

# 10 Dynamite Sales Tips Anyone Can Use

## Sandy Geroux

works with individuals and organizations that want to achieve breakthrough performance, personally and professionally – NOW!



### 10 tips for dramatically increasing sales!

1. Ask past customers and clients for referrals and repeat business.
2. Set a goal each day for the number of prospecting calls you'd like to make to get new business.
3. Develop a good lead follow-up system. Without doing proper lead follow-up, you may as well not prospect.
4. Don't be afraid of rejection. Call reluctance is a natural human condition that can be overcome with the right mindset and expectations.
5. Keep your numbers when prospecting. Knowing your numbers will help you achieve the income you wish to earn.
6. Develop a schedule for prospecting, lead follow-up, administrative tasks, etc. – and stick to it!
7. Develop powerful scripts to use in your business to overcome objections and stalls. Practice your scripts to become polished quickly.
8. Stop listening to the nay-sayers inside (and outside) your office.
9. Keep improving your education and increasing your knowledge.
10. Know your market! Develop a marketing plan, list of contacts, advertising schedule, etc. to help you develop your business strategy.

### What Sandy's clients have to say:

*Our agents absolutely loved your presentation... Your positive attitude and stage presence are truly outstanding! Thanks again for making our convention so special.*

- Jim Litten, President Residential R.E.  
F.C. Tucker Co., Indianapolis, IN

*Before your last session with them I had another speaker the same week and one of the agents said to me after your session, "As bad as that other speaker was on Monday, Sandy made up for him twice over!" Your last seminar "It's My Goal and Who Am I to Stop Me!" was well received and I was most surprised by two top agents in the company who attended. One expressed to me how much she had appreciated your seminar and also said, "I did not intend to stay the entire day as I can't sit for a long period of time and have a short attention span, but I could not leave my seat and ended up staying the entire day and even going without lunch because I was afraid I would miss something." Another top agent's assistant attended the morning session and insisted the agent attend in the afternoon, which she did, and later told me... "That was the most practical information I have heard in a long time, and easy for me to implement in my business, I'm sorry I missed the morning session." Anyone who doesn't take advantage of your programs is missing a great opportunity.*

Kathy Collings, CRB, CRS

Dir. of Trng & Prof. Growth, F.C. Tucker, Indianapolis, IN

*Sandy made the seminar so rewarding for those who attended. She is so powerful a speaker, she gets you emotionally enthralled with her lively enthusiastic presentations. She made us not want to have breaks or lunch, and to continue beyond the allotted time!*

The Corbett Team, The Buyers' Choice, Lincoln, RI

*This is a complete presentation, taught by someone who has "been there and done that." Sandy is animated, to the point, and right!*

Tim Bryan, F.C. Tucker Company, Noblesville, IN

*You clearly are an exceptional individual who has the ability to inspire others to think outside of the box...It is rare to find an individual that can motivate and lead others who are very different from themselves. Your participation at the conference was outstanding!*

Rosalyn Dunlap  
National Consortium for Academics and Sports, Orlando, FL



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