The Proven System for Success in Sales

RON WHITE
RON WHITE’S PROVEN SYSTEM FOR SUCCESS IN SALES
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Sales Album Intro

I have been in love with the sales process since the age of fourteen. It was then that I took a job as a door to door newspaper salesman. I couldn’t get enough. Perhaps it was the freedom of making my own money that I had never experienced, being a part of a team, the identity that it gave me or most likely a combination of all of these. Over the years I tried salaried jobs, but I didn’t last long with them because I knew my income was fixed and that made me restless. I have been drawn to sales like nails to a magnet for decades and I hope you share my love for this – the greatest profession.

As a sales professional, you are in charge of your own destiny. You are in charge of your own income. How many calls you make, how much time you spend perfecting your product knowledge, presentation and question-asking skills is 100% up to you. If you choose to master the sales process – and I hope that you do - you can not only enter the highest paid level in the sales profession, but you can also enter the highest paid of all professions.

Mastering sales is about mastering the sales process. Sales can be broken down into a system. This course will teach you to approach sales as a system, and this system can catapult you to levels that you only dreamed of. This program breaks down the process into seven levels or seven steps. As you master each step, you will be closer to the goal of becoming a high performing sales professional.

Walk through each stage and treat it as a system. If you do, this program will pay you back multiple times over. This is the system that the best of the best in sales have implemented. If you are on a sales team, go through this program together with your team and watch your sales skyrocket.

I look forward to hearing about your sales achievement. Here’s to your sales success!!

Successfully,

Ron White
## Ron White’s Proven System for Success in Sales - CDs and Tracks

### CD 1
- **Track One** - Introduction
- **Track Two** - I am a Salesman
- **Track Three** - Doing Sales the Right Way
- **Track Four** - Setting Goals for Sales Success
- **Track Five** - Harnessing Your Mental Abilities
- **Track Six** - How You See Yourself and How it Affects Sales
- **Track Seven** - Only Controlled, Purposeful Enthusiasm Sells
- **Track Eight** - The Ten Commandments of Selling

### CD 2
- **Track One** - The Seven Levels of the Sales Pyramid
- **Track Two** - Determining How the Prospect Sees You
- **Track Three** - Taking Charge of Your Sales Destiny
- **Track Four** - Secrets to Being a Self-Starter
- **Track Five** - How to Triple Your Confidence for Sales Success
- **Track Six** - How to Build a Network to Drive Money to You
- **Track Seven** - Showing Your Customers You Care
- **Track Eight** - Shifting the Presentation to Harness the Prospect’s Emotion
- **Track Nine** - Shut-Up to See Your Sales Go Up!
- **Track Ten** - Two Things You Need from Every Sale to Build a Non-stop Income Stream
- **Track Eleven** - How to Position Yourself as an Industry Expert for a Distinct Advantage
- **Track Twelve** - The Attitude That Creates Sales

### CD 3
- **Track One** - Prospecting – Getting Rich in the Niche
- **Track Two** - How to Make Less Cold Calls, More Referral Calls and Earn More
- **Track Three** - Focused Prospecting
- **Track Four** - Get Big Corporate Customers for Massive Sales
Track Five - Frank-The-Crank’s Formula for Killing Call Reluctance
Track Six - How to Get an Appointment with the Hard-to-Get Prospect
Track Seven - It is About What They Want!
Track Eight - Creating the Environment that Leads to Signed Contracts
Track Nine - Six Laws of Effective Sales Questions
Track Ten - Never Answer a Question with a ‘Yes’ and Why
Track Eleven - Secrets to Questions that Engage the Prospect
Track Twelve - Questions to Never Ask and Why They Kill the Sale

CD 4
Track One - The History of Memory Training
Track Two - How to Commit Your Product Knowledge to Memory
Track Three - Don’t Sell What Your Product Is – Sell What it Does
Track Four - Questions to Uncover Benefits
Track Five - Finding the True Objection
Track Six - How Not to be Caught Off Guard by Objections
Track Seven - Killing the Giant – Keep Objections from Being Verbalized

CD5
Track One - The Price Objection and How to Beat It
Track Two - More Ways to Handle Common Objections
Track Three - Listen to the Symptoms and You Will Know What You are Doing Wrong.
Track Four - The Power of Testimonials and How to Get Great Ones

CD6
Track One - The Three Question Close is a Powerful Close
Track Two - Strategies for Winning Closes
Track Three - When You Have Made the Sale
Track Four - Why Police Follow Criminals
Track Five - The Keys to Asking For Referrals
Track Six - The Gold Mine of Existing Customers
Track Seven - Nurturing the Sale After the Sale
CD 7
Track One - Kayla’s Secret to Repeat Business
Track Two - Triple Your Memory; Triple Your Sales
Track Three - How to Remember Names
Track Four - How to Get the Business You Don’t Get The First Time
Track Five - Review of the Sales Pyramid
Track Six - Review of Asking Question
Track Seven - Review of Presentation and Testimonials
Track Eight - Review of Asking For the Sale
Track Nine - Review of Getting Referrals
Track Ten - Review of Customer Service and Follow Up
Track Eleven - Review of Remembering Names
Track Twelve - Getting Excited About Sales

Bonus CD
Track One - How to Double Your Sales
Track Two - Straight Talk, Keeping It Simple
Track Three - Overcoming Objections
Track Four - Tips on Closing
Track Five - Develop an Appointment Bank
Track Six - How to Give Enough Information
Track Seven - The World’s Smoothest Writing Ballpoint Pen
Track Eight - Telling the Story of Your Product
Track Nine - Your Job Description - Solving Problems
Track Ten - Questions Every Sales Manager Needs to Answer
Setting Goals for Sales Success

Before you proceed with this program you must set your goals.

Take this stage seriously. You have heard over and over about the power of setting goals. The question is not, “Have you heard of the power of goals?” You have. The question is, “How many times do you have to hear about the power of goals before you actually do something about it?”

Start today. A year from now…you will wish that you had started today.

Fill in the blanks:

1. What is the most amount of money that you have ever made in a year?

2. What are you on track to make this year?

3. What is your average commission per sale?

4. How many hours a day do you spend making calls and presentations?

5. How many hours a day would you like to spend making calls and presentations?

6. How many calls do you have to make to make one sale?

7. What is your income goal for the next 12 months?

8. Divide that by your average commission per sale.

9. How many sales do you have to make?

10. Divide that number by 12 to give you the number of sales per month
11. Divide that number by the number per week. 

12. Divide that number by five or the number of days in a week that you work. 

13. Multiply that number by the number that it takes to make one sale. 

Remind yourself of your income goal every day for the next 12 months and take steps towards this goal daily by understanding that it all boils down to the daily action step of what you put down as your number of calls per day needed to hit your goal (#13 above).

Achieving your long-term goals amounts to keeping your focus on the long-term vision while at the same time hitting your daily action steps. It is important to remind yourself of the long-term vision every now and then to keep from getting discouraged. On the other hand, attention must be paid to the daily action steps, or the long-term vision means nothing. Most sales professionals love to dream about the long-term goal and have a hard time attending to the chore of the daily steps. Remember that it is a mixture of both that will send your sales soaring!
The Ten Commandments of Selling

1. **Sell with Pride and Enthusiasm** – It will be obvious if you embrace and enjoy selling. If you do, your sales will skyrocket. Yet, if you view selling as a second class profession, do not be surprised when your checks reflect that you are the employee of a second class profession.

2. **Show the Prospect How to Purchase** – As a speaker, I hold up an enrollment form in front of the group and walk them through the enrollment process. Whether you are selling toasters or seminar tickets, you must get to a point where you walk them through the purchasing process and explicitly show the prospect where to sign and take the next step.

