



# Sales Best Practices

**Best Practice:** Each Monday, check your calendar to see who you'll be meeting with that week and send them a **caffeine boost!**

### LINKEDIN CONNECTION

Send a **'berry' nice treat** to your new connection.

*It is 'berry' great to meet you! Looking forward to getting to know you better!*

### BEFORE YOUR MEETING

A cup of **'positivitea'** will put your prospect in a good mood before they even get on the call.

*I am looking forward to meeting with you today and wanted to send a little 'positivitea' your way to get your morning off to a great start!*

### RELATIONSHIP BUILDING

Stay top of mind while waiting for the greenlight with a **movie night**.

*Thank you for your hard work to secure our partnership. Enjoy a night off and catch a movie on me.*

### DEAL CLOSED

Celebrate the closed deal with your client's favorite **bottle of wine!**

*Thank you for all your help in securing our partnership. I am looking forward to helping your team find success!*



### ACTIVE OUTREACH

No response? Send a **coffee** to brighten their day.

*I hope this caffeine boost helps kick start your week! I look forward to connecting soon.*

### AFTER YOUR MEETING

Power your prospect through next steps with a **power lunch**.

*Thanks for the time today! Looking forward to building our partnership.*

### CONTRACT REVIEW

Keep your relationship strong with a **box of snacks**.

*Thank you for being unbelievably great throughout this process- we're excited to get started!*

## ADDITIONAL TOUCHPOINTS

### ▶ WEBSITE VISIT

When a prospect views your website or downloads an e-book, send a **coffee** their way to let them know you're excited to connect!

*Enjoy a caffeine boost on me and I look forward to connecting soon.*

### ▶ GHOSTED DURING THE SALES PROCESS

Win back a prospects' attention with **ghost level hot sauce** or the **movie Ghost**.

*Sorry we have not been able to connect in a bit. Hope everything is okay and you like hot sauce!*

### ▶ ACTIVE OUTREACH

Capture a busy prospect's attention with a **'berried' in work treat**.

*I hope you're not too 'berried' in work to treat yourself. Talk soon!*

### ▶ REFERRAL

Send a **thank you lunch** to a client for referring business.

*Thank you for the referral! I appreciate your trust in me!*

### ▶ RELATIONSHIP BUILDING

Build your relationship with a **bagel breakfast**.

*Wanted to send over some breakfast to kick off your day! Enjoy!*