



DOES YOUR SALES TEAM HAVE ENOUGH PROSPECTS TO CARRY THEM THROUGH THE SUMMER?

I know it seems a little early to talk about the summer months, but as a sales manager you have to look that far ahead. Business can really slow down in the summer, and if your sales team does not have enough prospects in their funnel today, it can be a very difficult to make your sales goals once July and August rolls around.

A great way for your team to generate many new prospects in a very short period of time is a blitz day. A blitz day is essentially when everyone on the sales team sets aside time to prospect all at the same time, either on the telephone or face to face prospecting.

Not only are Blitz Days a great way to quickly create an influx of new prospects, they can also be great for team building as well. You could plan a contest around the number of calls made or the number of prospects generated, and then present prizes at a team party afterwards. You could also pair a junior rep with a senior one, and the day becomes an excellent training opportunity in addition to a lead generating exercise.

Think about it. If your business requires only a 30 day selling cycle, to make it through the summer, you have to start prospecting today!

For more proven sales management tools to help you and your team reach your sales potential, Download [Action Plan for Sales Success](#). This [sales training program](#) includes the techniques used by today's top producing sales professionals and comes with 100% money back guarantee. It's also available as a [sales training eBook](#).

Aim Higher!

Susan A. Enns, B2B Sales Connections

Susan A. Enns is managing partner of [B2B Sales Connections](#), an online sales training website with free sales resources, a specialized job board & free resume listing services for business to business sales professionals. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. Her accomplishments include consecutively being the top sales rep in Canada, managing the top sales branch, and achieving outstanding sales growth in a national channel sales organization.

She has written the eBooks "Action Plan For Sales Success" and "Action Plan For Sales Management Success", created numerous automated sales tools, and she writes and edit the company's newsletters. Her work has been published in several locations numerous times and has sold on four separate continents.

Susan has served on the Leadership Executive of the Sales Professionals of Ottawa (SPO) since 2008, and is currently the association's President. She has also been a guest lecturer at the School of Business at Algonquin College as well as a guest speaker for SPO. For more information, visit www.b2bsalesconnections.com or contact Susan directly at www.twitter.com/SusanEnns, or www.linkedin.com/in/susanenns.