3. **Display Your Product with Care** – Hold your product as if you are holding a new born baby. If selling a home, open the door with care and if you see dust on the counter wipe it off gently as if to say, “This home is valuable and I want to take care of it even though it isn’t mine.” If selling vitamins, keep them in a nice carrying case. When I sell audio programs, I peel the shrink wrap off the CD album as I am talking to the group and hold it to my chest. If I don’t value the product in front of the group, what are the odds they will value it enough to invest in it?

4. **Don’t Close…Assume** – The assumptive close is perhaps the most powerful closing technique because you are implying that your product is so good no one could pass it up. If you must seek permission to be comfortable yourself with the assumptive close, say something like, “Why don’t your give it a try?” or “Just sign right here and we will get you going.” I prefer the latter because it is more assumptive. However, both work.

5. **Tell a Story** about your product of someone who used it and had tremendous results. A story with a testimonial letter from a satisfied customer is ideal.

6. **Realize Buying is an Emotional Decision**. You will need to supply your prospect with logical reasons to purchase, so when they leave they will not have buyer’s remorse. With that said, the actual purchasing process is an emotional one. Words that inspire emotion are ones that have the prospect seeing themselves utilizing the product and enjoying it. You might say, “Imagine the peace of mind that you are going to have when you have this insurance policy,” or “Can you see yourself driving this car around town waving to your friends?” or “Think about the confidence that you are going to have after you learn the skills in this book!” All of these statements are ones that require the prospect to visualize themselves in the future benefiting from and enjoying the product. This will stimulate their emotions and you will dramatically improve your chances of closing the sale.
7. **Talk in Terms of the Prospect** – You will secure the prospect’s emotion if you talk in their terms. When you talk about the benefit of your product talk in terms of the prospect. If you are selling a home-based business and you said, “This business is allowing me to take vacations with my family and has given me such peace of mind because we have plenty of money in the bank!” you will not have their emotions. However, when you speak in terms of the prospect you would say the same thing this way, “What would be the perfect vacation for your family? Well, you could take your family to Fiji (or whatever they said was perfect) and spend the week. Not only that, but imagine the peace of mind that you will have when you have a year’s worth of income in savings.” Talk in terms of the prospect to feed their emotions.

8. **NEVER Wing It.** There is no glory in winging it. I know some salesmen who believe if they can walk into a sales presentation and wing it that it proves they are great sales professionals. No, it doesn’t. It proves that they failed to do their research and are ineffective time managers. The glory is not in winging it. The glory is in understanding the sales process and nailing it every time to catapult your success and bank account.

9. **Give Them an Incentive to Act Now with a Godfather Offer.** When your prospect walks away from you – the odds of you closing the sale have just dramatically decreased. If you have done your research and homework then you have prepared an offer that they can not afford to walk away from. Give them a reason to act today or they likely never will.

10. **Ask for Referrals.** After you have closed the sale, this person is your best source of new business. If you have sold them professionally and provided them with a great deal – simply say, “You have made a great decision. You are going to love this product. Who do you know that might benefit from it as well?” At this point give them ideas – Do you know anyone who is a realtor? Insurance agent? Has kids? Owns a home? Is a sales manager? Ask questions that inspire the kind of answers you want. You have to plant the ideas in their head.
The Seven Levels of the Sales Pyramid

The Salesperson and Self-Concept

Prospecting and Getting the Appointment

Asking the Right Questions

Presentation

Asking for the Sale

Referrals

Follow Up
Building the Self-Concept and Business of a Successful Sales Professional

1. Accept responsibility for your own destiny/ do not blame others.

2. Be outgoing.

   a. Get an early start.
   b. Make health a priority to increase energy.
   c. Have inspiring and focused goals.

4. View yourself as a salesperson.

5. Believe that you deserve to be a top earner.

6. Build a network to make a fortune.
   a. Attend networking meetings/ leads groups (Chamber of Commerce, etc.).
   b. Ask others, “What is the best kind of referral I could pass on to you?”
   c. Have a business lunch and bring THEM a referral!
   d. Send holiday or birthday cards.
   e. Learn about their families, favorite teams and hobbies of others.

7. Show others that you care.

8. Shift the focus of the presentation to talk in terms of the prospect to harness their emotions.

9. Know when to shut up!
10. Build a long-term vision and permanent income stream.
   a. Earn referrals.
   b. Get testimonial letters.

11. Tell the truth.

   a. Write on the subject of your industry/product.
   b. Spend your free time writing.
   c. Build an email newsletter.
   d. Get on television and radio.
      i. www.medialistsonline.com
      ii. www.mediamaponline.com
      iii. www.mediafinder.com
      iv. www.online-pr.com
      v. www.burrelles.com/indexmd.html
   e. Speak on your subject.

13. Embrace the “Empty Boxes and Orders” Attitude
Prospecting

Trying to be all things to all people is not the key to success in sales. The key to success in sales is narrowing your focus and efforts.

- Is your target market gender specific?
- If so, which gender purchases more of your product?
- Is your target market age specific?
- If so, which age group purchases the highest percentage of your product?
- Is there a profession that purchases your product quicker than others, with less work on your part?
- Who is the decision maker for this industry?

Whether you are in auto sales, real estate or network marketing you need to master the second level of the sales pyramid, and this is prospecting. The more you can narrow your focus down the better. There is an old saying that says, “Get rich in the niche!” If you can narrow your focus to a specific industry this will be a great way to leverage your time and efforts. You will find that you become well known in the niche and this leads to referrals and repeat business.
Prospecting should begin with your warm market. Get involved in groups to expand your sphere of influence or warm market such as:

- PTA meetings
- Church groups
- Neighborhood groups
- Chamber of Commerce
- Community groups
- Recreational sports teams

Prospecting Tips

- Purchase leads from sources such as www.infousa.com for a target market
- Collect business cards everywhere you go
- Reward others for bringing prospects to you (bird dogs)
Frank-The-Crank’s Formula for Killing Call Reluctance

Frank-the-Crank’s step by step process to killing call reluctance:
1. How many dials does it take to get an appointment? ________________________________
2. What percentage of your appointments cancel? ______________
3. Taking into consideration your cancellation rate, what is your new number for number of dials to get an appointment? ________________________________
4. On average, what is your commission for every appointment that you set? ______________
5. Divide the number of average commission by the number of dials it takes to get an appointment. ________________________________
6. Keep the dollar figure for each call on a piece of paper next to your phone. ______________
7. Make calls in blocks of ten. ________________________________
8. Don’t waste time pre-judging calls, it just allows the call reluctance and anxiety to build.
9. Get referrals so your calls aren’t cold calls.
10. Understand momentum and make the first call. Once you make the first call let the momentum build.

Your answer to number 4 is the amount of money that you will make each time you dial the phone. ‘Frank The Crank’ didn’t look at each dial as a crap shoot of trying to make a sale. He viewed each dial as a deposit into his bank account. When you view each dial as a deposit into your bank account your call reluctance will begin to fade.

Socrates says that every action a person takes can be traced back to two things:
1. Desire to experience pleasure
2. Desire to avoid pain

Call reluctance exists because more pain is associated with each call than pleasure. The pain of rejection and failure is strongly associated with each dial, and therefore the call reluctance is strong. In order to make the call reluctance become a non-factor, you must associate more pleasure with the dial than pain. This is done, in part, by assigning a dollar figure to each dial. You could also accomplish this by making a game related to your calling.
Engaging the Prospect to Get the Appointment

Become friends with the gatekeeper and find out answers to these questions:

1. What are the hobbies and interests of your prospect?
2. Does the prospect have children?
3. Do the children have a specific interest? Show interest in someone’s child and win their heart and business.
4. Does the prospect have a favorite actor or author?
5. Does the prospect have a spouse?
6. What are the interests of the spouse?
7. Does the prospect have a favorite charity that you could donate to?
8. Where did the prospect grow up?
9. Has the prospect received a promotion or recognition that you could congratulate him on?

