

Sales Techniques: Keeping Focus on What's Important

Video Script



Get strategies to keep you focused and on task while selling in our sales techniques video. [Go to Clarity's Video Sales Tips](#) to view.

Hi, Nick Miller, Clarity Advantage, here to talk about not getting distracted.

Well, anyway... One muggy, overcast, windless summer morning, I went for a walk in the woods near my house, looking forward to the scenery. Right? The woods. But....not 20 yards into the woods, I met... The Flies. Horse flies. Green-headed flies. Gnats of all varieties. They trailed just behind and a little above me, diving, flying into my ears, buzzing my eyes, hovering under my nose for brief moments, biting the back of my neck.

I raised a defense.

Waving my arms and hands around my head as I walked and ran, I whacked a few buzzy buggers this way and that, squashed a few on my head, and sniffed one up my nose.

The defense worked....for the most part....but I was so distracted, I didn't get to look at the scenery much. I lost the main point of the run!

Which can happen when we're selling, right?

We get distracted; we lose track of the main point. Sometimes, we distract ourselves, pursuing customers that don't quite fit, needs that are too small, or accounts that soak up beaucoup of time. Sometimes, we get distracted by our managers, or internal politics, or the relentless buzzing and diving of our company product managers each of whom thinks his or her products should be our first consideration. Bzzzzzzzz.

For the woods, the solution is easy: a hat, some bug spray, and a flyswatter.

In the office, not as easy. While insect repellent and a flyswatter can be helpful in meetings, other strategies might be required.

We like: business plan, reviewed monthly.

Three to five weekly top priorities, the weekly "A" list. Three to five daily priorities, the daily "A" list. And blocks of time dedicated to one thing, no multitasking, so we can focus on the most important clients and most important issues through which we earn the BIG bucks.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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