

Hopefully, you are not reading this White Paper in July or August while you wonder why things were so slow. If you are, it's much too late to do anything about it. Your Summer Slowdown was created by what you didn't do in the spring.

Let me explain...

The sales cycle and print is typically 3 to 6 months. That is, the work that you do now (whichever month you are reading this piece in) will not bear any fruit for quite a while. I'm sorry, but no one is going to greet your sales call with the response, "A print salesman? Thank God!" and then turn to shout across the office, "Everyone! Gather your things. We're saved!"

I have long believed that the three most important selling months of the year are September, October, and November. The thinking is that the work you do during this roughly 90 day period will determine how your Q4 and how your Q1 begins. Come Labor Day, the summer is over and people mentally get their head back in the game. You should, too.

If that's true (and it is), then the second three most important selling months of the year are March, April, and May. What you do (or what you don't do) during this time period will either create your Summer Slowdown or prevent you from having one at all. Shoot for the latter.

Look, I can drag this White Paper out to three or four pages and bulk it up with all kinds of examples and extra words, but this is a pretty simple concept and I would guess that neither one of us have the attention span to pour over 2000 words when 488 is more than adequate. You might be too late to change your summer sales, but if you commit to sales activity, you can improve your sales next quarter. Here's how...

Don't overthink this. It's not complicated: Create a prospecting process consisting of a step-by-step, week by week plan. Do the research on the potential customers ahead of time so that you've got something of value to say and not just, "Can I get something to quote on?" Then, be diligent and pleasantly persistent, taking copious notes of your activity.

By the way, all of this assumes that you have good leads, possess the critical skill of pre-call research, know what to do week in and week out, and actually do it. If you struggle in these areas, I can help. But for now, avoid the Summer Slowdown and especially the stress that comes from week after week of no or low sales, make it your goal and business to prospect hard in early March and carry it through to the end of May.

If you need help, check out one of the programs below. But do the free things first. Follow the suggestion above. If you can stick with it, great! If not, The Sales Challenge and Blitz programs are proven winners.

The Japanese have many wonderful Proverbs. Not that I can recite more than one, but this is a favorite: "The best time to plant a tree was 20 years ago. The second best time is today." Applying that to sales, "The seeds that will grow your sales volume will take many months to bear fruit. Start today, for today is your best opportunity for growth. If you fail, a new 'today' comes tomorrow."

Get started!

### **About the Author**

Bill Farquharson is a sales trainer with 35+ years in the Graphic Arts, including direct sales experience of print, digital print, labels, signage, wide format, and packaging. Bill's monthly column appears in Printing Impressions magazine. He also has a free video sales tip and blog that comes out each week.

[AspireFor.com](http://AspireFor.com) Sales Training for the Graphic Arts presents...

Naturally, your next question is, "What can Bill do to help me or my team to grow their sales volume?" Funny you should ask...

- [The Sales Challenge](#)—An economical (\$97 a month) sales training program for sales people and selling owners in Print, Mailing, Signage, Promotional Products, Labels, and Packaging. The Sales Challenge will increase, improve, and monitor your sales activity, resulting in more and better sales. [TheSalesChallenge.com](#) or [AspireFor.com](#)
- [The 90 Day Sales Blitz](#)—What would 3 months of intense sales effort do to your new business sales? The Blitz is like hiring a personal trainer to keep you motivated and moving forward. It's not complicated: Set a goal, make the calls daily, improve your efficiency, then reap the rewards. [The90DaySalesBlitz.com](#) or [AspireFor.com](#)
- ***The 25 Best Print Sales Tips Ever!***—Bill's new book features his best, most popular, and clever sales tips from 35+ years of training and writing. Available on Amazon.
- ***Who's Making Money at Digital/Inkjet Printing...and How?***—Co-written with Kelly Mallozzi, this book will help you to drive profitable digital print sales. Available on Amazon.
- **Private Coaching**—Great for new reps or veteran reps who have lost a large account. Email Bill ([bill@aspirefor.com](mailto:bill@aspirefor.com)) to learn more.
- **Live Presentations**—Featuring a variety of presentation topics. Email Bill ([bill@aspirefor.com](mailto:bill@aspirefor.com)) to learn more.
- **Jump on Bill's calendar** and let's talk about YOUR sales challenges—Find a time that works for you: <http://meetme.so/BillFarquharson>

