



The Baron
Group, Inc.

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Rehearsing—it's cooler than you think

The best athletes, dancers, actors, singers, comedians, and even politicians rehearse and practice every day. As you are reading this, the NFL season is gearing up, and all the contenders are on the practice field; the Joffrey Ballet dancers are in rehearsal, and even the new star on Comedy Central is walking through his monologue. As good as they are, they have to practice almost every day.

But most salespeople don't put much time into rehearsing before an important sales call. Sure, most of us will plan the call, think a bit about the questions we want to ask, prepare our presentation and maybe even anticipate possible objections. But rarely, if ever do we rehearse what we will say in the call. It's just not cool to do that.

Unfortunately, that is a missed opportunity.

If you are like most of the salespeople we work with, when you are about to make an important sales call, you don't actually rehearse. We strongly encourage you to change your approach and consider doing this. And that means more than just going through the pre-call planning process.

Get a colleague, a friend, a significant other to give you 15-20 minutes. Do it face-to-face or on the phone. But do it. Rehearse what you plan to say on the call. Allow yourself the luxury of hearing yourself saying what you plan to say *before* you do it in front of the customer.

Walk your colleague through setting the agenda. Practice how you will prepare the customer for the questions you plan to ask. Practice your phrasing of a few difficult questions. Rehearse your key presentation points. Anticipate objections and practice how you will respond – especially how you will get the customer talking, before you provide an answer.

When you ask for help from a colleague or friend, it is a sign of strength, not weakness. Confident people feel good about using resources to be more effective. When you work with someone else to improve your skills, it is the ultimate example of teamwork. And if someone helps you, you will feel good about helping them.

If the best performers in the world can rehearse, so can we. When you make that important sales call, whether you think of it this way or not, you are on stage. And like most performers, to ensure that you are as good as you can be, take the time that is necessary and rehearse what you plan to do.

We all make mistakes—more than we would like to admit. Rehearsing helps to minimize them. Give it a try. You will be surprised at the results. Even if it's not cool.