

Using the Law of Averages in Sales

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You want sales you can count on, right? Today, I'd like to introduce you to a simple mathematical concept that you can use to be a more *confident* and *calculated* salesperson. Let's get into it!

To be a top producer, you must manage certain ratios regarding your activities. Jim Rohn's Law of Averages is one such ratio. Applied to your profession, it practically guarantees your success.

The Law of Averages says that if you do something often enough, a ratio will begin to appear. For example: If you deliver a sales presentation to 10 people, and 1 commits, your ratio is 1:10. You'll notice that once it starts, it tends to continue. Talk to 10 more people, you will get 1 more sale and so on. This is often referred to as a Conversion Rate. The higher the Conversion Rate, the more successful your sales presentation.

It's a fact. The more frequently you share your security products and services with people, the more frequently you will make sales. The Law of Averages has nothing to do with the quality of sales presentations. It assumes comparable, improved performance.

You must daily inspect what you expect. Use this ratio to your advantage!

Good luck, and happy selling.

