



**Jack Daly's**

**Sales Success Summary**

**21 Tips to Increase Sales and Profits**

### **Selling**

- Be unique – from reception to voice mail.
- Never make a call without a purpose.
- Ask questions and listen.
- Selling is the transfer of trust.
- Never quote price until you establish value.
- Goals not in writing are dreams.
- People like to buy, not be sold. Help them buy.
- Trust trumps price all day long.
- Things that get measured get done.
- The best sales people are canned. Don't wing it.
- Model the masters. Learn from the best.
- People are different. Sell accordingly.
- We are what we think we are. Raise the bar!

### **Leadership**

- Successful cultures need to be intentionally managed.
- Hire slowly. Fire quickly.
- Implement minimum standards of performance.
- Recruiting is a process, not an event.
- Start new hires with a celebration.
- Recognition "systems" are a must.
- Coach on the field, not in the locker room.
- Sales leaders grow salespeople. Salespeople grow sales.