Help!

I'M SUDDENLY

in Sales!

A Practical Guide to Winning Customers and Closing More Deals

THE FREE PRINTABLE WORKBOOK

The "Put It Into Practice" exercises from all 56 chapters, with space to write your answers.

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BEFORE YOU START

How to use this workbook

This workbook goes with the book. Each chapter's "Put It Into Practice" exercises are here with space to write your answers. Do one at a time, and do the "Do this today" line first. Print what you need, and keep your pages together so you can see how far you've come.

1. Read the chapter
in Help! I'm Suddenly in Sales!

2. Do this today
Start with the action in the gold box.

3. Write it down
Work through the exercises and tick the chapter off.

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CHAPTER 1

Welcome to the World of Sales!

1. **Write down why you are in sales.** 5 minutes Is it only the money, or also helping customers and building relationships? You'll end up with an honest page you can look at when the going gets tough.

2. **List two or three people you trust and can learn from.** 10 minutes A mentor, a peer or a leader will do. You'll have a short list of names to approach this week.

3. **Plan next week on one page.** 20 minutes Set out your time, meetings, follow-ups, pipeline and targets. You'll have a plan in front of you before the week starts.

4. **Call a customer you haven't spoken to for a while.** 10 minutes Ring them, or arrange to visit, rather than sending an email. You'll end up with a conversation or a booked visit.

DO THIS TODAY

Call a customer you haven't spoken to for a while.

☐ Chapter done

CHAPTER 2

Sales Matter More Than You Think

1. **Find your latest sales forecast.** 10 minutes If you don't have one, start one and note where you expect the sales to come from. You'll end up with a forecast on one page.

2. **Ask your customer-facing people what customers are telling them.** 15 minutes Write down what you hear. You'll have a list of customer feedback you can use in your planning.

3. **Check how much of your week goes on prospecting.** 10 minutes Look back at last week's diary and add up the hours. Then book time in next week's diary for it.

4. **Write down what you did the last time sales dipped.** 10 minutes Did you look at sales first, or everywhere else? You'll have a note of what to do differently next time.



DO THIS TODAY

Find your latest sales forecast, or start one.

☐ Chapter done

CHAPTER 3

Sales Isn't a Job Title, It's Everyone's Job

1. **List every point where a customer first meets your business.** 10 minutes The phone, the website, reception, social media, events. Mark the weakest one and fix it this week.

2. **Go back to the last enquiry you brushed off.** 10 minutes Reply or call as if it could become a customer. You'll have a message sent or a call made.

3. **Choose one way to look after an existing customer.** 10 minutes Reply faster, do what you said you'd do, or solve a problem before it gets worse. You'll end up with one customer looked after.

4. **Ask a colleague outside sales how they affect customers.** 15 minutes Show them how their work helps win or lose business. You'll both come away with something to do differently.

DO THIS TODAY

Go back to the last enquiry you brushed off and reply.

☐ Chapter done

CHAPTER 4

Business Development Isn't Sales

1. **Split your tasks into two lists.** 15 minutes Write down which are business development (starting conversations, reconnecting, opening doors) and which are sales (guiding deals, negotiating, closing). You'll have a count of the hours in each.

2. **Find where your pipeline is breaking.** 15 minutes Look at your last month and write down whether you're struggling to generate leads or to close them. You'll know which problem to fix first.

3. **Block time for BD in your diary.** 5 minutes Book protected time each week for starting new conversations, so live quotes can't squeeze it out. You'll have it booked.

4. **Contact three former customers.** 20 minutes Pick people you haven't spoken to for a while and send a message or make a call to start a conversation, with no sales pitch.

5. **Agree who does what.** 10 minutes If you work with others, write down who opens doors, who closes and what each person is measured on. You'll have a short note to share.



DO THIS TODAY

Contact three former customers with no sales pitch.

☐ Chapter done

CHAPTER 5

What Sales Jargon Really Means

1. **Write down the ten terms you hear most at work.** 15 minutes Put each in your own words, then check it against the glossary. You'll have a list showing where your meaning differs.

2. **Work out your closing ratio.** 10 minutes Count the quotes you've sent in the last three months and the orders you've won from them, then divide. You'll have your closing ratio as a percentage.

3. **Sort your current opportunities into leads, prospects and hot leads.** 15 minutes Use the definitions in the glossary and be honest about which are really warm. You'll have a sorted list.

4. **Agree one meaning for each term with a colleague.** 15 minutes Ask which terms they use differently and write the agreed meanings down. You'll have a shared list for your team.

5. **List your non-sales activities.** 10 minutes Write down what takes your time and mark one to cut down or hand over. You'll have a list and a first thing to stop doing.



DO THIS TODAY

Work out your closing ratio.

☐ Chapter done

CHAPTER 6

Look After Yourself

1. **Do the Five-Minute Audit.** 5 minutes Score yourself honestly and follow the advice for your score. You'll know which habit to work on first.

2. **Put health in your diary.** 10 minutes Book a walk, a reset window or a set time to close your laptop, like a customer meeting. You'll have it in your diary for the week.

3. **Plan tomorrow's food and drink.** 10 minutes Write down your meals and snacks, built around protein, veg and slow carbs, and put a bottle of water on your desk. You'll have a plan so you're not caught out at 3 p.m.

4. **Start the 7-Day Reset.** 10 minutes Write the seven days into your diary as written. At the end of the week, note which habits to keep.

DO THIS TODAY
Do the Five-Minute Audit.

☐ Chapter done

CHAPTER 7

Managing Your Diary

1. **Work out your own selling days.** 10 minutes Strip out weekends, holidays, bank holidays and sick days, then divide your target by what's left. You'll have your target per selling day.

2. **Block next week's diary.** 15 minutes Put in prospecting, quote chasing, first meetings, key accounts and pipeline housekeeping before anything else claims the time. You'll have a protected week.

3. **Green, Amber or Red every opportunity.** 20 minutes Use the definitions in this chapter. You'll end up with a ranked pipeline and a list of deals to close or nurture elsewhere.

4. **Review your last 30 quotes.** 20 minutes Add a next step to every one, or close it. You'll have a list of quotes to chase.

DO THIS TODAY

Work out your own selling days.

☐ Chapter done

CHAPTER 8

Selling from Home and Doing It Well

1. **Write your morning routine.** 10 minutes Wake-up time, getting dressed, breakfast, and a short walk or drive in place of the commute. You'll have a routine to try for a week.