Engage your prospect by becoming interested in your prospect.

1. Send gifts or notes related to their interests
2. Be creative!
3. Have fun!
Selling Ain’t Telling – It is Asking Questions

Here is the problem – most sales professionals are in love with product knowledge.

There is a sales axiom that says, “All you have to do is make them feel that it was their idea.” When a person answers a question, you pose it as their idea.

When you shoot out product knowledge like a fire hose you are going to beat your prospect into submission, but rarely will you cause your prospect to be a thrilled customer.

Become an information gatherer, not an information giver.

Six Laws of Asking Effective Sales Questions:

1. Smart questions cause the prospect to visualize themselves owning the product in the future. i.e., “Where would you put this couch in your home?”

2. Ask questions that show you have done your research such as, “You know I was doing some research on your company on the internet…”

3. Engage the prospect and cause them to think, “So Bob, tell me what your perfect insurance policy would entail.”

4. Ask questions that play to your strengths. If you have the best on time delivery of any competitor, “So Bob, tell me – how does it affect your business when one of your top customers gets his shipment late?”

5. Ask open ended questions that can’t be answered with a “no”. These types of questions begin with:
   a. Who…
   b. What…
   c. When…
   d. Where…
   e. Tell me about….
   f. Please explain to me…
   g. Give me a wish list….
   h. Define for me…

6. Prepare your questions in advance – never wing it!
It is About What THEY Want!

The sales process is about what your prospects and customers want, like and need. It is not about your agenda. Remember the example in the audio program of sales trainer Craig Lawn who said that when he went to a restaurant the waitress asked him, “Is there anything you would like to have right away?” This waitress didn’t do what so many servers do and say, “Hello, my name is Lisa – we have some specials tonight. We have the steak on special, it comes with a baked potato and beans. We also have the salmon on special and that is my favorite. Can I get you started with a glass of wine?” When the server starts the conversation this way at a restaurant Craig points out they are basically saying, “I don’t care what you are hungry for right now I am going to tell you what my manager and I want to tell you!”

It doesn’t matter what you think is important. Engage the prospect with a question.

Ask the prospect to describe their ideal coaching program, car, home or insurance policy.

When you are shooting out product knowledge it becomes a wrestling match. Don’t wrestle with the prospect! Guide them with questions.

The last time that you went to the doctor did he say, ‘I have been practicing for twenty years, I went to Harvard medical school and wrote twelve papers on cancer research. My nurses are only the finest and all had a GPA in nursing school of no less than a 3.9.

Of course not! The doctor looks at you and says, ‘Where does it hurt?’

Customers want answers to problems and they (for the most part) know what those problems are. Are you asking them?

How do you start your presentation?

How could you start your presentation with a question that uncovers needs?
Answering Questions the Right Way

How do you answer these questions?

1. Do you have this in red?
2. Can you deliver this on the weekend?
3. Can I finance this over six months?
4. Does this come in other sizes?

Do you answer these questions by saying:

1. Yes, it does come in red!
2. Yes! We do deliver on the weekend!
3. Yes! You can finance it over six months!
4. Yes! Small, medium and large!

If so, this is not the best way to answer the question. When you answer the question with a yes:

1. You turn over control of the conversation to the prospect because they are in charge of where the conversation goes from there.
2. You missed an opportunity to make them feel that it was their idea to purchase.

Answer these questions by saying:

1. Would you like it in red?
2. Would you like it delivered on the weekend?
3. Would you like to finance over six months?
4. What size would you like it in?

Never answer a question by saying “yes” or “no”. The better way to answer that gets you closer to the sale is with a question. Remember that a buyer convinced against his will is of the same opinion still. When they make the decision, they are not convinced against their will.

Always ask intelligent questions that move the prospect closer to the sale.
Some Great Open-Ended Questions

1. What prompted you to look into this?

   This tells you where the prospect is in the buying process and their level of education on
   your product.

2. What do you mean by that?

   This question shows that you are listening and asks them to go deeper. This question also
   shows that you care and just aren’t waiting for them to shut up so you can chime in.

3. What other items should we discuss?

   There is an old saying that says, “A buyer convinced against his will is of the same
   opinion still.” This question allows you to find out if the prospect has any reservations
   about your product. This will cut down on cancellations and lead to more closed sales.

4. Describe your dream home for me?

   Describe your dream car, insurance policy, etc. – Words like “describe” and “explore”
   get the prospect to think. This question uncovers their hot buttons and tells you what they
   think is important in your product or service. These are much more powerful questions
   than, “Do you like one of our cars?” You want to ask a question in a way that involves
   the prospect and evokes emotions.

5. What is the most important feature you are looking for when you purchase…..?

   This will uncover hot buttons and allows you to hone in. Remember to probe deeply.

6. What is your time line for making this decision?

   This will let you know if they are serious or just tire kicking. It will also let you know if
   they are ready to buy now and you can skip the bulk of your presentation and get right
   down to business. As a sales professional, the goal is not to complete your speech. The
   goal is not to complete your sales script and your time line. What is important is the
   customer’s time line. If they have decided they are going to purchase – shut up and take
   the order.
Questions that Cause You to Live Paycheck to Paycheck

1. Tell me a little about your company?
   
   You are telling them that the meeting you have with them was not important enough for you to do a little research on their company. In this day and age of the internet, there is no reason to not have tons of information on your prospect and his company before the meeting.

2. What is your budget for this?
   
   Hey, why don’t we start talking price as soon as possible so I can magically lower my price and make as little money as possible. Instead, ask questions that cause the prospect to think in terms of your business and build value into your business.

3. Are you the decision maker?
   
   The proper way to ask this question is to say, “Other than you…who will be involved in the decision making process.” When you ask the question this way, you are including them and giving them an opportunity to say, “Well, Bob our General Manager will be in on the decision.” Oftentimes, your contact will take your information to the real decision maker and present your product, and this is the first time you find out that your contact was not the real decision maker. Do you really want someone else making your product presentation?

4. So what do I have to do to get your business today?
   
   You are telling the customer to get down to price as soon as possible. Do you really want to give the prospect an opportunity to get down to price as soon as possible? This question also gives the message that you don’t want to do any work and ask questions to find out about what they are looking for.
In the movie *It's a Wonderful Life*, Joseph asked the angel, Clarence, “If you are going to help a man you want to know something about him…don’t you?”

From the lips of an angel to sales professionals everywhere – get your notepads ready and start asking smart, open-ended questions to help people (and you). These questions:

- Engage the prospect
- Cause them to think
- Cause the prospect to see themselves owning the product
- Evoke emotion
- Are open ended
- Uncover needs
- Establish where they are in the buying process
- Discover their dream product
Memory Training for Product Knowledge Success

Your memory is a lot better than you think it is. You have the greatest computer ever created in your mental tool box of a brain. You simply need the software for this greatest computer.

The father of memory training is a man named Simonedes who lived about 2500 years ago in Greece. He created a memory training system and called it Loci. Loci is a Latin word that means “places”. The theory behind this system is that your memory simply needs a location or mental file to store data.

Create your own set of files in your home. Guidelines for creating your house files:

1. On the next page, the four boxes represent a different room in your home

2. Label the rooms outside the box. Which one is your living room, kitchen. Bathroom, bedroom, hall, etc.

3. After you have determined what rooms in your home that the boxes represent, draw an ‘X’ on the line where the door would be if you were looking at a blueprint of that room.

4. Starting at the ‘X’ or door move around the room clockwise and select five files in that room.

5. Select large items such as beds, desks, dressers, TV sets, pictures, sinks, toilets, windows, stoves, microwaves, lamps, tables, lamps, etc.

