and there. Once it's done, thank your customer, welcome them, let them know what comes next, and then go celebrate.