2. **Plan tomorrow's food, drink and movement.** 10 minutes Put water on your desk, decide what you'll have for lunch and block short walks between meetings. You'll be set up for the day.

3. **Message someone positive.** 10 minutes A colleague, another business owner or a mentor. Agree to message each other during the week and share a win or a frustration. You'll have a sent message.

4. **Set a finish time.** 5 minutes Write down when you'll shut the laptop and switch off notifications. You'll have a time to keep to for a week.

5. **Book a video call with a customer, and practise first.** 25 minutes Run through it with a colleague, checking where you look and how your body language comes across. You'll have a call in the diary and a rehearsal done.



DO THIS TODAY

Message someone positive and agree to catch up this week.

☐ Chapter done

CHAPTER 9

Staying Motivated

1. **Write down your why and put it where you'll see it.** 5 minutes A photo, a phone reminder or a picture will do. You'll have it in sight every day.

2. **Turn this week's target into daily activities.** 15 minutes Write down how many calls, meetings and proposals you need each day. You'll have a daily number to hit.

3. **Set up a weekly buddy call.** 10 minutes Message someone to agree a 20-minute call to share one win, one stall and one promise. You'll end up with a call in the diary.

4. **Plan tomorrow around the frog.** 10 minutes Write down your highest-value, most avoided task and put it first, with a 15-minute reset after 90 minutes of focused work. You'll have tomorrow's plan ready.



DO THIS TODAY

Write down your why and put it where you'll see it.

☐ Chapter done

CHAPTER 10

How to Bounce Back from a Sales Slump

1. **Write down one action you can control today.** 5 minutes For example, book two first meetings. Do it first, and you'll end up with a small win.

2. **Run the Five-Call Bounce.** 20 minutes Ring two lapsed customers, two warm prospects and one customer you like, and book a next step on every call. You'll have next steps in the diary.

3. **Speak to one person about how things are going.** 15 minutes A manager, colleague, mentor or peer. Ask for feedback and you'll come away with fresh ideas.

4. **Re-read a few testimonials and case studies.** 10 minutes Then ring a friendly customer for five minutes with no pitch. You'll end up with a reminder of the value you deliver.

5. **Write three questions to ask a prospect.** 10 minutes Use the ones in this chapter as a guide, and adapt them to a real prospect. You'll have questions ready for your next call.



DO THIS TODAY

Write down one action you can control and do it first.

☐ Chapter done

CHAPTER 11

The Core Skills of Selling

1. **Mark yourself out of ten on each skill in the summary.** 15 minutes Be honest, then pick your lowest two and write one thing you'll do about each this month. You'll have two actions.

2. **Write down the problem each of your top three customers is trying to solve.** 15 minutes If you can't, note what you need to ask them. You'll have three conversations lined up.

3. **Set two goals using the format in this chapter.** 10 minutes Make them specific and time-bound, and write down your reward. You'll have two goals on paper.

4. **Check your next proposal for waffle and jargon.** 15 minutes Read it as the customer would and cut anything that doesn't say clearly what they can expect. You'll have a clearer proposal.

5. **Look at last week's diary.** 10 minutes Add up the hours on prospecting, meetings, proposals and followups against admin. Then block protected selling time for next week.

DO THIS TODAY

Write down the problem each of your top three customers is trying to solve.

☐ Chapter done

CHAPTER 12

Communication and Your Reputation

1. **Trace one recent order from enquiry to delivery.** 20 minutes Note every point where information passed from one person to another. You'll have a list of places where something could be lost.

2. **Ask your delivery people what they wish sales told them sooner.** 15 minutes Write down their answers and change one thing before your next quote goes out. You'll have one change made.

3. **Read your last cold email, voicemail or LinkedIn message as the customer would.** 10 minutes Does it say something good about your business? Rewrite it if not, and you'll have a better version to reuse.

4. **Call a customer who is waiting on a problem.** 10 minutes Tell them what's happened, what you're doing about it and when they'll hear from you next. You'll end up with a customer who's been updated.

5. **List every promise you've made to customers this week.** 10 minutes Tick off what's done and fix anything outstanding. You'll have a clear list.



DO THIS TODAY

Call the customer who is waiting on a problem.

☐ Chapter done

CHAPTER 13

Body Language

1. **Listen for tone on your next three calls.** 15 minutes Note any hesitation, a change in pace or a clipped answer, and what you were talking about at the time. You'll end up with three short notes on where people get uneasy.

2. **Write down your cluster signs.** 10 minutes List the signals you'll look for together, such as fidgeting and a clipped tone when you mention price or lead times. You'll have a short checklist for your next meeting.

3. **Practise the gentle follow-up out loud.** 5 minutes Say "You paused there. Can I ask, is there something you're unsure about?" a few times until it sounds like you. Then use it when something doesn't sit right.

4. **Review a "yes" that went nowhere.** 15 minutes Pick a prospect who said they were interested and went quiet. Write down what signs you may have missed and one question you'd ask differently.

5. **Ask a colleague to watch you.** 10 minutes Ask them to watch you in a meeting or on a video call and tell you what your posture and expression were saying. You'll have their feedback in writing.

DO THIS TODAY

Practise the gentle follow-up out loud until it sounds natural.

☐ Chapter done

CHAPTER 14

Listening

1. **Summarise at the end of your next three calls.** 5 minutes each Use "Just to make sure I've understood correctly..." and note how often the customer adds or corrects something. You'll have three notes on what you'd have missed.

2. **Pick the listening style before your next conversation.** 10 minutes Write down whether it needs supportive, responsive or retention listening, and three open questions to match. You'll have a short plan to take in with you.

3. **Count your interruptions.** 10 minutes After your next meeting, write down how many times you cut in or finished someone's sentence. You'll have a number to beat next time.

4. **Find your biggest trap.** 5 minutes Go through the list of seven and be honest about which one is you. Write it on a sticky note and put it where you'll see it on your next call.

5. **Slow down on your next important call.** 15 minutes Ask your first question, then stay quiet and let the customer finish. Afterwards, write down one thing you learned that you wouldn't have heard if you'd rushed.

DO THIS TODAY

Write your biggest trap on a sticky note and put it by your phone.

☐ Chapter done

CHAPTER 15

Asking the Right Questions

1. **Write your four preparation answers before your next call.** 10 minutes What do you want to learn, which questions will uncover it, what might they ask you and how can you add value? You'll have a one-page plan for the call.

2. **Write three questions for each of the five types.** 20 minutes Base them on one real customer you're talking to this month. You'll have a list to take into your next meeting.

