

“Adults learn better and retain more when they are _____ in the process.

What do you mean?

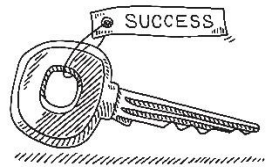
- _____

Precision Language is using exact, _____ words to communicate to each other what is really happening.

What do you mean “consulting?” Giving _____.

The Three Secrets of Success

1. You’ve got to _____ what you’re doing.
2. You’ve got to _____ you _____ what you’re doing.
3. You’ve got to be _____ for what you _____.



When you are _____ people (customers) come to you for _____ and _____, not your _____.

The Evolution of the Sales Mindset

- Era 1: _____
- Era 2: _____
- Era 3: Become a source of _____

What do you mean “selling?” Selling is earning the right to make a _____.

Winning the game within the game of selling. The Missing Metrics

- Sales process metrics
- _____ metrics
- _____ metrics

Sales process metrics/advances/new business moves

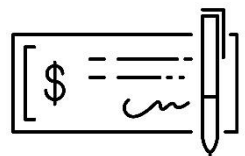
1. Get referral
2. Dial the phone
3. Have the first meeting
4. Do the needs analysis
5. Write a proposal
6. Make a proposal
7. Confirm the order

What do you mean “big order?”

What do you mean “great relationship?”

What do you mean, “Take it to the next level?”

You don’t have a business relationship until someone writes you a check.



Relationship Metrics: The Chart Relationship Analyzer

Prospecting Principles: Don’t pick up the phone or drop in without a _____.

_____ The reason for my unexpected sales call is because . . .

. . . I have an _____ I want to _____.

. . . I have some _____ I think you’ll appreciate.

The Ad Contrarian

Tell it to me over the phone

I can’t. I have _____.

Besides it will take no more than 20 minutes and it’s a non-_____ conversation.

_____ - _____ conversation.

THE CHART

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
OBJECTIVE	To open doors; to "see what's going on"	To persuade and make a sale, or to advance the prospect through the process	Customer creation and retention; to "find the fit"; upgrade the client and gain information	To continue upgrading and increase share of business
LEVEL OF TRUST	Neutral or distrustful	Some credibility	Credible to highly credible, based on sales person's history	Complete trust based on established relationships and past performance
APPROACH & INVOLVEMENT	Minimal or non-existent	Well-planned; work to get prospect to buy into the process	True source of industry information and "business intelligence"	Less formal and more comfortable because of trust and history
CONCERN OR SELF-ESTEEM ISSUE	Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"
PRE-MEETING PREPARATION	Memorize a canned pitch or "wing it"	Set objectives, pre-script questions, articulate Purpose, Process, Payoff	Research trade magazines, internet, analyze client's competition	Thorough preparation sometimes with proprietary info not available to other reps
POINT OF CONTACT	Buyer or purchasing agent	End users as well as buyers or purchasing agent	Buyer's end user and an "internal coach" or advocate within the client's company	"Networked" through the company; may be doing business in multiple divisions
PRESENTATION	Product literature, spec sheets, or rate sheets	Product solution for problem uncovered during needs analysis	System solutions	Return on investment, proof and profit improvement strategies

▲ PREFERENCE SETTINGS

BIG IDEA: The _____ of every meeting and every client relationship is measurable.

Reality Check: The last conversation is the relationship.

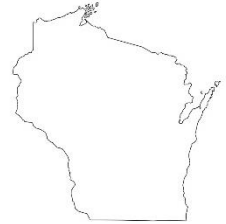
What are 5 things you can do with The Chart besides filing it?

1. _____
2. _____
3. _____
4. _____
5. _____

What do you mean "great meeting?"

- "Hot prospect"
- "Really interested?"

Engagement Metrics: The number of prospects who have you on _____
_____ for a next step is the leading indicator of sales success.



Hooked on Hopium: The 225-mile sales call story.

The "Magic Question" Are you willing to work with me on a _____
_____?

Important distinction: _____ will put you on their
calendars for a next step. _____ will let (or
make) you chase them down.

How many *real prospects* do you have in your sales pipeline?

