

Paul Castain's

The 5 Questions

Every

Sales Rep

Needs To Answer

BEFORE

Summer



Thank you for downloading my “5 Questions EVERY Sales Rep Should Answer BEFORE Summer” worksheet.

Before we dive head first into the questions, I want to explain the problem solving/brainstorming technique we’re going to be using.

Whenever you want to think a challenge through, use the following fill in the blank question . . .

In what ways can I (fill in your challenge here)

So let’s say you’re looking to come up with ideas on how you can sell more this summer;

You would ask yourself . . .

In what ways can I sell more this summer?

This problem solving/brainstorming technique can also be used with your sales team by changing the wording to . . .

In what ways can WE (fill in your challenge here)

Make sense?

Then let’s start with a few questions to get you thinking about the summer selling season!

Carve out some quiet thinking time to answer the following questions, and by all means, harness the collective brain power, of your sales team as well! Unless of course, you work with idiots and then that might be counterproductive ☺

Question Numero Uno

If you're feeling a tad concerned about your pipeline going into summer,

In what ways can I keep this from happening again next year?

To guide your thinking with this exercise, I want you to think about both your activity levels leading up to the summer months, as well as your selling skills, that might need some polishing, in order to keep you from repeating history next year. I mean, summer is probably going to happen again next year, right?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general note-taking. There are no margins, text, or other markings on the page.

Question Number 2

Potential clients love to use the summer as an opportunity to stall so;

In what ways can I offer a compelling reason to meet NOW, instead of in September?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Question Number 3

Since you're going to be hearing "Call me back in September", quite a bit;

In what ways can I respond to the “Call me back in September” stall?

To guide your thinking with this exercise, I want you to look at the compelling reasons you compiled as a result of answering Question # 2

Try to come up with at LEAST 3 responses.

[illegible]

Question Number 4

There's a really good chance that your competitors might "Mentally Check Out" this summer so;

In what ways can I keep up my appearances and outwork my competitors this summer?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Question Number 5

Sometimes, the REAL challenge, lies in our belief that summer is a problem instead of thinking about the OPPORTUNITIES summer could present, so;

In what ways can I leverage the summer selling season?

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's part of a bound notebook.

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