3. **Write your pain or gain question.** 10 minutes For your next prospect, write the question you'll use to find out whether they're avoiding pain or seeking gain. You'll have it ready to ask.

4. **Practise answering "we're okay for now".** 10 minutes Write two open or probing follow-ups, such as "How are you currently handling that?", and say them out loud. You'll have a reply ready for the polite hesitation.

5. **Check your last call for leading questions.** 10 minutes Write down any you used and swap each for an open or probing question. You'll have better wording for next time.



DO THIS TODAY

Write the four preparation answers for your next call.

☐ Chapter done

CHAPTER 16

Building Rapport That Sells

1. **Do your homework before your next meeting.** 20 minutes Look at the company's website, the person's LinkedIn profile, recent news and the trade press. You'll end up with three things you've learned.

2. **Write two questions specific to that prospect.** 10 minutes Base them on what you found and avoid the tired, formulaic openers. You'll have two questions ready to ask.

3. **Find one thing in common.** 5 minutes Sport, travel, a shared contact or industry experience. Write it down as your small talk opener.

4. **Practise listening without interrupting.** 10 minutes In your next conversation, let them finish every point and ask a follow-up before you say anything about yourself. Afterwards, write down what they told you.

5. **Note the signs of rapport.** 5 minutes After the meeting, write down whether they relaxed, shared more freely and did more of the talking. You'll have a note of what to repeat or change.



DO THIS TODAY

Write two questions specific to your next prospect.

☐ Chapter done

CHAPTER 17

Building Long-Term Credibility

1. **Check every promise you have open.** 15 minutes List the lead times, prices and delivery dates you've given to customers. If any are a stretch, go back to the customer today and reset them.

2. **Write what you can and can't deliver before your next quote.** 10 minutes Cover lead times, specifications and limitations. You'll have honest wording to use in the conversation, not after the order.

3. **Start a promises list.** 10 minutes Note every call and quote you promise a customer for the next two weeks, with the day it's due. You'll have a list to tick off as each one lands on time.

4. **Find one thing in common with a customer.** 10 minutes Look at their LinkedIn profile or think of a mutual contact. You'll have an opener for your next conversation.

5. **Send proof of your capability.** 15 minutes Pick one relevant case study or testimonial for a live prospect and send it with a short note on why it matters to them.



DO THIS TODAY

Go back to any customer whose promised date is a stretch and reset it.

☐ Chapter done

CHAPTER 18

Common Mistakes Made by Salespeople

1. **Review your last three customer conversations.** 15 minutes For each one, write down whether it moved towards a clear commercial next step. If not, write the next step you should have asked for, then send that request.

2. **Plan your questions for your next meeting.** 10 minutes Write a short list of questions about their business, so the conversation is about them and not you. You'll have a list to take in with you.

3. **Qualify your current leads.** 20 minutes For each one, tick whether they have a need, a budget and the authority to decide. You'll have a list of who to keep and who to move on from.

4. **Map who is involved in your biggest live deal.** 10 minutes List buying, finance, technical and operations, and mark who you know. You'll have the name of the next person to meet this month.

5. **Write what to ask before you discount.** 10 minutes List three questions to ask first, such as whether they want less downtime, better quality or less waste. You'll have them ready before the next price conversation.

DO THIS TODAY

Qualify your current leads on need, budget and authority.

☐ Chapter done

CHAPTER 19

Why People Really Buy

1. **Write down the result your best customer was after.** 10 minutes Not the product they bought, but what it did for them. You'll have wording to use in your next conversation.

2. **Write your five questions for your next meeting.** 15 minutes Adapt the chapter's questions to your customer: what it's for, who uses it, what they've used before, what's prompting the change and what matters most.

3. **Prepare for "can you do it cheaper?"** 10 minutes Write three questions that find out what's behind the request, such as unhappiness with a supplier, pressure on budget or a performance issue. You'll have them ready before you quote.

4. **Rewrite one standard description.** 15 minutes Turn "what we offer" into "what it helps the customer achieve". You'll have a new version to try on a live prospect.

5. **Send a prompt reply.** 5 minutes Pick a customer who is waiting on you, answer them and do what you said you would. You'll have one sent message and a happier customer.



DO THIS TODAY

Reply to the customer who is waiting on you.

☐ Chapter done

CHAPTER 20

Selling What Really Matters

1. **List five features and add the "so what?".** 15 minutes Next to each, write the benefit and mark it hard (measurable) or soft (peace of mind, trust, ease). You'll have five benefits ready to use.

2. **Say a feature out loud as a benefit.** 5 minutes Start with "which means..." and ask whether it answers "what does that mean for me?". If not, rewrite it.

3. **Mark up your last quote or brochure.** 15 minutes Find where you've listed features and left the customer to join the dots, then add the benefit. You'll have an improved version to send.

4. **Ask a customer why they chose you.** 10 minutes Call or email one and write down their words. They may mention responsiveness, knowledge or reliable delivery, which is the difference to tell people about.

5. **Write your answer to "Why are you more expensive?"** 15 minutes List the benefits your competitors can't match, in the customer's language. You'll have a short script for the next price challenge.



DO THIS TODAY

Ask one customer why they chose you.

☐ Chapter done

CHAPTER 21

What Makes You Worth Choosing?

1. **Write your value proposition in four lines.** 15 minutes Say who it's for, what it delivers, why it's different and why it's credible. If you can't finish a line, that's the gap to fix.

2. **Gather your evidence.** 20 minutes Collect the testimonials, case studies, accreditations or real results that back up your claims. You'll have a folder ready to send.

3. **Ask three customers why they chose you.** 20 minutes Write down their words and compare them with what you thought your USP was.

4. **Test your USP three ways.** 10 minutes Write down whether it's relevant to your customer, believable in practice and difficult for a competitor to copy. If not, list what you do well, such as response times, reliability or team knowledge.

5. **Practise the one-sentence version.** 5 minutes Say your value proposition out loud as an answer to "What's in it for me?" and try it on a colleague.

DO THIS TODAY

Say your value proposition out loud to a colleague.

☐ Chapter done

CHAPTER 22

Consultative Selling

1. **Write five questions for your next customer conversation.** 10 minutes Cover the "why", "what", "when", "where" and "how", and add one on the impact if the problem isn't solved. You'll have a question list ready to take with you.

2. **Practise summarising out loud.** 10 minutes Take notes from your last conversation and say the customer's key points back, as you would on a call, before mentioning your product. You'll have a short summary you can use in your next call or meeting.

