SALESEDGE FIELD GUIDE / ENGLISH EDITION

A CLOSER'S WORKING HABITS

Prepare, practise, review and follow through.

READ / APPLY / REVIEW

Complete English guide + editable source text.

Individual personal and professional use.

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A CLOSER'S WORKING HABITS

Build practical routines for preparation, pipeline review, follow-up and deliberate practice.

WHY MOTIVATION IS NOT A COMPLETE SYSTEM

Motivation, energy and skill can all influence sales work. They are not a reliable substitute for knowing which opportunities matter, preparing properly and keeping the commitments made in a conversation.

A routine gives you useful actions to take even when enthusiasm is low. It does not make results independent of the market, offer, customer or your working conditions. Consistency in the process and success in the outcome are related questions, not the same measurement.

The IDENTITY–SYSTEM–SCORE approach connects the professional standard you want to uphold with daily practices and a short review. It is a proposed working method, not a claim that top sellers all follow one routine.

IDENTITY: DEFINE THE BEHAVIOUR YOU WANT TO UPHOLD

“I want to sell more” describes an outcome. “I prepare, listen and follow through” describes behaviours you can use today. The point of a professional identity is to make those standards concrete, not to attach your worth to closing a deal.

Ask: “What would a prepared, responsible seller do in this situation?” That might mean making a difficult call, clarifying a promise, acknowledging that an offer does not fit, or accepting a customer's refusal.

Build the standard through repeated evidence. A completed preparation note or a promised follow-up delivered on time is more informative than a confident label. When you miss the standard, review the cause and change the next action rather than turning the score into self-criticism.

SYSTEM: PREPARE BEFORE SELLING

Structure the day into preparation, customer-facing work and follow-through. The durations below are starting suggestions to adjust to your sales cycle and role.

Review the day's priorities. Before calling, identify the most important prospects, the purpose of each contact and the specific obstacles already known. Set an activity target that fits the time available and the required quality. Do not confuse more attempts with more qualified opportunities.

Prepare the first three important conversations. Spend a short, bounded period reviewing relevant public company information and your own authorised notes. Verify facts before mentioning them. Write one useful question and the decision you hope the conversation will clarify. Preparation should improve relevance rather than become an excuse to avoid contact.