6. Number the first room 1-5

7. Repeat this process in the next three rooms and label these rooms 6-10, 11-15 and 16-20. The goal is to have furniture numbered in your home 1-20.

8. Review until you can say them forwards and backwards without reading the paper.
Memorizing Your Product Knowledge

Product One

Benefits of this product:
1. 
2. 
3. 
4. 
5. 

Product Two

Benefits of this product:
1. 
2. 
3. 
4. 
5. 

Product Three

Benefits of this product:
1. 
2. 
3. 
4. 
5.
Product Four

Benefits of this product

1.

2.

3.

4.

5.
**Product Benefits**

Have you ever bought a bed, meal or insurance policy? I am going to suggest that you haven’t. That is right – I will suggest that you have never bought a meal, bed or insurance policy. However, I will bet you have bought a good night’s sleep, an end to your hunger and peace of mind. You see – people don’t buy what a product is, however, they do buy what it does.

You have never put down a $200 deposit and $50 a month for a gym membership. However, you have put down a $200 deposit and $50 a month to look good at your school reunion, add years to your life or fit into a bathing suit by summer.

The top 3 benefits of your product are:

1. 

2. 

3. 

Questions to uncover benefits:

1. 

2. 

3. 
Finding the Real Objection

I want to think about it…
We need to talk to the home office….
It is not in our budget.

These are often false objections and not the real reason a prospect is not buying.

There are several reasons a prospect won’t give you the real objection:

1. They don’t want to hurt your feelings.
2. They are embarrassed to tell you they don’t have the money.
3. You haven’t sold them yet.
4. They may feel that they need to negotiate.
5. They just flat out don’t want to buy.

Your single focused goal is to find the real objection. The following are ways to eliminate false objections from killing the sale:

1. Establish rapport with your prospect by becoming interested in them. When you become their friend they are more prone to be honest with you.
2. Ask questions to fill their needs, not your desires.
3. When they give the objection, do not interrupt. Let them finish and listen.
4. Do not get defensive. It is not personal.
5. Repeat the objection. For example, “The price is too high?” or “Okay, you have to talk to someone else?” or “You don’t have it in your budget?”
6. Ask them, “Other than __________ do you have any reason not to invest in this today?”
7. After you have done all this – solve their problem and assume the sale because they told you that this was their only objection. Assume the sale with, “What day would you like to have it delivered?” or “Red or Blue?”
Killing the Giant

Write out the common objections that you hear from your prospects in regards to your service or product:

1. ____________________________________________________________________

2. ____________________________________________________________________

3. ____________________________________________________________________

4. ____________________________________________________________________

5. ____________________________________________________________________

6. ____________________________________________________________________

7. ____________________________________________________________________

8. ____________________________________________________________________

9. ____________________________________________________________________

10. ____________________________________________________________________
The next question is - How can you turn each of these objections into a positive and weave them into your presentation to kill the giant while it is still three feet tall? List some positives to the above objections in the blanks below:

1. 

2. 

3. 

4. 

5. 

6. 

7. 

8. 

9. 

10. 

How to Beat the Price Objection

How many times have you purchased something and you didn’t have the money for it? How many times have you bought something and it was out of your budget?

I have done it, you have done it and your prospects who are telling you the price is too high have done it.

Isolate the objection – Other than price, is there anything holding you up from moving forward?

Solutions to eliminating the price or budget objection:

1. Offer payment arrangements

2. If you lower your price, you may do it by saying, “How much is too high?” However, do not be too quick to lower your price.

3. If you lower your price, take something away, because if you give them the full product at a 25% discount they will feel like the price wasn’t real in the first place.

4. Stress that it is an elite or exclusive product.

5. If they tell you that it is not in their budget – find out when the new budget starts.

6. Ask how the budget process works.

7. Ask your prospect, “What would be the best way for us to set up a meeting with the decision makers before the next budget?”

8. Ask your prospect if they could invest a portion now and apply the remaining invoice to the next budget.

9. Have the attitude that there is always a way!
More on Objections

Keys to overcoming objections:

1. Understand that objections are sometimes buying signs.
2. Objections are sometimes just reflexes and not necessarily the death of the sale.
3. Don’t get defensive.
4. Listen attentively.
5. Take notes.
6. You will not be able to overcome all objections. You won’t make every sale and sometimes it is best to move on.

A gem of wisdom from country music singer Kenny Rogers can be applied to handling objection:

You got to know when to hold ’em, know when to fold ’em,
Know when to walk away and know when to run.
You never count your money when you’re sittin' at the table.
There’ll be time enough for countin' when the dealin's done.

Now every gambler knows that the secret to survivin'
Is knowin' what to throw away and knowing what to keep.
cause every hand's a winner and every hands a loser,
And the best that you can hope for is to die in your sleep.

In this song, Kenny Rogers says that every hand is a winner and every hands a loser. This can be applied to sales. Whether you make the sale is often how you handle and approach the hand or in sales terms, the presentation. It is also important to understand that you aren’t going to be able to overcome every objection, and sometimes it is just best to move on to easier sales instead of beating your head up against a wall. Or in the words of Kenny Rogers,

‘You got to know when to hold ’em, know when to fold ’em, know when to walk away and know when to run.....Now every gambler knows that the secret to survivin’ is knowin’ what to throw away and knowing what to keep.’

Remember the Lessons of a Seven Year-Old on Overcoming Objections:

You ignore the first “no” from your parents.
1. On the 2nd “no” you ask “Why?” You uncover the objection.
2. You promise to not ask for any more toys until your birthday and you make the sale and it only took two “no’s!”
Testimonials

I am the greatest!

Our product is the best.

Buy from me I give the best customer service.

If you are talking to a salesman and he tells you that his car is the best car on the market or that his copier or vacuum cleaner will beat any other cleaner hands down. Do you believe him?

Perhaps you do and perhaps you don’t, but even if you do believe the salesman there is a lingering doubt in the back of your mind. You know he has a motivation for you to buy his product. After all, he wants to eat.

So how do you get the information to the prospect? How do you let him know that you have the best customer service, the hands down top notch product and this is unquestionably the best product for him to invest in? You let someone else tell him.

If you say it then the prospect may or may not believe it. On the other hand, if someone else says it who has nothing to gain from the purchase, the prospect is much more likely to believe it.

Use endorsements where there are similarities to the company that you are meeting with. In other words, if you are meeting with a furniture manufacturer – do your preparation before the meeting and bring a testimonial letter with you from someone in the same industry. When you first start out, you will have to develop a library of referrals.

Have a folder for each type of business or industry that you call upon. After the sale is made simply ask the prospect for a letter stating how they are enjoying the product. Sometimes customers will allow you to write the letter for them and then they simply put it on their letterhead and sign it.
When asking for a letter, be sure to subtly guide them as to what you want the letter to say. For example, as a sales professional you know that letters stating the quality of your product and how it is saving the customer money will work a lot better for you than a letter that is generic, simply stating how pleased they are. You might ask the customer to type up how much time or money it is saving them or whatever one of your hot buttons is for your product. Remember this – you have to think for the prospect or you may not get what you are looking for.

When you do get the testimonial letter, treat it as if it is the original copy of the declaration of independence. Keep it in a clear plastic sleeve or laminate it and carry it in a nice carrying case. You want to show the prospect how much you value the letter and how much you respect it. Remember if you don’t respect the letter or its contents then the prospect won’t - and if they don’t - what is the point in showing it to them?

As you meet with more and more prospects and make more and more sales you will begin to gather a library of these testimonial letters. Have a special file with different tabs to represent the different industries. Then before each meeting search your files for someone in a similar industry. You won’t always have this - especially when you first get started. If not, then simply use your best testimonial.

A testimonial is a form of social proof. This type of proof does several things:

It shows the prospect that this isn’t your first rodeo. In other words, you are experienced in this business and have at least some stability.