3. **Mark up your last proposal.** 15 minutes Highlight where you pitched features and where you tied your offer to what the customer told you. You'll have one change written down.

4. **Swap your jargon for plain English.** 5 minutes Pick one standard phrase you use with customers and write the plain version beside it. You'll have a new phrase to use.

5. **Send a useful follow-up.** 10 minutes Choose one prospect you've not spoken to for a while, find something useful to send them and write the message. You'll have a sent message.

DO THIS TODAY

Write your five questions for your next customer conversation.

☐ Chapter done

CHAPTER 23

Prospecting and Building Your Customer Base

1. **List the methods you use now.** 10 minutes Write them against the chapter's list: networking, calling, email, social selling, referrals, events, expertise, online research and partnerships. You'll have a list showing one method you're not using yet.

2. **Ask a happy customer for a referral.** 10 minutes Choose a customer you've done a good job for and ask who else they know who might benefit, using the wording in the chapter as a starting point. You'll have a sent message or a call made.

3. **Give your next five contacts a purpose.** 10 minutes Write beside each name which of the five purposes applies: qualifying, sharing information, asking for a meeting, following up a proposal or closing. You'll have five contacts, each with a clear reason.

4. **Fix one thing on your LinkedIn profile.** 15 minutes Read it as a stranger would: does it show who you are, what you do and how you help? You'll have one improvement made and one useful post written to share.

5. **Name a possible partner.** 10 minutes Write down one complementary business whose customers might need what you offer, and one reason you could help each other. You'll have a first line for an introduction.

DO THIS TODAY

Ask a happy customer for a referral.

☐ Chapter done

CHAPTER 24

Using the Telephone

1. **Block out a calling hour this week.** 10 minutes Put it in your diary, then set up your space with a headset and a chair or standing position that suits you. You'll have a booked hour and a ready workspace, so you can make at least ten calls.

2. **Write a one-page call guide.** 20 minutes Jot down your key questions, your value points and how you'll handle two likely objections. You'll have a page to glance at, not read word for word.

3. **Script and say a voicemail aloud.** 10 minutes Keep it under 30 seconds, start with the person's name rather than yours, offer some value and end with a clear call to action. You'll have a voicemail ready for your next unanswered call.

4. **Ask a gatekeeper for advice.** 5 minutes On your next call, learn the name of the person who answers and ask how best to reach the decision-maker. You'll have a name noted for next time.

5. **Listen to three calls.** 15 minutes Use your own or have someone listen in. Tick off whether the script was followed and the customer was looked after.



DO THIS TODAY

Script a voicemail and say it aloud.

☐ Chapter done

CHAPTER 25

Social Selling and LinkedIn

1. **List your channels.** 10 minutes Write down how you reach prospects now: social media, phone, email, letters, face-to-face. You'll have a list showing whether social media is doing most of the work.

2. **Search for ten prospects.** 20 minutes Use the LinkedIn filters for location, industry and job title, then read their profiles. You'll have a list of ten people with their needs and problems noted.

3. **Send three personal connection requests.** 15 minutes Say who you are and why you're getting in touch, and mention any mutual connections. You'll have three sent requests.

4. **Join two groups and add to a discussion.** 15 minutes Pick groups in your industry or target market and join in without selling anything. You'll have two groups joined and one comment posted.

5. **Write your backup plan.** 10 minutes If your main platform disappeared tomorrow, how would prospects still reach you? Write the answer down. You'll have a list of other ways they can reach you.



DO THIS TODAY

Send three personal connection requests.

☐ Chapter done

CHAPTER 26

Using Email Well

1. **Clean your email list.** 20 minutes Before your next send, remove duplicates, inactive contacts and addresses you know are wrong. You'll have a clean list.

2. **Write three subject lines.** 10 minutes Make each one short, personal and clear about what's inside, then pick the best. You'll have a subject line ready for your next email.

3. **Add a personal detail to your next email.** 10 minutes Take something from the recipient's LinkedIn profile or a recent meeting and write it into the opening line. You'll have a personalised opening.

4. **Write one clear call-to-action.** 5 minutes Say exactly what you want the reader to do next, and include the link if there is one. You'll have a closing line ready to use.

5. **Send a test version.** 10 minutes Send it to yourself and a colleague, and check the formatting and links before it goes out. After the real send, note the open and click rates.

DO THIS TODAY

Write three subject lines for your next email.

☐ Chapter done

CHAPTER 27

Making Networking Work for You

1. **Pick two events to try this month.** 15 minutes Choose ones where your target customers or decisionmakers are likely to be. You'll have two events booked, and you can stick with the one that gives the best return.

2. **Write your introduction in one sentence.** 10 minutes Say what you solve and the benefit it brings, with no jargon, then practise it out loud until it sounds natural. You'll have an introduction you can use at your next event.

3. **Prepare three opening questions.** 10 minutes Write questions to ask new people before you say anything about your business, such as someone standing on their own. You'll have three questions ready for your next event.

4. **Write a follow-up message.** 10 minutes Keep it short, thank them and mention something you talked about, with no pitch, ready to send within a couple of days. You'll have a message ready to adapt, and you can connect on LinkedIn too.

5. **Review your last event.** 10 minutes Write down who you met, what you learned about them and what you could offer them that's useful. You'll have a list of who to follow up with.

DO THIS TODAY

Write your introduction in one sentence and say it out loud.

☐ Chapter done

CHAPTER 28

Making Exhibitions Work for You

1. **Plan your visit.** 20 minutes Check the exhibition website, pick the businesses you want to speak to and note their stand numbers. You'll have a list, and can message a few beforehand.

2. **Look at your stand.** 10 minutes Walk past it or picture it. Is it open, clear and well branded, with no furniture between you and the visitor? You'll have a list of what to take out.

3. **Set up your lead capture.** 15 minutes Gather plenty of business cards, an enquiry form and a bowl for a prize draw. You'll have it ready before the doors open.

4. **Agree roles with your colleague.** 5 minutes One on the stand, one walking the floor, and swap over during the day. You'll have a simple plan written down.

5. **Write your follow-up.** 15 minutes Use the notes on the enquiry forms to make each contact personal, and look for cross-sell or upsell chances. You'll have a message ready for each lead.

DO THIS TODAY

Write down who you want to meet and their stand numbers.

☐ Chapter done

CHAPTER 29

Your Next Customer Already Knows You

1. **List your five happiest customers.** 10 minutes Write down the ones who've seen real results and would gladly recommend you. You'll have a list of five people to ask this month.

