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Better word for sales

If your team doesn't work from a defined sales process, you've probably been told that you should get one. But what is a sales process in the first place? Here's a definition, in under 100 words. What Is a Sales Process? A sales process is a step-by-step plan that details how salespeople convert leads into customers. It explains each action reps should take, and in what order. While the specific steps and order differ from organization to organization, all sales processes generally adhere to a common format. The basic sales process stages are: Source leads Connect Qualify Present/demo Issue proposal Close Sales experts recommend that team leaders customize their CRM to reflect the organization's unique sales process. Many teams affix numerical probabilities of winning a given deal based on its position in the sales process, which can improve forecast accuracy. Originally published Sep 29, 2015 7:30:00 AM, updated June 15 2021 Contact Arkadium, the provider of these gamesTired of broken pencils, smudged eraser marks, and scribbles all over your word search puzzles? Fret not! In Daily Word Search, your computer becomes the pencil AND the eraser. Solve puzzles daily and see your word search skills improve! By Ken Michaels, Guest Writer In Shakespeare's play "Hamlet," Polonius inquires of the prince, "What do you read, my lord?" Not at all pleased with what he's reading, Hamlet replies, "Words, words, words."1 I have previously described the communication model in which a sender encodes a message and then sends it via some channel (or medium) to a receiver, who decodes the message and, ideally, understands what was sent. Surely the most common way of encoding a message is in choosing the most appropriate words for the listener or reader. In Hamlet's case, he so disliked what he read that he described it elementally, as mere words, rather than a message. So I thought I'd devote a little ink to words themselves. "Nym" Words Have Specific Meaning Words ending in nym describe classes of words. Some of the more frequently used nym words are synonym (means the same as); antonym (means the opposite of); homonym (has the same sound as); and acronym (a word derived from the first letters of a more complex term, such as SCUBA or AIDS). Homo means "same," and hetero means "different." Therefore, if there are homonyms, it stands to reason that there are also heteronyms. While homonyms have the same sound but different spellings (like pair and pear), heteronyms are spelled the same but have different meanings and, often, pronunciation: a person who sews is a sewer, but a repository for waste products is a sewer. Sewer, then, is a heteronym. But the lexicon of nym words by no means ends here. One of the websites I visited recently2 lists no fewer than 26 nym words, many of which are pretty arcane and of interest to relatively few. Some are downright amusing. Do we really need a word to mean another word composed of two identical parts? If so, then tutu, pawpaw, yo-yo, and bye-bye are tautonyms. A couple of weeks back, my son asked me what is meant by a metonymy. I didn't know, so we looked it up. In retrospect, I ought to have been able to logic it out, as "meta" means change. A metonym is a word that designates something by a word that is associated with it. For example, Hollywood is a metonym used to mean the U.S. motion picture industry, while the Crown refers to royalty, and the bottle refers to alcohol. My use of the expression "a little ink" a couple of paragraphs back is also a metonym for written communication, even when no actual ink or writing on paper is involved. The point of all of this has to do with precision in the use of our language. It will do me no good to encode a message using a word like metonym, or heteronym, or tautonym, unless I'm certain that my listeners (or readers) are familiar with its meaning. Either that, or I'm prepared to add the definition for their benefit, in which case I might have just used the definition in the first place. Still, learning the proper use of words, however arcane, can be useful, and if you like words themselves, even fun. What's Your Idiolect? In his book "The Half-Life of Facts: Why Everything We Know Has an Expiration Date," Samuel Arbesman3 discusses the changes in language that occur over time, and the two camps that see this phenomenon differently. He explains prescriptive grammarians as those who focus on the way words ought to be used, and descriptive grammarians as those who are more concerned with the way they actually are used. Arbesman asserts that every individual develops his or her own set of rules about how to use words, and that all of us—you, me, and everybody else—have our own personal idiolect. This delightful term describes our unique language and speech pattern, as determined by what we learned when we were young, as well as by who's around us, and includes our grammar, vocabulary, pronunciation of words, and even our accent. There's an important lesson here. If we're really going to communicate effectively, we need to be mindful that every time we encode a message, someone whose idiolect is significantly different from our own may very possibly decode it in such a way as to get a different message entirely. So it pays to be careful about our choice of