Others have tested the value of this product. This is huge! Would you get on an airplane if no one had ever tested it before? I don’t think I would! This makes you grateful for the Wright Brothers and test pilots! People want social proof that others have already tested the product and it works! It validates what you are saying – remember if you say it could be interpreted as bragging. If the customer says it, then it is the truth.

It demonstrates that your product is quality. Satisfied customers are not the ones who write testimonial letters. Extremely happy customers are the ones who write testimonial letters, and your prospect knows this. Get those letters!
A testimonial letter enables you to sell value and not price.

You see testimonials all the time on the back of books. In most books, you will find testimonials from others who have read the book and believe in its message. Often times, these testimonials are from well known or famous people. In your industry you may not be able to get a letter from an NFL quarterback or a best-selling author.

On the other hand, perhaps you sell copiers and the Branch manager of a Kinko’s uses your copiers in his store. This would be a great testimonial letter. Or you sell training seminars and you have a testimonial letter from the top selling insurance agent for a nationwide company. This letter will be useful to you when you go to every branch office of this company.

Another important point to remember when dealing with testimonials letters is that the more number specific they can be, the better.

In other words, when you ask for these letters ask the customer to be very specific in terms of the money or time that the product has saved or earned him.

For example, a great testimonial letter might read:

“Thank you so much for the spots you sold us on your radio station. Traffic to our business has increased 24% and our monthly profit has increased by $1800 a month – this is after our radio advertising cost. Thank you so much for helping us grow our business!”

Or another might read:

“Since using your system I have increased the amount of traffic to my site by over 400 clicks per day, and I've increased my opt-in rate from 3% to 12%. For me this means an extra 4 sales a day, which is an extra $160.00 per day in profits.”

Or…
“We purchased our entire fleet of trucks from your dealership. Because your cars are so dependable and reliable, the down time of my crew related of vehicle problems has dropped 77%. Thank you for keeping my business moving!”

One thing that makes these testimonials great is that they are very specific in terms of numbers. These types of letters really inspire trust in your product. Other key factors in a good testimonial letter is that it uses a full name and a company name after the testimonial, or if it is from an individual, use the person’s name, then city and state. This makes it more believable.

Speaking of believable, here is something important – make sure these are real testimonials. Keep it honest. Remember trust and honesty sells, and lies will sink your ship.

Now the bad news…most customers are horrible at writing a good testimonial letter. If you are lucky enough to have a salesperson as a customer then they will most likely write a better testimonial letter.

But why chance it? A great option and one that I use is that I write the testimonial letter and have the customer review it/make any desired changes and then sign it. Where it is number specific and it requires them to put in a dollar figure or percentage then simply leave that blank and have them fill in the increase in sales or other number.

I will type out the letter often and then email it to the person and ask them to make sure they agree with everything in it and tell them that they are free to change it in any way that they like. Then I will ask them to print it out on company letterhead. Sometimes I will send them a free gift or book as an incentive to complete it for me.

If the gift costs me $5, it is well worth a testimonial letter that might close $50,000 in business for me.

In this day and age, testimonials begin to take many forms. If you have a website you could put a video testimonial on your page. Now there are even programs where you can send a video email with a testimonial or an audio clip.
I still like the age old short paragraph or blurb endorsing a product. Don’t be afraid to get creative, and most importantly, do not underestimate the value of testimonials in moving your products.

Get them in writing and watch your sales soar!
The Three Question Close

1. Can you see where this product would save you money?
2. And saving money is important, right?
3. When would be the best time to start?

This is a great three series question.

There are two ways to sell and this series of questions covers both. You can sell either emotionally or logically. If you choose to sell logically that is fine, but you won’t sell much and this is why engineers or computer programmers typically don’t make the best sales people. People buy emotionally.

This 3 step question touches on emotions and logic.

It starts off logically by asking them if they see how this product could save them money, (or whatever the case may be). Your product may make them healthier, save them time, and upgrade their quality of life or something else. You ask them if they see how your product could do this. This is a logical question

Then you ask an emotional question by stating, “And saving money is important?” in a questioning way, provoking a positive response from the emotions. Again, this would be tailored to your product and you might say, “Being healthier is important”, “Saving time is important”, or something else.

Then the final question asks for the order, “Why don’t you give it a try?”

What is the primary benefit of your product to the customer? What does your product offer? Does it save money? Increase sales? Does it work as a great investment? Make the prospect healthier? Happier? What does it do?
Next, customize these three questions by filling in the blanks with what you decided was your unique feature.

Do you see how my product ________________________________?

And ________________________________ is important to you, right?

Well, when would be the best time to start ________________________________?
Referrals and How to Get Them

How to get referrals:

1. It starts from the beginning. When you show up make sure that you are on time, organized and prepared.

2. When you are in the questioning stage of your presentation, make sure you are 100% engaged and attentive to the prospect.

3. Ask for referrals when the contract is freshly signed and emotions are the highest. You will also ask for referrals down the road after they have experienced your product for some time. However, do not overlook the value of now when emotions with your product are high.

4. Remember that they have a sphere of influence of 260 people and when you ask them, “Do you know of anyone who would be interested in my product?,” they will be overwhelmed with all the choices and say, “Not off the top of my head, but I will get back with you.” Instead you must think for the customer and narrow down their focus to a particular group by saying:
   • “Mr. Customer, you have made an excellent decision. I know you are going to be thrilled with your copier. I know you know a lot of people and as you know my business works like yours does – referrals. Who are the managers of the other offices in your company that I could contact and offer them this same service?”

5. At this point, do not hand the paper to them and have them write. You write the name of the person down. Say thank you, nod your head, and ask, “Okay…any more?” Do not look up or stop writing until they stop talking. Do not ask for the phone numbers or contact information right now. Wait until they have given you all the names or it may disrupt the flow of the conversation when they have to search for the information.

6. Keep thinking for the prospect and ask them, “Do you belong to any business organizations like rotary clubs, chamber of commerce or business networking clubs?”
7. After they have given you the names and it seems that they are out of names – then and only then go back and get the contact information.

8. Remember that you have to think for the customer and give them the type of referral that you need – managers, sales people, parents, etc. You must also think for the customer and suggest places where they might know these people – work, school, church, neighborhood, chamber of commerce, etc.

9. Remember the value of shutting up, listening and writing!
Following Up With a Qualified Prospect

Follow up is a crucial ingredient to the sales process. You want to follow up with someone if they have invested in your product or even if they have not, but are a qualified prospect. In order to determine if a prospect is a qualified prospect here is a series of discovery questions:

1. Are they in your area of deliverability? You may have a product that is only useful to those within 100 miles, and you may have a product that is useful to those world-wide. Regardless, determine if they are in your geographic sphere. If they are, move to your next qualifier.

2. Are they a decision maker?

3. Are they in the industry you target?

4. Are they in the gender or age group you target?

5. Is their budget or income in your target prospect?

6. Do you believe your product would be useful to them? You may not know this for sure. But you can make an educated guess if the answers to the above questions are “yes”.