2. **Write your ask before you pick up the phone.** 10 minutes Name a company or a person you'd like to be introduced to, rather than asking "Know anyone who needs this?" You'll have a specific ask for each call.

3. **Pre-write an introduction email.** 15 minutes Draft one your customer can forward in under a minute, and write the LinkedIn message for them too. You'll have two messages ready to send.

4. **Add a referral prompt to your diary.** 5 minutes Set a reminder at each proposal, delivery and account review. You'll have prompts in place, so asking becomes routine.

5. **Collect three testimonials.** 15 minutes Pick a line from an email, a LinkedIn comment or something a customer has said to you, and ask permission to use it. You'll have three lines to put in your next proposal.



DO THIS TODAY

List your five happiest customers and pick the first one to ask.

☐ Chapter done

CHAPTER 30

Qualifying Leads

1. **Write your Ideal Customer Profile.** 15 minutes Cover sector, company size and location on one page. You'll have a page to put where you can see it.

2. **Check your open leads against BANT.** 20 minutes For each lead, mark Budget, Authority, Need and Timeline as known or unknown. You'll have a list of gaps and the biggest one to chase.

3. **Map the decision-makers on your best opportunity.** 15 minutes Write down who signs off, who has technical or commercial input and who influences behind the scenes, and mark who you haven't met. You'll have a map showing who to meet next.

4. **Pick three qualification questions from the list.** 10 minutes Rewrite them in your own words and practise them out loud so they don't sound like a form. You'll have three questions ready for your next conversation.

5. **Call to ask budget and timescale before you quote.** 10 minutes Pick the next proposal you're about to write and ask for both. You'll have an answer, or a clear reason to limit the time you invest.

DO THIS TODAY

Check your open leads against BANT.

☐ Chapter done

CHAPTER 31

Winning the First Meeting and Making It Count

1. **Write your opening line for your next prospect.** 10 minutes Base it on a challenge they're likely to face and end it with a question. You'll have a line ready to use.

2. **Write three simple questions.** 10 minutes Choose ones that bring out the prospect's problems and the wider impact, to ask before you say anything about your product. You'll have a list to keep by the phone.

3. **Do your homework on your next meeting.** 20 minutes Check their website, LinkedIn, trade press, your own notes and CRM history. You'll end up with one useful outcome written down to leave with.

4. **Send an agenda in advance.** 10 minutes Invite the customer to add to it, then plan to go through it in the first five minutes. You'll have a sent agenda.

5. **Answer the three questions after your next meeting.** 5 minutes Did I achieve what I set out to do, what went well and what didn't, and how can I improve? You'll have notes to improve on.



DO THIS TODAY

Write your opening line for your next prospect.

☐ Chapter done

CHAPTER 32

Presenting Solutions That Secure the Sale

1. **Write down your customer's top three needs.** 10 minutes Do it before your next presentation and cut anything that doesn't speak to them. You'll have a short list to build around.

2. **Write up one case study.** 20 minutes Choose one from a similar business or size of company: the problem, what you did and the outcome, with numbers where you have them. You'll have a case study ready to use.

3. **Turn your features into benefits.** 15 minutes For each feature you plan to mention, write what difference it makes to the customer. You'll have a list of benefits.

4. **Practise asking for the business.** 10 minutes Write two ways to ask in your own words and say them out loud until they feel natural. You'll have two lines ready.

5. **Write the follow-up you'll agree before you leave.** 5 minutes Note who is doing what, by when, and the date to put in both diaries. You'll have it ready for your next meeting.

DO THIS TODAY

Write two ways of asking for the business and say them out loud.

☐ Chapter done

CHAPTER 33

Giving Inspiring and Effective Presentations

1. **Count the slides in your last presentation.** 10 minutes Work out how many you need for your time slot (around six for fifteen minutes), then cut it down and swap some text for pictures. You'll have a shorter deck.

2. **Write what's in it for your audience.** 5 minutes One sentence, before you touch a slide. If a slide doesn't support it, take it out. You'll have a test for every slide.

3. **Make a checklist of everything you need on the day.** 10 minutes Laptop, adapters, cables, chargers, printed copies, business cards and literature, plus a note to check the customer's systems beforehand. You'll have a list to use every time.

4. **Practise your next presentation out loud.** 20 minutes Time it, and write two or three questions to put to the audience as you go. You'll have a timed run-through and your questions.

5. **Write down what you'd change after your next presentation.** 10 minutes Note the questions you were asked and add the answers to your slides. You'll have a list of follow-ups for everyone who attended.

DO THIS TODAY

Write one sentence on what's in it for your audience.

☐ Chapter done

CHAPTER 34

Lead the Sale or Lose the Sale

1. **Phone instead of emailing for your next meeting.** 5 minutes Skip the diary swap and call to fix the time. You'll have a booked meeting.

2. **List your quotation deadlines.** 10 minutes Write the date by each one, aim to send early, and note any that will be late so you can call before the deadline passes. You'll have a deadline list.

3. **Call the decision-maker on three open quotations.** 20 minutes Don't just check in. Find out what's happening behind the scenes. You'll have three conversations and notes on each.

4. **Answer three questions on your most important live opportunity.** 10 minutes Who's involved, how do they make decisions and what's their timescale? You'll have the answers, or a list of what to find out this week.

5. **Time your last enquiry response.** 5 minutes Note how long you took, then write a target for next time. You'll have a response target.

DO THIS TODAY

Pick up the phone and call the decision-maker on one open quotation.

☐ Chapter done

CHAPTER 35

The Fortune Lies in the Follow-Up

1. **Go through every open proposal or quotation.** 20 minutes Write down when it went out and when you last spoke to the customer. Mark each as active, drifting or dead. You'll have a list of the ones to contact this week.

2. **Book the follow-up for your next quote before you send it.** 5 minutes Put the time in the diary and send the invite with the quote. You'll have a follow-up booked.

3. **Send something useful to three prospects.** 15 minutes Pick an article or link that's relevant to each, with no pitch. You'll have three messages sent.

4. **Write your qualifying questions.** 10 minutes Goals, constraints, budget and who makes the decision. You'll have a checklist to use before you quote.

5. **Phone one quiet prospect.** 10 minutes Choose a valuable opportunity that has gone quiet, and call to find out where it stands. You'll have a conversation and a clear next step.

DO THIS TODAY

Book the follow-up call on your next quote before you send it.

