



# Spring Training

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What do professional athletes do each year? Hint: they do it when their main season slows down. If you guessed spring training you are correct. If you have any doubt as to how many teams conduct spring training just Google the phrase; spring training. You will find millions of references. So, is this saying that the concept of yearly training is followed by all professionals?

Is training really necessary? I mean, why not just hit the field and go for it? Why do professionals conduct a training regime? Why do professionals that are already at the top of their game still continue to train, practice and continue to evolve their skills? Is it because practice and study help to continue and grow the effectiveness of an individual?

Upon a little research I found that nearly every profession “requires” some sort of training or yearly recertification. These professions range from football to financial planners and from hair stylists to technicians that work on boats to motorcycles. These professions require a yearly refresher course or a continuing education program in order to ensure the highest degree of professionalism.

It is amazing that the profession of selling does not *require* any type of formal sales education nor any form of ongoing *Spring Training* to ensure one’s success. Yet, upon careful review every top earning sales person we’ve ever met continues to hone their sales understanding – voluntarily. Let me repeat this one: every top earning salesperson we have every met or with whom we have spoken continues to hone their understanding of the sales process *every* year.

How would I as a salesperson hone my skills? When a dealer tells us, “*No one is walking into our store. We haven’t seen a customer in here for 6 hours.*” I want to ask, “What does your sales staff do during the slower times?”

Slow times, due to seasonal traffic flow (or the economy), present the opportunity to employ continuing training. In sales, *Spring Training* could occur *anytime* by listening to sales CD’s while driving in your car to reading an educational book during one’s lunch break. While we have a variety of sales materials and programs available, we don’t profess to have a lock on the market and suggest reading anything that is of interest to you which will help you in your sales endeavors.

To be a part of your continuing sales education, here are a few sales questions to assist you, that rare reader, who is looking to learn something from this article. The answers are written at the end of these questions. These are Level 3 questions which makes them rather advanced. See how well you do.

1. The goal of the salesperson is to do which of the following?
  - a. Teach the customer
  - b. Close the customer
  - c. Be nice to the customer
  - d. Control the customer
  - e. Understand the customer



2. Which of the following body language gestures is a buying sign?
- a. Scratching the back of the head or neck
  - b. Putting a foot on the product
  - c. Placing a finger over the lips
  - d. Putting on a jacket
  - e. Placing the hands behind the back
  - f. Tugging on the ear lobe
  - g. c and f are correct
  - h. a and f are correct

3. What does the following body language gesture mean?

- a. This is a buying sign
- b. Confident
- c. Defensive
- d. Relaxed
- e. Uncertain
- f. b and c are correct
- g. d and e are correct



4. The quickest way to increase the likelihood of making a sale with a customer would be to do which of the following?
- a. Control the customer with the correct questions
  - b. Smile and make the customer comfortable with you
  - c. Conduct some sort of consultation with the customer
  - d. Present *all* of the features and benefits of the product the customer wants to see
  - e. Get the customer's name as soon as possible and use it at least 3 times during your presentation
  - f. a and c are most effective when used together
  - g. a and d are most effective when used together
5. Customers who price shop the internet do so because they are concerned (fearful) the salesperson will take advantage of them and thus they might pay too much.
- a. True
  - b. False
  - c. Only True in certain market areas
  - d. Only False in certain market areas

Understanding the sales process more deeply is about increasing the likelihood of the sale while decreasing the time necessary to bring the sale to completion. For more, see our [Demonstration Video](#).

Answers: 1e, 2b, 3f, 4c, 5a