

# Sales Tip Makes More Sales

By John W David

Sales Tip Makes More Sales

John W David  
sales@internetmarketing-proshop.com

Sales and Internet Marketing Training <http://internetmarketing-proshop.com>

Sales Tip: Nine o'clock calls All Day make more Sales.

Most purchasing agents we have interviewed over the years tell us pretty much the same thing.

They can literally toss away their watches during their work day at the office and always, nonetheless, know exactly what time of day it is.

You see, the nine o'clock appointment has all the look and feel of someone bright-eyed and bushing-tail seemingly ready to conquer the world. The PA knows it's nine o'clock.

The ten o'clock appointment is a little more stressed and may have just come from a discouraging sales meeting or sales call.

While there are occasions where the ten o'clock may have had a great first interview, the likelihood among reps overall is that they didn't.

The eleven o'clock call is a bit more haggard and low on sugar reserves making or reminding the purchasing agent that s/he, too, is getting hungry. Thus, this call is less energetic for both parties and might just as well have been made in a dumpster.

No one is ready for the one p.m. call and sugar levels are either non-existent from no lunch or right off the chart from too much starch. Maybe a bit of both....

Worse, the three or four o'clock calls look like the end of the day can't get here soon enough. Worst still, the purchaser gets to feel that he is the last hurdle between the rep and freedom.

Okay. You get the point.

Now, you might think that's absurd. But, believe me, it is extremely wide-spread.

When we built the Perfect Sales Call sheet that accompanies the video, at the top of the page are two of 4 checkboxes entitled: Energy \_\_\_\_\_ and Appearance \_\_\_\_\_.

You don't need the Perfect Sales Call sheets or the video to visualize the value of scoring yourself a minimum of 8 on 10 in both categories before proceeding with the sales call.

What to do:

A) On all your own call sheets, inscribe "Energy \_\_\_\_ and Appearance \_\_\_\_".

B) Before each and every call, check the score card at least an 8 on 10, perfection, before making the call.

The idea being to be 9 o'clock at any time in the day especially the last two time slots where, less than 9 o'clock puts you right into the mix of late afternoon mediocrity.

If your clothing gets too haggared-looking before those afternoon calls, many professionals are not adverse to having a second pair of slacks hanging up in the car.

In my seminars, I always have with me the second pair of trowsers to the suit that I am wearing. After lunch, I change, freshen up, and can give my clients my 9 a.m. best.

As you know, when you change upwards client expectation, you create market separation. And, you certainly want to be in a league of your own.

Try it.

Be, look, and act the 9 o'clock sales professional at any and every hour of the day. You'll be more welcome. And, your sales ratios, revenue / income will rise.

Success is a Shared Activity

John W. David

John W David is author, teacher, speaker of five Sales and Internet Marketing videos and dozens of related articles available world wide through the very popular

<http://internetmarketing-proshop.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)