



The Keys to Sales Success â?? Lisaâ??s Q & A with Advantages Magazine

Description

Weâ??re so excited to share this recent spotlight on BDUâ??s CEO Lisa Peskin for ASIâ??s Advantages magazine! In Lisaâ??s Q & A, featured in the magazineâ??s â??The Expertsâ?• section, she discusses what sheâ??s discovered to be the keys to sales success.

The Experts
Interviews with the brightest minds in business.

Lisa Peskin
The Keys to Sales Success



Q: What do you see as the keys to sales success?
A: The key is to create a pipeline with qualified prospects and a consistent lead. This includes maintaining your existing customer base, as well as spending and time selling, and then meeting with new prospects coming into the pipeline. We know how successful doing that is, so we focus on that.

Q: What's important when you're identifying those prospects through the pipeline?
A: First is price. Then you get a prospect in the office, which the prospect can see and make it through. Then you have meeting in-office with meeting, providing key information, providing your solution, following up steps and creating the business.

Q: Is there a metric to judge the effectiveness of that process?
A: I know how successful doing that is, so we focus on that. We know how successful doing that is, so we focus on that. We know how successful doing that is, so we focus on that.

Q: How else does attitude matter in sales?
A: It's the attitude that matters. You're going to get some sales, but you're going to get some sales. You're going to get some sales, but you're going to get some sales. You're going to get some sales, but you're going to get some sales.

Q: What else is important?
A: The key is to create a pipeline with qualified prospects and a consistent lead. This includes maintaining your existing customer base, as well as spending and time selling, and then meeting with new prospects coming into the pipeline. We know how successful doing that is, so we focus on that.

Q: What advice do you have for sales professionals?
A: I know how successful doing that is, so we focus on that. We know how successful doing that is, so we focus on that. We know how successful doing that is, so we focus on that.

Q: What advice do you have for sales professionals?
A: I know how successful doing that is, so we focus on that. We know how successful doing that is, so we focus on that. We know how successful doing that is, so we focus on that.

Click here to download a PDF of Lisaâ??s Q & A.



Click here to read the full November issue of Advantages magazine.

Advantages is the leading industry publication for distributors with content that regularly gives distributor sales people a leg up on their competitors. For more information, or to subscribe, please visit www.asicentral.com.

Category

1. Articles and Blogs
2. resources

Date Created

November 16, 2017

Author

lisa-peskin

default watermark