☐ Chapter done

CHAPTER 36

Turning Objections into Opportunities

1. **List your last five objections.** 10 minutes Put each one into price, trust, timing, perceived need or suitability. You'll see what's really behind them.

2. **Prepare an answer to your top three.** 20 minutes For each, write the open questions you'd ask and the evidence you'd use, such as datasheets, certifications or case studies. Keep them to hand.

3. **Practise the five steps out loud.** 15 minutes Ask a colleague or friend to play the buyer and raise an objection. Acknowledge, question, address and confirm.

4. **Rehearse your answer to "your price is too high".** 5 minutes Practise asking "Compared to what?" and what budget they expected. Then listen.

5. **Contact one prospect who objected and went quiet.** 10 minutes Treat it as a chance to learn and stay in touch. Send the message this week.

DO THIS TODAY

Write down your last five objections and sort them into the five types.

☐ Chapter done

CHAPTER 37

Knowing When It's Time to Close the Sale

1. **Review your last three live opportunities.** 15 minutes Write down every buying signal each prospect gave you, and which ones you missed. You'll have a list of signals to look for.

2. **Write the signals on one page.** 10 minutes Keep it beside you on your next call or meeting and tick them off as you hear them. Two or three means it's time to move towards a close.

3. **Write a gentle test close.** 5 minutes Something like "Would you like me to sketch out a plan to get this underway?" Say it out loud so it's ready when you hear a buying noise.

4. **Write your answers for price, terms and delivery questions.** 15 minutes Clarify what's included and the value, and don't rush to cut the price. You'll have a set of calm replies.

5. **List the documents you could send.** 10 minutes Technical documents, case studies and sign-off paperwork, for when a prospect asks about warranties, budgets or approval. You'll have them to hand.

DO THIS TODAY

Write your test close and say it out loud.

☐ Chapter done

CHAPTER 38

Closing Techniques That Work

1. **Write three test close phrases on a card.** 5 minutes Use one in your next meeting or call and note what the answer tells you. You'll have a card to keep by you.

2. **Write an option close for a prospect who has been dithering.** 10 minutes Give two choices that both assume a purchase. You'll have a line ready to use.

3. **Ask for a score out of 10 on your next live opportunity.** 10 minutes Use the gauge technique and, if it's below 7, ask what would move it up. You'll have a score and the reason behind it.

4. **Write a summary close for your best open proposal.** 15 minutes List what they're getting and finish with "Shall we go ahead?" Say it out loud before the call. You'll have a script.

5. **List your open proposals and any genuine deadlines.** 10 minutes Note a real deadline, price change or start date you could mention honestly. If there isn't one, leave urgency out. You'll have a list of honest reasons to act.

DO THIS TODAY
Write three test close phrases on a card.

☐ Chapter done

CHAPTER 39

If You Don't Ask, You Don't Get

1. **Write out your four steps.** 10 minutes Thank, summarise, check, ask, each in your own words. Say it out loud until it sounds like you. You'll have a script.

2. **List your open opportunities.** 10 minutes Next to each one, write whether you've actually asked for the order. You'll have a list of the ones still to ask.

3. **Write down what makes you hesitate.** 5 minutes Note the worst that could happen if you ask. You'll see how small it is next to a lost sale.

4. **Use your four steps on your next meeting or call.** 15 minutes Don't skip the last step. Afterwards, note what the customer said when you asked. You'll have a record of the answer.

5. **Write two questions to check you've earned the right to ask.** 5 minutes Do you understand their needs, and do they trust you? You'll have a quick check before every ask.

DO THIS TODAY

List your open opportunities and mark the ones where you haven't yet asked.

☐ Chapter done

CHAPTER 40

Saying No to Discounts

1. **Write your answer to "Why is it worth the price?"** 15 minutes Use results the customer cares about, such as less downtime, better efficiency or compliance. You'll have an answer ready before price comes up.

2. **List three extras you could offer instead of a discount.** 10 minutes Think extra support, an extended warranty, or something that costs you little but means a lot to them. You'll have them ready for the next "sharpen the pencil".

3. **Write down your walk-away price.** 5 minutes Note the lowest price you can accept before your next price discussion. You'll have a line you won't cross.

4. **Review your last few discounted deals.** 15 minutes List what each customer was worth after the margin you gave up, and what you could have done differently. You'll have notes to learn from.

5. **Practise your reply when a competitor is cheaper.** 10 minutes Say out loud what the customer gets for the extra, without criticising the competitor. You'll have a reply ready.



DO THIS TODAY

Write down your walk-away price.

☐ Chapter done

CHAPTER 41

Negotiating Without Burning Bridges

1. **Write down your three numbers.** 10 minutes Before your next negotiation, write your ideal outcome, your acceptable middle ground and your walkaway point. Then note what the other side wants and where they're likely to push back.

2. **List what you can give up and what you must protect.** 10 minutes Pick the less important issues you can flex on, so you can hold firm on the ones that matter.

3. **Prepare three open questions.** 10 minutes Write them down to ask the other side. In the meeting, listen to the answers before you reply.

4. **Find your easy points.** 5 minutes List two or three things you both already agree on, so you can say so before you tackle the tricky ones.

5. **Write a recap email.** 15 minutes Draft a template that sums up what's been agreed, and send it the same day after every negotiation.



DO THIS TODAY

Write your three numbers (ideal, middle ground and walkaway) for your next negotiation.

☐ Chapter done

CHAPTER 42

Setting Goals That Drive Sales

1. **Write your sales goal for this year.** 10 minutes Put a number and a date on it. You'll have one clear sentence.

2. **Write two or three objectives under it.** 10 minutes Make each one an action you could do this week. You'll have a short list of next steps.

3. **Test each objective.** 10 minutes Ask whether it fits your role and strategy, and whether you can do it with the time and tools you have. Rewrite any that fail.

4. **Tell your team.** 10 minutes Send the goal and the objectives and ask them to reply with what they need to do next. You'll have a sent message and their answers.

5. **Book a progress review.** 5 minutes Put a mid-quarter check in your diary. You'll have a date to adjust any objectives that aren't working.

DO THIS TODAY

Write your sales goal for this year, with a number and a date.

☐ Chapter done

CHAPTER 43

Meeting and Exceeding Targets

1. **Check your target against SMART.** 10 minutes Write it down and test it against each of the five letters. Rewrite any part that fails, and you'll have a target that passes.

2. **Break your target down.** 15 minutes Using the example in this chapter, work out how many sales, prospects, meetings and calls you need from your own figures. You'll end up with a daily or weekly activity goal.