Develop a Mackay 66 for each of your prospects in your file. To get a copy of a Mackay 66 visit www.harverymackay.com. The following items are ones that you should have in your Mackay 66:

- Address
- Phone number
- Age
- Did they go to college? If so, where?
- Were they in a frat or sorority?
- Are they sensitive about it if they did not go to college?
- Were they in the military?
• What rank did they exit as?
• Do they have a favorite sports team?
• What are their hobbies?
• Politics
• Community
• Religion
• The last question on the Mackay 66 says, “Does your competition have better answers to the above questions than you do?” Ouch!
The Key to Remembering Names -
Have Pictures for Names

Al – owl
Albert – burnt owl
Alex – owl that licks
Ann – ants
Amy – aiming (target)
Andrew – ants drawing
Amanda – a man with doves
Angela - angel
Annie – Little Orphan Annie
Ashley – ashes
Ben – Ben the Bear
Brandon – branded
Brandy – bottle of brandy
Barbara – barbed wire
Becky – horse bucking
Betsy – betting with seeds
Bob – fishing bobber
Bill – ducks bill
Bonnie - bonnet
Charles – charcoal
Cindy – cinnamon candy
Cathy – cat
Candice – can of dice
Chris – cross
Connie – convict
Collin – telephone calling
Dave – cave
David – divot (golf)
Dan – pan
Donald – duck
Debbie – dead bee
Dawn – sunrise
Earl – pearl
Eddie – water
Eric – ear ache
Evan – oven
Ester – a star
Frank – frankfurter
Fred – fried egg
Frances – Eiffel Tower (France)
George – gorge (canyon)
Gary – garage
Gayle – gale force winds
Ged – bed
Gene – jeans
Gil – fish
Hank – handkerchief
Helen – hail
Henry – hen
Heidi - hiding
Hilary – hill of trees
Irene – eye ring
Isabel – bell
Jack – car jack
Jared – chair that is red
Jeremy – germs on your knees
Jill – Jack and Jill going up a hill
Jennifer – chin fur
Jenn – chin
John – toilet
<table>
<thead>
<tr>
<th>Name</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jake - rake</td>
<td>Perry – pear</td>
</tr>
<tr>
<td>Jim – gym</td>
<td>Phil – fill up a gas tank</td>
</tr>
<tr>
<td>Julie – jewelry</td>
<td>Phyllis – philly (horse)</td>
</tr>
<tr>
<td>James - chains</td>
<td>Rena – arena</td>
</tr>
<tr>
<td>Jason – blue jay flying into the sun</td>
<td>Ron – running</td>
</tr>
<tr>
<td>Judy – chewing on tea</td>
<td>Renee – raining ‘a’</td>
</tr>
<tr>
<td>Karen – carrot</td>
<td>Rex – wrecks</td>
</tr>
<tr>
<td>Kerry - carry</td>
<td>Rick – brick</td>
</tr>
<tr>
<td>Kyle – tile</td>
<td>Rusty – rust</td>
</tr>
<tr>
<td>Kelly – key</td>
<td>Robert - robot</td>
</tr>
<tr>
<td>Kim – swim</td>
<td>Ronald – Ronald McDonald</td>
</tr>
<tr>
<td>Kevin – cave that is caving in</td>
<td>Randy – bottle of brandy</td>
</tr>
<tr>
<td>Ken – Ken and Barbie</td>
<td>Rachel – a shell with an ‘R’ on it</td>
</tr>
<tr>
<td>Lynn – lint</td>
<td>Sam – Uncle Sam</td>
</tr>
<tr>
<td>Lisa – Mona Lisa</td>
<td>Steve – stove</td>
</tr>
<tr>
<td>Laurie – lowering an ‘E’</td>
<td>Sandy – sandy beach</td>
</tr>
<tr>
<td>Linda – window (winda)</td>
<td>Sharon - sharing</td>
</tr>
<tr>
<td>Leanne – leaves with ants on them</td>
<td>Shelly – sea shells</td>
</tr>
<tr>
<td>Laurel – laurel plant</td>
<td>Scott – Scott paper towels</td>
</tr>
<tr>
<td>Larry – a cowboy’s lariat</td>
<td>Skip – skipping</td>
</tr>
<tr>
<td>Michelle – missile</td>
<td>Stephanie – stepping on knees</td>
</tr>
<tr>
<td>Mike – microphone</td>
<td>Theresa – tree saw</td>
</tr>
<tr>
<td>Michael – yelling into a microphone</td>
<td>Tom – tom cat</td>
</tr>
<tr>
<td>Melanie – melons</td>
<td>Terry – tearing an ‘E’</td>
</tr>
<tr>
<td>Melissa – molasses</td>
<td>Tim – tin can</td>
</tr>
<tr>
<td>Nancy – nun eating seeds</td>
<td>Troy – Trojan horse</td>
</tr>
<tr>
<td>Noreen – snoring</td>
<td>Wendy – wind</td>
</tr>
<tr>
<td>Nicholas - Nickels</td>
<td>Wayne – rain</td>
</tr>
<tr>
<td>Nathan - gnats</td>
<td>Will – a last will and testament</td>
</tr>
<tr>
<td>Oliver – olives</td>
<td>Walter – wall paper</td>
</tr>
</tbody>
</table>
Turn your friends and family members’ names into pictures!
The Proven Method to Doubling Your Sales!

What is your ratio?

How many calls do you have to make to make one sale?

If your ration is 1 sale for every 30 calls and you make 60 calls a day, then make 120 calls per day and the ratio will hold true. Then you will average 4 sales per day instead of 2 per day!

The challenge with this is that you may already be putting in a full day and it is not possible to double your calls. On the other hand, there are typically ways everyone can improve the amount of calls that they are making each day. Great strategies to making more calls each day is:

• Plan your calls out geographically and target one area of town at a time with little or no back tracking. Are you doing this currently and if not, what is your plan to do this?

• Outsource as much of the administrative duties that consume your time as possible and spend your time on money time. Are you doing this currently and if not, what is your plan to do this?
• Ask for and get more referrals to improve your ratio. Are you doing this currently and if not what is your plan to do this?

• Make calls on surrounding business. After you make a call or make a sale go to the businesses in the area and tell them that you are working with their neighbor. This takes a little more time and it is only one step below a referral, but one step above a cold call. Are you doing this currently and if not, what is your plan to do this?
Straight Talk – Keeping It Simple

1. Use plain everyday language. Avoid technical words. Customers do not buy from you because you have impressed them with your language and vocabulary. They bought from you because you filled a need.

2. Do not slur or mumble your words. Match your speed to theirs. Speak distinctly but plainly.

3. Avoid “turn-off” phrases such as:
   a. Sorry, our policy is
   b. Well, your problem happened because
   c. There is no one here that can help you right now
   d. That is out of our hands
   e. That is not my job
   f. Calm down!
   g. Well, I agree with you but…..
   h. I will take care of it, but it wasn’t my fault it was…
   i. Can I be perfectly honest with you?

4. Customer friendly words that keep them coming back
   a. I sincerely apologize
   b. That’s horrible!
   c. May I help you?
   d. I am sorry to keep you waiting.
   e. Thank you for waiting.
   f. What else can I do to help you/serve you today?
   g. Thank you for calling this to our attention – we are better off for knowing this.
   h. I would be thrilled to take care of that for you.
   i. That is my fault.
   j. Let me get this solved for you right away.
More Objections and How to Handle Them

1. I am too busy to talk with you.
   a. I know you are busy, and that is why I have condensed my presentation into five essential points. May I go over those? It will take five minutes.
   b. I understand your concern for time, and that is exactly what my product is designed to do – save you time. Can I have a few moments to show you what I mean?
   c. Leave a product sample and schedule a time to follow up.

2. I am satisfied with my current provider.
   a. What is it about your current provider that you like? What about your current provider would you like to change?
   b. Have you switched in the past and if so, why? It may be time to change once again.
   c. I understand that you don’t like to change without good reason. Let me give you some good solid reasons why more and more are switching to our service.
   d. Has your current provider ever let you down in the past and if so, what did that mean to your bottom line? Are you willing to risk losing money again?
   e. Sometimes you just have to change to keep up with the times. May I show you how switching will allow you to get ahead of your competitors?
   f. Excellent companies are not content with being satisfied. They are striving to be the best. Can I show you some ways that we can help you be the best?

