

## The Sales Reset Starter Guide

5 Habits That Will Boost Your Sales Career This Week

By Richard S Robertson, Author of The Sales Reset

### Before We Start

Whether you're new to sales, leading a team, or simply want to sharpen your skills, these five habits will make a difference this week. The Sales Reset is all about creating impact and giving your career a lift.

They may seem obvious. But after 15 years split between the selling and buying side of the meetings desk, I can tell you: the best salespeople build simple habits like these, and most of their competitors don't.

This guide is adapted from The Sales Reset, a practical field book for anyone looking to improve their selling skills, feel more confident during the process, and build a career that progresses. If sales are part of your role, even if it's not your job title, you'll find this useful.

### Habit 1: Plan Every Meeting with Purpose

Meetings can drift if you're unclear about their purpose. If you're unsure why you're there or how your presentation benefits the customer, they won't be either.

Try this before every meeting:

- Why are we meeting?
- What does the customer gain?
- What is the next best step?

Even five minutes of preparation can improve how you're perceived and how smoothly the meeting runs.

**Career Tip:** People notice who brings structure. Clear meetings create instant credibility. Share an agenda beforehand and invite your customers' input in advance. Remember, it's about helping them!

### Habit 2: Listen More Than You Talk

Buyers worldwide say the same thing: salespeople talk too much. They pitch, explain, and justify, but miss the real opportunities buried in the customer's concerns.

Try this:

Ask **one** good question, then say nothing. Let silence work. Count to five before speaking again.

Example: "What's the biggest frustration you're dealing with right now?"

**Career Tip:** The best opportunities emerge from effective questions and active listening.

### Habit 3: Tailor Your Pitch

A pitch that works for one person may fall flat with another. You wouldn't speak to Finance the same way you'd speak to Operations. One wants return on investment; the other values time saved.

Too many sellers still deliver one-size-fits-all messages.

Before your next call or proposal, ask:

- What's this person's role?
- What matters most to them?
- How does my solution reduce their stress or risk?

Tailor your message to their world, not yours. More on personality type and how that should direct your sales message in the Sales Reset book.

**Career Tip:** Tailoring demonstrates maturity and commercial awareness. Generic pitches identify you as junior. I don't mean simply adding the customer's logo to your slides; I mean tailoring the message to emphasise the value to them specifically.

#### **Habit 4: Follow Up Without Being a Nuisance**

"Just checking in" damages more deals than you realise; it's such a weak way to start a follow-up conversation.

Follow-up is crucial, but if you're not providing value, you're just adding to inbox clutter.

Try this instead:

- Share a new idea or relevant resource. For example, a web news item... relevant, of course!
- Send a case study or similar success story pertinent to your customer.
- Ask a clarifying question or inquire about their timetable.

**Career Tip:** Value-led follow-ups build trust and keep you top of the customer's mind for the right reasons, without being annoying.

#### **Habit 5: Build Value in Every Interaction**

You're not just selling a product; you're building a reputation. Every email, meeting, and conversation is an opportunity to leave your customer better informed, more confident, or more supported.

Before each interaction, ask:

"What will the customer gain from this, even if they don't buy today?"

That's the mindset that distinguishes professionals from mere product pushers.


**Career Tip:** Value-creating sellers are invited into more conversations and decision-making. A strong business case that addresses real problems is the greatest confidence booster a salesperson can have.


#### **Want to Go Deeper?**


These five habits are just the beginning; there is much more, and nothing complicated, to help boost your performance and career.

The Sales Reset offers a comprehensive system, many easy-to-use, practical tools, proven prompts, clear language, and real-world strategies for every stage of the sales process. (And a great list of proven questions to find out what the customer values and what keeps them awake at night)

If you want to sell more effectively, feel more confident, and build a reputation that opens doors, this is the perfect starting point.

 Download the free article "Value Wins" → <https://rsrobertson.com/resource>

 Get the whole book from → <https://rsrobertson.com/thesalesreset>

 More tools and updates: <https://rsrobertson.com>

Thanks for reading.

**Be the Most Valuable – Not the Cheapest**