How Client Thinking Unlocks Your Sales Strategy Super Power with Lynn Whitbeck

with Lynn Whitbeck · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Sales consultant Lynn Whitbeck says entrepreneurs stumble in sales when they make it about themselves, treat asking for the sale as pestering, and have no follow-up system.

- [ ] Make sure you love the product or service you sell and the organization behind it.
- [ ] Rewrite your sales conversations around what your client wants and decides, not around you.
- [ ] Ask for the sale; remind yourself that not asking denies people the value you deliver.
- [ ] Map out a follow-up cadence with a set number of steps and timing that fits your industry.
- [ ] Give every follow-up step something of value, like a link, a tip or a useful resource.
- [ ] Mix your methods: call, send a voice message instead of a typed one, then email a link to the value.
- [ ] Write five questions a client must answer "heck yes" to before you take them on.
- [ ] Keep one shared master schedule, such as a color-coded Google Sheet, that your whole team updates.
- [ ] Set up shared folders with the same structure as your own files so nobody has to guess where things go.
- [ ] Write your sales plan down, even on scratch paper, and work it step by step.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/sales-follow-up-system-lynn-whitbeck/
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