3. I need to think this over.
   a. Use the door knob close – pack up your supplies, go to the door, put your hand on the door knob and the prospect’s defenses go down. Then you say, “By the way, what was it that held you back from investing in the product today?”
   b. I know you must have a good reason for thinking it over. May I ask what that reason or reasons are?
c. Well, let’s think it over out loud. Sometimes two heads are better than one. Remind them perhaps of positive things they said earlier in the presentation.

d. Understand the sales process is about urgency, and you must create urgency to eliminate this objection. Phrases like, “It is on sale,” “Limited supply,” etc., create urgency. If your prospects are interested, but they are not investing, it is because you have not created urgency.

4. I can’t afford this.
   a. If you could afford this, would you want it? (Then offer solutions.)
   b. If it was only $100 today would you want it? (Then offer a down payment of $100.)
   c. Break your price down by how much it would cost per day.
   d. Remind them that your product is not going to cost them money. It is going to make them money or save them money, and then show them how.
More Tips on Closing

1. **The Bonus Close** – Throw in the batteries today, give them free delivery or something else that was a bonus for taking action. Nothing happens until action happens! Always have bonuses in your mind that don’t cost you much, but are of great value to the prospect.

   *What are some bonuses that you could offer to increase your closing ratio?*

2. **The Demonstration Close** – Let the prospect see your product in action! It is even better if they demonstrate the product for you. For example, if you sell vacuum cleaners let them do the vacuuming instead of you. Let them feel it, touch it and experience it!

   *How could you demonstrate or better yet, allow your customer to demonstrate your product?*

3. **The Price Promise Close** – If they are hesitant to buy because they may find it cheaper somewhere else, let them know if they do find it cheaper in the next 30 days you will refund the difference. The best way to sell is not about you being the cheapest. You should build value into your product during your presentation to eliminate the frequency of this objection.
4. **Walk the Prospect Through the Purchasing Process** – Always take a completed contract with you to use as an example of how to purchase. First, this makes it very easy for them to see how to purchase and secondly, it shows that others have tested the value of your product for you. 

5. **Have Trial Closes in Your Presentations to Test the Waters** – WOW! It seems like you like this. If you took this home, would you be proud to own it?

What are some good trial closes that you could use?

6. **Team Selling** – Assist your fellow members of your sales team by assisting them with customer service or by simply saying (when you walk by your fellow sales professional when he is selling a coat to a prospect), “Wow! That coat looks great on you!” Team selling works and the favor will be returned!
Are you helping your fellow sales team members in closing their sales?

7. **I am Not Going to Insult Your Intelligence with a Bunch of Fancy Closes** – This is an assumptive close and just dive into your close.

Could you use a variation of this close?

8. **The Oil Filter Close** – Remind them of the old commercial that implied you could spend $10 on an oil filter now, or avoid the $10 purchase now and it will cost $2,000 later with a new engine. Stress that your product will cost a little today, but it is a fraction of the future cost of inaction.

What are the ways and how will your product save them or make them money? Be specific.
Questions Every Sales Manager Should be Able to Answer

Let’s say you are a sales manager. There are some questions that you need to have the answers to in order to be an effective sales manager. Some of those questions are:

- Which lead source is closing the highest percentage of sales?

- Are trade shows working the best for you?

- What percentage of your sales come from purchasing leads, networking and referrals?

- Is your website good at capturing and converting information into leads?

- Is your sales team selling the most profitable products, or are they just selling the ones that are easiest to sell?
• Is your team good at upselling?

• Who is your top performing sales professional?______________________________

• What is this person doing different? In other words what time of day do they make their calls and what techniques are they using?

• What are you doing to make sure that your sales team hits their goals?

• Are you constantly providing them with training?

• When was the last time you completed a sales training program together?
• When was the last time you went to a sales training seminar together?

• What system do you have in place to ensure that each member of your team hits their quota?

• Where are your reps getting hung up in the sales process?

• What seems to be the common objections that your sales team is getting?

• What are the common reasons why your group says they are not able to close the sale?
• How can training solve this?

• What solutions can you provide to solve this?

• How much time do your reps spend on things like sending emails, completing reports, sending mail out packages?

• Is there anything that you can do to take some of the administrative work off their plate so they have more time to close sales and make money for you and them?
• Are the leads that you deliver to your team being followed up in a timely manner? If not, why not?

• Is there a software program that could help you with this?

• Does your sales team have information at their mental finger tips that will help them make a sale, such as statistics, brochures and comparative models?

• Do they have the visual aides that they need to make sales?

• Which competitor do you lose the most business to and why? Answer this question and then solve it!
• How can you shorten the process from developing a new salesperson into an experienced sales professional?

• Do you have a manual with the entire job laid out step-by-step?

• Do you have a system that you could take a new salesperson into and make it a smooth training process?

• When a sales rep leaves the company, is it easy to reassign their clients to another sales rep?

• Grade yourself as a sales manager on a scale of 1-10 with 10 being the best.

• What are your strengths as a manager?
• What are your weaknesses as a manager?

• What steps can you take to improve as a manager?

• Rate your team overall on a scale from 1 to 10 with 10 being the best.

• Where was your team performing when you began as a manager?

• How far has your team come since you have been manager?
• Where do you see your team in 6 months?

• What is your long-term vision for your team?
NOTES

This program is based on the concept that there is a system to selling. I truly believe that you can perfect the art of selling and the seven steps in the sales pyramid. When you do this, you are going to see your sales skyrocket!

Remember that sales is an honorable profession and it is a career in which you can actually get paid what you are worth! In sales, you set your goal and when you hit those goals you are rewarded based on your efforts. This should inspire you to do everything that you can to master the sales process! I believe that this program will allow you to master this process, and I look forward to hearing about your sales success!!!

Sincerely,

Ron White
Sales Related Articles
by Ron White
Empty Boxes and Orders

There are two types of sales professionals. The first type is called the “It Is Not My Fault Salesperson” and will routinely bring back excuses on why they didn't make the sale to the prospect. The second type is the “Empty Boxes and Orders Salesperson”. This sales professional is given that name because that is routinely what they bring back – empty boxes that used to hold product and back-orders for more product.

If you are in sales, you must decide which group you will fall into. Now, does this mean that if you are an “Empty Boxes and Orders Salesperson” that you will one hundred percent of the time bring back empty boxes and orders? Of course not; every now and then you will bring back boxes of product and no orders. However, because you are not the “It is Not My Fault Salesperson” you refuse to allow yourself to make excuses or blame the situation or prospect for the lack of sales. Instead, you pose the question – What could I have done differently to earn their business? What could I have said that I didn't say that might have caused them to move to action?

When you shift the responsibility for making the sale from the prospect to yourself, you are shifting your mindset from a victim of sales to a creator of sales. Victims of the sales environment have skinny kids. Creators of a positive sales environment take their kids on exotic vacations.

I recently had a speaking engagement where I sold every single person in the room and sold out of every product I brought. When I got back to the office I shared with my business partner that I thought I could have done a few things differently to get more sales the next time. He looked at me and smiled and said, “Ron how could you have done any better? You sold everything that you brought with you and you sold every person in the room!” I kind of smiled and said, “Yeah, I guess you are right.”

But you know what? That is just my attitude. After every sales presentation I give, I
always ask the question, “How could I have sold more? How could I have made more money?” In other words, what can I do to get better? The “It Is Not My Fault Salesperson” refuse to ask those probing questions of themselves because in doing so, they are admitting that they alone are responsible for the outcome of their income.

Take responsibility for your sales numbers and results, and I can't wait until you are bringing back empty boxes and orders more often than not!
How to Be the Top Salesperson for Twenty Years

It all started when I was 14 years old--my sales career, that is. I took a job as a newspaper delivery boy. It was exciting for a 14 year-old to have money in his pocket and understand the value of a dollar. I was no longer reliant on my parents when I wanted to go to a movie or purchase a Slurpee, and I took every advantage of my new freedom and cash flow.

