

MAKING IN-PERSON SALES CALLS



In-person sales calls are essential in keeping your customer leads and existing customers aware of your musical services. People buy from who they know, like and trust. Sales calls are an excellent way in building relationships.

Basic Requirements

- Dress Code: Business casual. Jacket for men. Dress or business suit for women.
- Bring business card, flyer / brochure and calendar.
- Develop a cordial relationship with the gatekeepers, i.e. secretaries, admins, cooks, greeters or even other managers. Treat them well, and they can be your best allies.
- If cold calling, keep visits to a minimum 3-5 minutes unless they keep talking.

Best Times To Meet Your Contacts

The majority of your clients are in what is called the “Hospitality” industry, meaning most work unconventional hours. The key is identifying a time convenient for them and is not during a busy time. That can be tricky and varies by occupation.

- B2C: Country Clubs / Bars / Restaurants / Wineries: Best times: Wed - Saturday / 1- 6 pm.
- B2B: Associations / Museums / Philanthropic / Businesses / Organizations / Chambers: Best times: Monday: Noon - 5 pm. Tuesdays - Fridays: 9 am - 5 pm.

If contacts are not available, ask for business cards. If unsuccessful in meeting key contact people, don't give up. Persistence pays off! However, don't stalk them. Space out visits.

Options

Many hospitality industry contacts have little or no office hours. Solution: utilize social media posts + emails, post cards and phone calls or texts to stay in front of your new leads as well as your existing customers.

After The Call

If you meet your contact in person, EM thank you ASAP. If you just get a business card, EM “Sorry I Missed You” then come back and call on another day.