

Top Five Tactics for Turning Rerun Sales Calls into New Episodes

A common mistake many salespeople make is rerun sales calls. What is a rerun sales call? It's one where you show up saying the same thing and leaving the same materials behind.

Reruns are great when they are of favorite TV shows, but not so great when they are of sales people with nothing new to say or bring.

Here are five tips for making sure your sales visits aren't reruns:

① Leave something behind that is designed to really help people.

For instance, instead of always bringing your company brochure, try bringing a marketing piece intended to educate on an aging care topic. The benefit of this approach is twofold. First, it helps to position your company as an expert in aging care. Second, it helps your referral source do his or her job better because he or she now has a tool to help clients, which makes the referral source look better too. Be sure that the educational piece is professionally branded with your company's logo, phone number, website and physical address so that when a care need arises, the client knows who to call.

② Offer an educational presentation.

Before you put together your presentation, ask what aging care topic they would like to know more about so that you can create a presentation to meet their needs, versus just talking about the services you offer. Perhaps a hair salon would like to know how to make their space friendlier and safer for senior clients, or maybe a trust officer would like to learn more about in-home care so he or she can educate clients better, and make appropriate referrals.

Make sure your presentation has visuals to accompany it and leave-behind materials to reinforce what was taught, and be sure your leave-behinds are professionally branded with your logo, phone number, website, and address. Presentations like this can be used over and over again for multiple referral partners, and you will be able to create a library of presentations you can use to educate referral sources, community groups and prospective clients.



3 Get to know your referral sources as individuals with unique interests and communicate with them about those interests.

Even though it might feel like it sometimes, life isn't just about work. When you get to know referral sources better, you have more reasons to talk to them and more to talk about. Where did they grow up? What do they like to do? Where do they like to eat? The next time you email, write a personal note, or stop by, share a book or restaurant review that you found, pass along a great article about their favorite sports team, or bring another piece of information—unrelated to business—that you know they'd be interested in. This is how relationships are built, and building relationships builds trust.

4 Say it, don't spray it.

Remember that saying from your childhood? In sales, it means stay focused on one topic per visit. It's sometimes tempting to say everything about your company without taking a breath, but that doesn't make for a good interaction. Spraying people with a fire hose of information can make them feel exasperated. Also be mindful of your referral sources' time. They made time to see you—don't waste it.

The same goes for your marketing materials. Only bring one per visit, and not the same one every time. We've worked with plenty of salespeople who want to stuff a folder full of every piece of written material ever produced for their company. That ends up overwhelming your audience and diluting your message.

5 Have service-specific materials printed for specialty programs your company offers.

Instead of making just a mention of a specialty certification or service in your regular brochure, also create a unique marketing piece about that specialty program and how it helps the people you serve.

Does your agency provide specialized training and certification in a particular chronic condition, such as Alzheimer's, Parkinson's or COPD? Do you have a nurse on call 24/7? A pharmacy consultant to review medication profiles? Be sure to showcase whatever it is that makes your agency unique and stand out from the crowd.

At **corecubed** we create branded educational resources for aging care providers, like rack cards and fliers, specifically written for a range of referral targets.

We also create branded educational presentations for sales and marketing staff to use when educating referral sources and community groups.

To give your agency an edge over the competition and to make sure you're both remembered and trusted by your referral sources, contact us at 800.370.6580 x1, or drop us an email at info@corecubed.com to learn more.