3. **Put the activity goal in your diary.** 5 minutes Block the time and set up a simple way to tick off each day. You'll have a tracker ready to use tomorrow.

4. **Protect your selling time.** 10 minutes Turn off non-essential notifications and write down the few times a day you'll check email and messages. You'll have a short routine you can stick to.

5. **Call three existing customers.** 20 minutes Pick three and ask what else you could do for them. You'll have three proper conversations and a list of possible repeat orders.



DO THIS TODAY

Turn off your notifications and write down the times you'll check email.

☐ Chapter done

CHAPTER 44

Sales Success Isn't a Mystery, It's a Process

1. **Write down your sales process.** 20 minutes Start from the seven steps in this chapter and change them to fit how you really sell. You'll have your process on one page.

2. **List every live opportunity.** 20 minutes Write where each one sits in your process, the next action and when it's due. You'll have a working pipeline and a list of who needs a push.

3. **Write your four questions.** 10 minutes Use the questions from this chapter and note how you'd ask each one in your own words. You'll have them ready for your next meeting.

4. **Record a short video for one prospect.** 15 minutes Make it personal, and use it to arrange a call or talk them through a proposal. You'll have a video ready to send.

5. **Time your spreadsheet.** 10 minutes If you use one, note how long it takes to update and whether it's becoming a monster. You'll know if it's time to look at a CRM.

DO THIS TODAY

List every live opportunity with its next action and due date.

☐ Chapter done

CHAPTER 45

Using a CRM

1. **Write down how you track leads today.** 5 minutes Memory, notes or a spreadsheet? Be honest about where things could slip through. You'll have a list of the gaps.

2. **List your open opportunities.** 15 minutes For each, note who you last spoke to, when, and what happens next. If that takes more than a few minutes, you need a better system. You'll have a current list.

3. **List your five best customers.** 10 minutes Write what each has bought and what else they might need. You'll have a cross-selling list.

4. **Write your CRM must-haves.** 15 minutes Think about your team size, your sales cycle and how complicated what you sell is. You'll have a short list before you look at any software.

5. **Log every call, email and meeting.** 5 minutes Set up wherever you'll keep the log and start today. You'll see how much easier your next conversation is when you can see what was said last time.

DO THIS TODAY

Write down how you track leads and where things could slip.

☐ Chapter done

CHAPTER 46

The Numbers You Must Understand

1. **Find out your expected margin.** 10 minutes Ask your manager or finance director what margin the business expects on what you sell. You'll have the figure written down.

2. **Check the costs on your last three quotes.** 20 minutes Look for delivery, packaging, commissions and a fair share of overheads. You'll have a list of anything that was missed.

3. **Work out mark-up and margin on one recent job.** 10 minutes Mark-up comes from the cost, margin from the selling price. You'll have both figures side by side and know you haven't mixed them up.

4. **Ask for the gross and net margin figures.** 10 minutes Find out how far apart they are and what is eating into the difference. You'll have both numbers and a reason for the gap.

5. **Check when your last big sale was paid.** 5 minutes Find out how long the customer took and what that did to cash flow. You'll know your payment picture for that customer.



DO THIS TODAY

Ask your manager what margin the business expects on what you sell.

☐ Chapter done

CHAPTER 47

Conversion Rates

1. **Work out your conversion rate.** 10 minutes Take the quotes you issued last quarter, count how many became orders and divide. You'll have a percentage written down.

2. **Do the target sum.** 10 minutes Take your annual target and your conversion rate and work out how much you need to quote. Then see what happens if the rate improves. You'll know your quoting target.

3. **Review one recent quote.** 15 minutes Look at it as the buyer would. Is it easy to follow, and can they see the value? Fix what isn't clear and you'll have a better quote to reuse.

4. **Write your next-steps close.** 5 minutes Write a short line for the end of a call or meeting agreeing who does what, and by when. You'll have a follow-up message ready to send.

5. **Write your ask.** 5 minutes Put "Is there anything stopping us from moving forward?" into the next three quotes you send. You'll have three direct asks ready to go.

DO THIS TODAY

Work out your conversion rate from last quarter's quotes.

☐ Chapter done

CHAPTER 48

Sales Forecasting

1. **Write a forecast for next quarter.** 20 minutes Base it on your pipeline, customer buying patterns and past sales. Keep it realistic, not hopeful. You'll have a forecast on one page.

2. **Check it is honest.** 10 minutes Ask whether the number is realistic or low to keep the pressure off. Adjust it and you'll have a figure you can stand behind.

3. **Share it with operations or finance.** 10 minutes Send it with a question about what a rise or fall in sales would mean for their workload, stock and cash flow. You'll have a sent message and their answer to come.

4. **Diarise a halfway check.** 5 minutes Book a slot to compare forecast to actuals. If you're behind, you'll have time set aside for a pipeline review.

5. **Tell your team the plan.** 10 minutes Write a few lines on what the forecast says and what it means for them. You'll have a message ready to send or say.

DO THIS TODAY

Write your forecast for next quarter.

☐ Chapter done

CHAPTER 49

The Sale Isn't the End, It's Just the Beginning

1. **List your last ten orders.** 10 minutes Next to each, write when you last spoke to the customer after delivery. You'll see which ones have had silence since the invoice went out.

2. **Call three of those customers.** 20 minutes Ask how the product is performing and whether they have any future requirements. Don't try to sell anything. You'll have three conversations and some notes.

3. **Set up a regular after-sales check-in.** 10 minutes Pick a point after delivery, such as a call or an email, and write it into your process so it happens every time.

4. **Send one useful idea to a customer.** 10 minutes Something that might genuinely help them, with no sales pitch attached. You'll have a message sent.

5. **Ask your happiest customer for a recommendation.** 5 minutes Ask whether there's anyone else they know who could use your help.

DO THIS TODAY

List your last ten orders and note when you last spoke to each customer.

☐ Chapter done

CHAPTER 50

Customer Relationships Are Crucial

1. **List your five best customers.** 10 minutes Next to each, write when you last spoke to them when you weren't selling anything. You'll see who needs a call this week.

2. **Check how quickly you reply.** 15 minutes Look at your last ten customer emails and calls. Where you couldn't give a full answer straight away, did you say you were looking into it? Write a standard holding reply to use from now on.

3. **Ask one customer for honest feedback.** 10 minutes Ask what's working and what could be better, then listen and don't take offence. You'll have a message sent or a call booked.

