

## A New Sales Paradigm

By Mike Stewart, CSP



Yesterday I conducted a "New Paradigm" sales training workshop in Myrtle Beach, SC . Early in the meeting, one of the participants said, "This isn't like a regular meeting." I agreed and replied,

***"Regular is over!"***

**Selling has changed.** Think about the changes you have seen in selling since you started in this profession. Your list may include the following items, which were only a few of the ones listed yesterday by my Client.

- Greater access to information
- More competitive pricing pressure
- Need for faster turnaround times from salespeople
- Less brand and vendor loyalty
- Customers don't have nearly as much time to spend with salespeople as they have in the past

**Some things have not changed.** Among the things that are still the same are these timeless Universal Laws of Selling<sup>(tm)</sup>:

- Initiating more contacts with prospects equals more sales
- Salespeople must have new sales to be successful
- Most sales are made through relationships
- There is never enough time

**Conventional ideas about selling no longer apply,** if only because economic, logistical and social pressures don't allow it. When you consider the prices of gasoline and jet fuel, traffic congestion, the impact of the global economy, overcrowding in many industries, the perceived pressure to be successful at all costs, not to mention the overwhelming impact of technology, it is no wonder we can't do business as we have in the past.

Yet, way too many salespeople, and entire sales organizations, continue to struggle with an outdated paradigm that tells them that repetitive face-to-face sales calls are the only way to develop productive business relationships and close more sales.

This old thinking must be replaced with a new sales paradigm

**Three key elements of a new sales paradigm are SET:**

- Selective prospect management
- Email communications on a planned basis
- Telephone prospecting and selling

**Concentrate on selling prospects who are interested in doing business with you.** Forget conventional sales wisdom that conditions salespeople to think and say things like, "I'm going to sell this prospect if it kills me!" You know what?

***"It probably will kill you!"***

**Instead of beating your brains out** and wasting time you don't have trying to sell a prospect who isn't going to buy, find more prospects who are interested in doing business with you.

You can't do that if you continue to call on the same old customers you have been comfortable with for years, but who don't offer any significant opportunity for meaningful new business. Don't waste your time on such new prospects, either.

**Do the math** and you will quickly discover that your time is too limited to allow you to stay in your comfort zone doing things the same old way. You will also see very clearly that, in order to initiate contact with and qualify new prospects in sufficient numbers to be successful, you must rely on the telephone and email.

Sidebar

For a **[FREE CHECKLIST](#)**, "Prepare For Every Telephone Sales Call"  
Paste to Browser: <http://tinyurl.com/b3cy3>

**Relationships do not depend on Face-To-Face contact** nearly to the extent that we might believe. Surveys reveal that most "A1" Customers simply do not have time to visit often with salespeople.

In fact, they are generally relieved to learn that salespeople are planning to reduce the number of times they want to see them in person. They appreciate the fact that they can reach their sales representative by phone or email when the need arises and their needs can be satisfied equally fast by electronic contact.

**This is the Electronic Age. Take advantage of it** and update your methodologies to make the best use of the electronic communications that are the standards of life in the business world today.

**That is the only way to grow and prosper** in today's marketplace, not to mention being positioned to survive and thrive in the marketplace of tomorrow, which is continually accelerating and developing at an astonishing pace.

**Start now!**

=====

Copyright © 2005 by Michael M. Stewart  
All rights reserved

International sales trainer and consultant, Mike Stewart, CSP, specializes in hiring and developing high-performance sales teams. He is a leading authority in diagnosing and overcoming Sales Call Reluctance. To learn more about Mike and the services and products his company offers, go to [www.StewartSalesDynamics.com](http://www.StewartSalesDynamics.com).

You are welcome to reprint this article if you include the above attribution and, if possible, include Mike's photo.

If you are a member of the media and would like to interview Mike or feature more of his articles in your publication, please contact him at [Mike@StewartSalesDynamics.com](mailto:Mike@StewartSalesDynamics.com) or 1-866-515-0022.