

SALES EFFECTIVENESS



SALES CONCEPTS



What makes salespeople effective?

March 2022

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Your responses

What makes a salesperson effective?

- Good Listener
- Knowledge of Business
- Knowledge of Customer
- Knowledge of Market
- Trustworthy
- Caring
- Helpful
- Efficient
- Aware
- Prompt
- Punctual
- Empathetic
- Confident yet Humble
- Knows how to say “No”
- Personality
- Patient
- Understanding
- Likable
- Competitive
- Commitment
- Resourceful
- Prepared
- Integrity
- Grit
- Good Communicator
- Adaptable
- Motivated
- Problem Solving
- Compelling
- Organized
- Goal Oriented
- Positive
- Proactive
- Persistent
- Professional
- Steadfast
- Mentally Strong
- Transparency
- Reliable
- Consultative
- Authentic
- Follows-up

Our favorites:

- Inquisitive
- Curious

Asking Questions

Look over the following list of 84 questions you produced at our workshop before a sales call for ideas and reminders of what you might want to ask on a call.

Remember, all questions work better as part of a conversation and not an interrogation.

Watch your tone and always ask in a friendly, helpful and humble manner.

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Your questions

1. How is your current supplier helping you meet your goals?
2. How are your store/restaurant training programs going?
3. How is your current supplier performing with respect to OTIF?
4. How important is working with an American owned company to you and your consumer?
5. What are your company's current initiatives?
6. What else can I help you with?
7. What do your customers expect from you?
8. What is something your customers would say you excel at?
9. What goals do you have around getting millennial consumers into your store?
10. Who else should we be working with here?
11. What is your current flavor profile?
12. What is your current shrink and shelf life?
13. Do you have value in minimally processed items?
14. If we can improve shrink rate and margins, would you find that of value?
15. How does product appearance matter to your customer base?
16. What other items do you have in mind that we could produce for you?

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Your questions

17. How is your current supplier helping you meet your goals?
18. How important is quality and consistency in your pork selection?
19. What volume do you need on a weekly/monthly basis?
20. How important is sustainability to your company?
21. Are you willing to pay more for a premium product?
22. Do you have yield requirements on certain cuts of pork?
23. How important is food safety to your organization?
24. Are you willing to pay more for higher quality pork with superior genetics?
25. Are you happy with your current supplier's performance?
26. How could Seaboard help you grow your business? What would you need from us?
27. May we talk about yield test results and shelf life?
28. Are we talking “*apples to apples*” on specs?
29. What do you have for upcoming ads?
30. What do your customers want?
31. What do you think you can do to better serve your customers, and do you think we could help?

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Your questions

32. What kind of pricing are you getting from other vendors?
33. What are your goals? How can I help you reach them?
34. Is there anyone else we need to involve in this process?
35. How do you decide who to buy from?
36. What are you buying and why?
37. What are your pain points?
38. How can we help you improve backroom performance?
39. Could better consistency and yield improve your profits?
40. May we help you preform an updated yield test and cutting?
41. How do you feel about your current quality?
42. How do you measure your customers perception of quality?
43. How do you differentiate yourself from your competition?
44. Do you believe that higher quality leads to more repeat business?
45. Do you have credit with other packers?
46. Do you have a customer loyalty program? How does it work?

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Your questions

47. What kind of pricing are you getting from other vendors?
48. Who are your primary customers and what is important to them?
49. Could we consolidate two orders into one to save freight costs?
50. How much are you looking to save?
51. How much could it save you to write one PO instead of two?
52. Have you considered how buying in bulk could save you money?
53. How much money would we have to save you for you to consider buying from us?
54. What can we do better to meet your needs?
55. Our product yields at X%. What yield are you getting from your current supplier?
56. What about your job is the most challenging?
57. Have you ever had suppliers let you down? How did that impact your business?
58. What matters most in your purchasing decisions?
59. What are you doing with your bi-products?
60. Where are your biggest concerns with your current supply chain?
61. How are the current supply chain issues affecting your business?

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Your questions

62. What kind of pricing are you getting from other vendors?
63. How big of an impact does foreign material have on your equipment?
64. How much down time is there as a result of foreign material have on your equipment?
65. What steps could be taken to reduce the impact of foreign material on your equipment?
66. How do you see buying from local business benefiting your company and customers?
67. Our BBQ relief program promotes hope and relieves anxiety. How could your company benefit from this?
68. How would better delivery times impact your business?
69. How does our delivery performance compare to other suppliers?
70. Have you considered how different cuts might increase your business?
71. How are you currently tracking your deliveries? What tools are you using?
72. What data would help you run your business more profitably?
73. Does your company have a sustainability program?

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Your questions

- 74. What kind of pricing are you getting from other vendors?
- 75. Does your company support OPG programs?
- 76. Do you ever find yourself short on product?
- 77. How would it help if we could reduce out of spec product?
- 78. Does your current supplier have a program in place to reduce foreign material in trim?
- 79. Would you be receptive to formula pricing with a guaranteed order to ensure your business has inventory?
- 80. Do you require California Prop 12 pork?
- 81. How much time do you spend going over your inventory manually versus sustainable tech support?
- 82. How can we help you improve your bottom line?
- 83. How can we get to be one of your choices for your pork supply needs?
- 84. Given the current supply chain issues would it make you feel better to have more than one source for your requirements?