4. **Send one useful thing to a customer.** 15 minutes It could be news about their market, a change in regulations or an introduction to someone in your network. No pitch attached.

5. **Say thank you in a personal way.** 10 minutes Write a note or make a call to a customer you've delivered for recently.



DO THIS TODAY

List your five best customers and note when you last spoke to each.

☐ Chapter done

CHAPTER 51

Key Account Management

1. **List your top customers by revenue and score them.** 20 minutes Run each one through the five questions in "Start With the Right Customers". You'll have a short list of genuine key accounts.

2. **Start a plan for one key account.** 20 minutes Write down locations and departments, what they buy, the key stakeholders, growth opportunities and agreed actions with dates. You'll have the first draft of an account plan.

3. **Name the stakeholders.** 10 minutes For that account, list the decision-makers, influencers and gatekeepers, and mark anyone you've not met. You'll have a list of who to meet.

4. **Book a review meeting or site visit.** 10 minutes Pick a key account you've not seen face to face for a while, then phone or email them for a date this month. You'll have a request sent.

5. **Tell a key customer what you've done for them.** 5 minutes Pick one thing they may not know about and write them a short message. You'll have a sent message.



DO THIS TODAY

Tell a key customer about something you've done for them that they may not know about.

☐ Chapter done

CHAPTER 52

Handling Customer Complaints

1. **Test how a customer can complain to you.** 15 minutes Try it yourself by phone, email and website. Write down how many steps it takes to reach a real person and what you'll fix.

2. **Practise the first minute of a complaint call.** 15 minutes Let them speak, don't interrupt, acknowledge their frustration and thank them for telling you. Do it with a colleague until it feels natural.

3. **Review the last time something went wrong.** 10 minutes Did you admit it, explain what caused it and say what you'd do? Write down one thing you'd do differently.

4. **List your promises to unhappy customers.** 5 minutes Write down what you've promised and by when. If you can't hit a deadline, tell them before they chase you.

5. **Contact a customer who once complained.** 10 minutes Ask whether they're happy with how it was resolved and what you could learn from it. You'll have a message sent.

DO THIS TODAY

Test how a customer can complain to you by phone, email and website.

☐ Chapter done

CHAPTER 53

Adding Value and Customer Satisfaction

1. **Find out who is making the decision.** 10 minutes On your next deal, ask who else is involved and write down each person's needs. You'll have a list of everyone who needs to feel included.

2. **Write down what the customer told you they need.** 10 minutes Do this before you quote, then check your quote matches their needs and budget, not just what you have in stock.

3. **Review your last lost sale.** 15 minutes Was it really about price, or did the customer not feel listened to? Write down what you'd do differently.

4. **Prepare an alternative to your price.** 15 minutes Write down a better specification or different terms you could offer, and what the customer gets for the extra.

5. **Follow up your open quotes.** 15 minutes Call or email every prospect you haven't heard back from. You'll have messages sent or calls made.

DO THIS TODAY

Follow up one quote you haven't heard back on, by call or email.

☐ Chapter done

CHAPTER 54

Upselling and Cross-Selling

1. **Sort your last ten orders.** 15 minutes For each, write one possible upsell (a higher-spec version) and one possible cross-sell (a complementary product or service). You'll have a list of twenty ideas.

2. **Run the "their shoes" test.** 10 minutes Go through your list and ask whether each would be genuinely useful if you were the customer. Cross out any that aren't.

3. **Put one upsell in commercial terms.** 10 minutes Write it up in terms of reliability, lower cost of ownership or return on investment, as you'd say it to the customer.

4. **Make one well-timed suggestion.** 10 minutes Choose a customer you've delivered well for and say, "Have you considered...?" about something relevant to how they use what you sell.

5. **Talk it through with your team.** 15 minutes If you have one, agree who spots these opportunities and how you'll present them as added value rather than a sales pitch.

DO THIS TODAY

Sort your last ten orders and write one upsell and one cross-sell for each.

☐ Chapter done

CHAPTER 55

Coping with a Lost Sale

1. **Write down your last lost sale.** 10 minutes Note what you think went wrong, then split it into what was in your control (follow-up, pitch) and what wasn't (timing, budget, an existing supplier).

2. **Send the feedback request.** 10 minutes Use the line from this chapter, in your own words, to a prospect who recently went elsewhere. You'll have a message sent.

3. **Book a debrief with someone you trust.** 5 minutes Choose a colleague, manager or mentor and put five minutes in the diary after your next lost deal.

4. **Plan a check-in for each lost prospect.** 15 minutes For each one lost in the last six months, put a date in your calendar and write a helpful message, not a pitch.

5. **Line up your next prospect.** 10 minutes Pick the next person you'll contact after your next "no", so you can call the same day.

DO THIS TODAY

Send the feedback request to a prospect who recently went elsewhere.

☐ Chapter done

CHAPTER 56

Improving Your Sales Results

1. **Audit last week's diary.** 15 minutes Mark every hour that went on selling and every hour that didn't. Then block out time next week for outreach calls and follow-ups.

2. **Pick three existing customers.** 15 minutes For each, write down something that goes with what they buy, such as a complementary product, spares, training or a service. You'll have three things to raise with them.

3. **Name three possible referral partners.** 10 minutes Think of distributors, installers, consultants or friendly competitors. Write a short message to one about referring business to each other.

4. **Share what customers are saying.** 10 minutes Write down what you've heard from customers this month and pass it to your marketing person. If you don't have one, pick one basic marketing task to do yourself.

5. **Work out your conversion rate.** 10 minutes Count how many leads you had and how many became customers. Then pick one thing from the chapter (questions, listening, explaining value or closing) to work on.

DO THIS TODAY

Audit last week's diary and book selling time for next week.

☐ Chapter done

AT THE BACK OF THE BOOK

Recommended Reading

1. **Choose one book.** 10 minutes Look at the four sections and pick the area where you're weakest: prospecting, core skills, objections and negotiation, or broader thinking. You'll end up with one title.

2. **Get it.** 5 minutes Buy it, borrow it or download the audiobook, so it doesn't stay on a list.

3. **Write down one idea to try.** 10 minutes After the first chapter or so, note one thing you'll use in your next call or meeting, and use it within seven days.

4. **Keep notes on what works.** 5 minutes Jot down what you tried and what happened. You'll have a record to show whether to read another in the same section or move on.



DO THIS TODAY

Choose your one book and get it, whether bought, borrowed or as an audiobook.

☐ Chapter done