

BSA IN XLEATNTEARS

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

What do you mean?

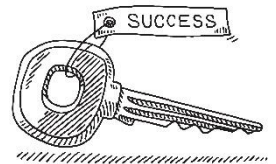
- _____%

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 _____." Phil M. Jones

"I will not ask for your business until I can offer you a _____." Don Beveridge

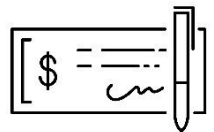
Winning the game within the game of selling. The Missing Metrics

- 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?" You don't have a business relationship until someone writes you a check. **Relationship Metrics: The Chart Relationship Analyzer**



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.

PLUS, there are Level 1, 2, 3 and 4 prospecting efforts: voicemail, email, LinkedIn contacts, etc.

What are 5 things you can do with The Chart besides filing it? (Good post webinar exercise.)

[The Common Denominator of Success:](#) "The secret of success of every person who has ever been successful --- lies in the fact that they formed the habit of doing things that failures don't like to do. . . . We don't like to call on people who don't want to see us and talk to them about something they don't want to talk about. Any reluctance to follow a **definite prospecting program**, to use prepared sales talks, to organize time and to organize effort are all caused by this one basic dislike. . . . Perhaps you have wondered why it is that our biggest producers seem to like to do the things that you don't like to do. They don't! And I think this is the most encouraging statement I have ever offered to a group of life insurance salesmen. "Successful men are influenced by the desire for pleasing _____. Failures are influenced by the desire for pleasing _____ and are inclined to be satisfied with such results as can be obtained by doing things they like to do."

--Albert E. N. Gray

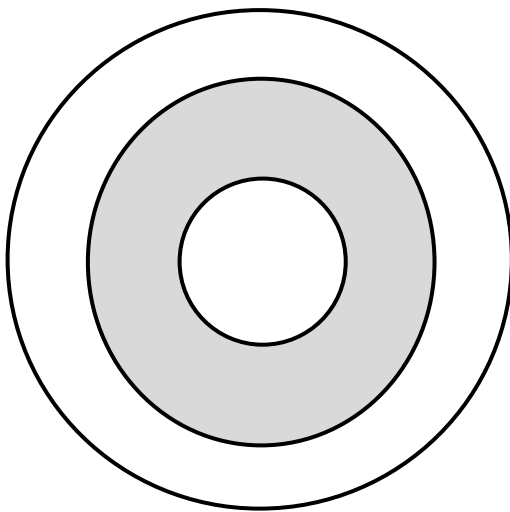
GOOD TO KNOW: You don't have to _____ like doing something to actually _____ something.

Extra Credit: [Video: "Why your need to be liked is a sales problem."](#)

[Webinar: Prospecting Magic: Pandemic Edition](#)

The Bullseye Theory of Prospecting:

[Whiteboard: The Bullseye Theory of Advertising](#)



Think in terms of a prospecting _____. It's an ongoing process and will require more than a couple of emails and a voicemail.

Market your _____ like you market your advertisers' _____.

[Mike Weinberg blog: You Are Building Relationships With Prospects Who Have Yet to Respond.](#) "There's a section of Chapter 11 in my latest book, *#SalesTruth*

Chris.Lytle@InstantSalesTraining.com

titled *Earn the Callback with Perseverance*,” and it contains some of my least popular advice. I always smile when I teach this point in a workshop because no one likes hearing it, but it really is the #SalesTruth: We earn the return call, and the meeting, by persevering.

“Most salespeople are way too concerned with being perceived as a pest and therefore stop pursuing prospective clients way too soon. It’s critical to keep YOUR WHY in mind when prospecting. It’s a whole lot easier to keep calling someone when our motivation is pure and we believe with deep conviction that we not only bring great value to our clients, but that they are in fact better off working with us (or using our solution) because we will create the most value (produce the best outcome)!

“The #SalesTruth is that it usually takes a supreme effort and multiple high-quality touches to earn the conversation with a target prospect. So, make the effort because very often you are beginning to build a relationship with prospects who have yet to respond; you just don’t realize it yet.”

[Mike Weinberg video: When your prospect says No to your request for a meeting.](#)

Tim Coco Radio Ink article: “Telephone calls and emails, by themselves, rarely net good results. Use of shoe leather and Chris Lytle’s appointment-getting system yield the best results. --Tim Coco, WHAV, Haverhill, MA

Nurturing emails?

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.

[Whiteboard: Four Minutes to Better Closing](#)

What do you mean “sales call.”

Quit Making _____

- Start making and _____ your _____ (SSCs).

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

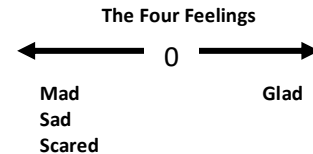
Use the "Magic Phrase" In _____ for this _____ I ...

"No Bad Days"

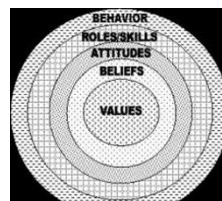
Backdraft

"**Personal Power** is having access and control over the energies and _____ required to optimize and maximize your _____." --Larry Wilson, *Play to Win: Choosing Growth Over Fear in Work and in Life*

Most people never _____ about what they _____ about.



EVENT		FEELING
<div>Close an annual proposal</div> <div>Don't close an annual proposal</div> <div>Prospect say "No" to meeting</div> <div>Client cancels schedule</div> <div>It is 7:15 AM in January and you have a flat tire.</div> <div>There is a pandemic</div>		

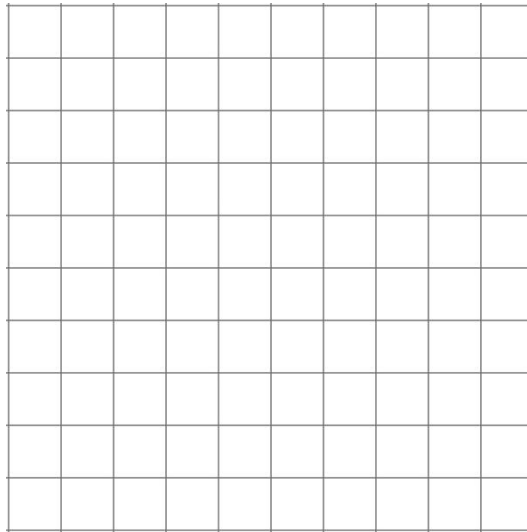


"This shouldn't be happening to me."

Chris.Lytle@InstantSalesTraining.com



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. [Video: James Muir The Perfect Close:](#)
Does it make sense to _____?
Okay, what does _____?



Education without action is entertainment: Letter to My Boss/Coach

Letter to My Boss/Coach

Dear _____,

Having just attended the *Building Relationships Your Competitors Can't Steal* webinar, I want to let you know what I feel I learned or re-learned. (List 3 or more.)

- 1.
- 2.
- 3.
- 4.
- 5.

Here's what I plan to DO, change or improve as a result. (List 2 or more.)

- 1.
- 2.
- 3.
- 4.
- 5.

I would like to talk with you about these ideas soon and get your support in implementing these actions.

Signed _____

Date _____