IDEA: A good question to ask at the beginning of many meetings: What would have to
happen in the next _____ minutes for you to say this was a _____
_____?

What do you mean "sales calls?"

Quit Making _____

- Start making and _____ your _____
_____ (SSCs).

Performing Sales Pipeline Angioplasty

REALITY CHECK: Sales Pipelines are Clogged with Dead and Dying Deals

- _____% of deals don't close when they are projected to close
- _____% of projected deals don't close at all
- _____% go to a competitor
- _____% go to _____

STRATEGY: Ask the Magic Question and Use the Magic E-Mail to Perform Sales

Pipeline Angioplasty

- Separate Prospects from Information Seekers
- The Magic E-Mail: Subj: Quick Question
- I have you on my _____ list of people I'm expecting to hear back from. Am I _____?



Answer the prospect's 5 _____ early in the meeting.

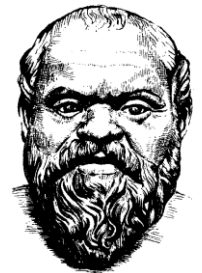
1. Why are you here (Purpose)?
2. What's going to happen (Process)?
3. What's in it for me (Payoff)?
4. What are your _____?
5. How _____ is this going to _____?

Avoid doing the 10 things buyers dislike

1. Lack of _____
2. Lack of interest or _____
3. Over-aggressiveness and failure to _____
4. Lack of product knowledge
5. Lack of follow through
6. Taking the customer for granted
7. Lack of understanding of the customer's business
8. Failure to make and keep appointments
9. Lack of creativity
10. Failure to keep promises

Use the "Magic Phrase" In _____ for this _____ I ...

SOMETHING SOCRATES SAID: " I cannot teach anybody anything. I can only get them to _____."



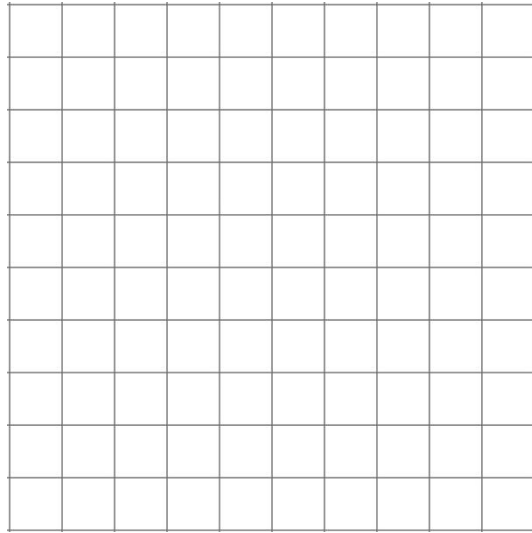
THINK ABOUT THIS: What is selling like when you are at your very best?

- How do you _____?
- How do you _____?
- How do your advertisers and prospects _____ to you?

What do you mean "persuasive"? The 3 "vibes" you give off when you are at your very best.

1. I'm _____.
2. I _____ what I'm _____.
3. I _____.

The Bob Voss Story



Final Magic Phrase: _____

- Clients buy the WAY you sell before they buy WHAT you sell.

What do you mean “closing?”

The trouble with the word **CLOSING**

New Ways to Think About Closing

- _____ the _____
- _____ the _____
- _____ the _____

Zero Pressure Closes

1. I would _____ to _____ as a _____.
Is there any reason why we can't get started?
2. What would _____ ?
3. Once you _____ this, what happens?
4. *The Perfect Close:* Does it make sense to _____ ?
a. Okay, what does _____ ?



What was the highlight of your day?

- Ask, “What was the _____ of _____ for you

Education without action is entertainment. To know and not to do is not to know. A training program that doesn't change your behavior in some way is as useless as a parachute that opens on the **FIRST** bounce. Take **application notes**. Decide which concept or new approach you will use with specific clients and prospects.

Idea #1: _____

Applies to: _____

Idea #2 _____

Applies to: _____

Idea #3: _____

Applies to: _____

Idea #4: _____

Applies to: _____

Idea #5: _____

Applies to: _____

Idea #6: _____

Applies to: _____

Idea #7: _____

Applies to: _____

Idea #8: _____

Applies to: _____