words; is it really a message, or simply "words, words, words"? © 2013 Ken Michaels. All rights reserved. References: Shakespeare, William: "Hamlet," act 2 scene 2. Arbesman, Samuel: "The Half-Life of Facts: Why Everything We Know Has an Expiration Date," New York: Penguin Books, 2012, page 190. Ken Michaels, retired manager of Visual Communications, Leidos Biomedical Research, is a special volunteer for NCI at Frederick. March 27, 2015 5 min read Opinions expressed by Entrepreneur contributors are their own. If I were to choose one word for salespeople and business owners to embrace it would be "consistency." It's not as exciting or sexy a word as say "aggressiveness" or "innovate," but it's a word that can make a huge difference in any long-term relationship you want to develop with a potential customer. Here are a few aspects of sales where consistency is an asset:Pricing One of the fastest ways to lose trust with a client is to change the price they were quoted. There is nothing more frustrating and annoying for a potential customer than to get excited about a product or service, getting a price quote that is palatable and then hearing that the price went up. That said, there are certainly some times that pricing can, and should, change like when a product evolves or over a certain amount of time. But if the price shifts from one day to the next it can be perceived as shifty and subsequently it puts you in a position of having to rebuild trust with the customer.Related: This Is the No. 1 Mistake Salespeople MakeFollow through Successful salespeople know that follow through is vital. Follow through can be as simple as telling a potential customer you'll call them next week and actually doing that or turning in your proposal by the due date. Consistently doing what you say you are going to do is one of the most reliable ways to build trust. If you really want to be stellar at follow through, call your customer after the sale and make sure they are happy. Showing up when there isn't a deal at stake is a great way to foster a strong long-term relationship. And clearly, following up after the sale is no-brainer if you are selling to someone that may upgrade, renew or purchase more products or services from you in the future.Related: If You Can't Overcome These 5 Mental Hurdles, Then Don't Start a BusinessPersonal branding and social mediaOne of the great tools that the modern salesperson has in their toolkit is social media and putting some careful thought in your twitter and LinkedIn profiles is important. Having consistency across your social media profiles is one way that you can subtly build trust as you interact with people across the social channels. For example, I advise my social selling consulting clients to use the same photo across all of their profiles. You should do this too. Make sure you choose a photo in which people can see your face clearly so that if and when you meet your customer in person, they can easily recognize you. That alone will not build your business, just as using social media without picking up a phone won't close deals, but we can all use a little extra help here and there.Marketing language In the current landscape of business, our customers can do a boatload of research about a product before they ever talk to a salesperson. In fact, according to this Acquity Research Report, 90% of B2B buyers research products online before purchasing. For this reason, in conversations and emails you should use some of the same language that the customer may have seen on your website or in your marketing collateral. You want it to feel like a fluid experience moving from the research phase into the sales cycle and having consistency in the language and statistics can help that along. CRM Treat your CRM like the goldmine that it is. Be super-consistent about logging every lead, prospect and potential deal. It's a fantastic tool. Here are some of the ways that I use my CRM:Slaying on top of potential deals by creating opportunities when there is one. This allows me to focus my time where the potential revenue lies.Looking up a name if I'm trolling an exhibit hall at a conference and I see a prospect or customer's booth. This way I can approach the booth and ask if my point of contact is there. If they are wonderful we can say "hi" in person. If they aren't there, at least the person I'm talking with will know that it's not the conference version of a cold call.Pulling quarterly reports to see if there are any good accounts that I haven't attended to recently.Looking up notes from past conversations and emails so that when I talk to my POC, the conversation starts where we left off last time.Being diligent and consistent about using your CRM allows you to show up as consistent to your potential clients AND it allows you to stay focused on the business, not wasting time trying to find that sticky note where you wrote down a person's contact info. The salesperson that thinks like the tortoise rather than the hare will win in the long run. Sales isn't about flash and glamour, it's about better word for salesperson, better word for sales associate, better word for salesman, better word for sales representative, better word for sales assistant, better word for sales lady, better word for sales agent, better word for sales clerk

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