

LOCALBOOST

EFFECTIVE SALES TOOLS CHECKLIST

UPDATED & REVISED FOR 2018



Effective Sales Tools Checklist

Check the statements that apply to you.

- I do not waste time training people who are not trainable in sales.
- I manage the company's daily sales quota.
- I always keep sales brochures available for potential customers.
- I keep a written copy on me, just in case.
- I know how to close a sale so that the custom benefits and I make money.
- The company supports my sales effort wholeheartedly from concept to close.
- I have a multifaceted system of referrals and word-of-mouth.
- I am fully aware of what customers need and wants and adapt to them.
- I keep sales and marketing costs low, even if it means lost sales from time to time.
- I make my appearance, my company, and my product as attractive as possible.
- I create focus groups and record responses and reactions for my evolving plan of action.
- I involve every staff member in various aspects of strategy development, allowing each the opportunity to contribute.

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Ready for more?

Using the checklist is only one part of making your sales process a success.

Getting your online presence ready is another.

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