

THE IMPORTANCE OF BEING ON TIME

There are plenty of 'do's and don'ts' when you're a sales person representing a company. One of the most critical 'do's' in my book is being on time to every appointment.

The client will always judge you and your company on punctuality. So my goal is to always get to a client's offices about 5 - 10 minutes early. That way you can take in information about the company which you can then enter into initial conversation with the client.

Most companies have newsletters about themselves on the coffee tables which you can read and pick out topics of interest, other offices are like trophy rooms for the owner displaying company or personal achievements.

I can remember many times meeting a client for the first time and bringing observations I've made in his or her office into the conversation, the next thing you're building rapport with your client as they launch into how they achieved awards. Many times it has turned into sales by just taking the time out to learn a little bit more about the client.

Being late to an appointment is the fastest way to make a bad first impression. Remember, the client will always judge you and your company on punctuality.

Paul Richardson - Maximise NZ Ltd



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