Being a paperboy not only required that I deliver a daily newspaper, but it also introduced me to door-to-door selling. On Saturdays, the paper route manager would load her van up with 10 teenage boys who delivered papers, and we would drive to a new neighborhood and do what we called “crew working”. This simply meant door-to-door sales. I wasn't an instant success. However, very quickly I did develop a sales presentation, and as a result that first year, I sold more newspaper subscriptions than anyone in the history of the newspaper, and I was 14 YEARS OLD! I sold nearly 96 subscriptions that year and the average was 25.

During my time with the newspaper, I was the number one salesman the entire time. Since then I have had other sales jobs and every time, I was always the number one salesperson. To this day, almost twenty years after my paperboy experience, I make it a goal to outsell those in my circle. I don't do it to prove I am better. I do it as an internal competition for myself and as a motivator to keep me from getting stagnate.

So how do you maintain a level of number one salesperson for a period of twenty years at every sales organization that you go to? There are a lot of factors. However, two of the most important are:

1. NEVER wing it!
2. Understand that buying is an emotional decision.

First of all, the salesperson who does not know EXACTLY what he is going to say, exactly what questions he is going to ask and exactly how long his presentation will
be, is setting himself up for failure. I can't believe my ears whenever I hear speakers say, "I was preparing what I was going to talk about right before I spoke." or "I didn't know what I was going to talk about until I got here." When they say that there is almost arrogance in their voice that says, "You know, I am so good and so knowledgeable that I can just decide what I want to talk about at the last minute and wing it." The sales professional with this attitude is no professional. He is more impressed with his ability and knowledge than the size of his commission checks. On the other hand, the top sales professional is concerned with how much product he moves.

If your goal is to be a top producer, then understand you must be prepared. Decide what questions are thought provoking questions, memorize those questions and ask them to your prospect. When they are engaged and thinking, then you win. When you are winging it and just spouting information, the odds of them being engaged decreases significantly.

Next, understand that buying is an emotional decision. Brian Tracy tells the story of a couple who are looking to buy a home. As the couple walks up to the home the woman exclaims, “Wow! There is a cherry tree in the back! I have always wanted a cherry tree!” The salesman makes a note of this and walks them into the home. The husband says, "The kitchen is too small" and the salesman replies, "Yes, but look through the window and you have a perfect view of the cherry tree." The husband walks into the backyard and says, "We don't want to have to take care of a swimming pool." The salesman says, "Yes, but you can put a chair right here and sit under the cherry tree any time you like." The husband was using logic and the salesman emotion. The couple bought the house because of that.

One tragic mistake many salespeople make when selling is that they talk constantly about themselves and how the product has helped them. While this is good to a limited extent, notice the difference between:

“I took this seminar on memory training 15 years ago. I use this all the time. I used it...”
to give my speeches without notes, memorize people's names and much more. I have appeared on television and radio because of this training. It has made me somewhat of a celebrity!"

Or

“\textit{I want you to imagine this. You go to this seminar and when you leave your children are able to memorize their school work in minutes. I know their smart, and so do you. They are taught what to learn...and not how to learn. Let's teach them together how to learn and watch their confidence and self-esteem shoot through the roof! Next, how many times have you been at a baseball game and you see someone that you have sold a home to and you can't remember their name? Because of this, you are embarrassed, and they don't feel special. Now, flip that around. You sell a home and 6 months later recall their name. You have made them feel important, significant and special. At this point, you earn their referral business and are well on your way to earning a fortune!}"

Notice the difference between the two statements. The first statement is a salesperson stating what this seminar has done for him! The next statement is the same information worded another way. In the second statement, you are getting the prospect to visualize themselves and their family experiencing the value of the product. When you do this you have their emotions. When you talk about yourself, you do not have their emotions. Yes, you may be your favorite subject. However, you are not your prospect's favorite subject, and the earlier you begin talking in terms of them the earlier you will touch their emotions.

So in review: prepare and touch their emotions, and you will be the top salesperson in your organization for the next twenty years!!
Killing the Giant While He is Still 3 Feet Tall

The salesperson who makes excuses might say:

“They said our price was too high”

“It was too far for them to drive.”

“They wanted it in blue.”

“They said the competition had a better product.”

Every salesperson has an excuse for why they don't make the sale. It is only the professional salesperson who will, after the call, evaluate what took place and decide what he could have done better to have made the sale.

So the next time you get one of the objections above or another, realize that oftentimes it is your fault that it came up in the first place.

Let me ask you this — If you had to fight a nine foot tall 230 pound giant with 15% body fat would you rather do it when he was three feet tall and growing or when he was nine feet tall and indestructible?

When you allow a prospect to verbalize an objection such as, “Your price is too high” all of the sudden the giant (or objection) has gone from being three feet tall and only a thought in the prospect’s mind, to being verbalized and a real nine-foot tall giant!

When a prospect verbalizes an objection, it becomes real to them and much harder to overcome. Therefore, the best way to handle the objections is before they are verbalized or put another way – when they are three feet tall.

Sit down and list all of your common objections and then weave the answers to these
objections into your sales presentations before the customer has a chance to say them out loud.

For example, I often promote my seminars by speaking in the Dallas area at sales meetings for different companies. When I first got started at this – years ago – I would often hear the objection at the end, “Let me know when you have one a little closer to me. This is too far to drive.” Wham! Just like that the door was closed. Nothing I could say at that point would make the sale because they were allowed to say the objection and make it real.

So since I knew this was an objection that I was going to get at offices far away from my event - I would weave into my presentation before they could bring it up, “You know, you are fortunate to be as close to this seminar as you are – we have people driving as far as 100 miles just to be here!” Bam! Just like that you have eliminated the distance objection. You killed the giant when he was three feet tall. It will be much harder for the prospect to verbalize this objection now that you have already addressed it.

What are your common objections? Price? Distance? Color?

Figure out which objections you seem to be getting over and over and figure out a way to weave the answer into your presentation before they can become real to the prospect.

If it is price you might say, “The quality of this product is actually going to save you money. Because of the high quality it will last you years longer than a cheaper model and will actually save you money.” If you have the life expectancy of your product you might figure it out (down to the penny) how much this product will save your customer over its lifetime because it lasts so long.

Regardless of what your common objections are – it is your responsibility to kill the
giant when he is three feet tall. When he has been verbalized and grown to a nine-foot tall giant, your life is going to be much harder.

Get a pen and paper and start listing the objections you heard this week, and let's get started killing some three-feet tall giants!
You Didn’t Make the Sale

So you didn’t make the sale. They didn’t want to do business with you. Your product was not for them…not at least right now. Now that is the key word. Not right now….

That is the key word…

Not now.

Just because you didn’t catch them at the right time right now, it is a huge mistake to think that they won’t purchase from you in the future.

You must have an organized follow up system. This is critical.

The salesperson without an organized and efficient follow-up process is going to be left behind.

Let’s face it – most sales are not made on the first sales call. You must follow up.

When you don’t make the sale, ask yourself if this is a qualified prospect:

1. Are they in your area of deliverability? You may have a product that is only useful to those within 100 miles or you may have a product that is useful to those worldwide. Regardless, determine if they are in your geographic sphere. If they are, move to your next qualifier.
2. Are they a decision maker?
3. Are they in the industry you target?
4. Are they in the gender or age group you target (if you target these)?
5. Is their budget or income in your target prospect?
6. Do you believe your product would be useful to them? You may not know this for sure, but you can make an educated guess if the answers to the above questions are yes.
If you answer yes to these questions, then they are indeed a prospect. So don’t give up on them just because they haven’t purchased from you.

Instead, develop a streamlined sales follow-up approach.

You must have a systematic follow-up system to keep in front of the prospect. When you make your contact, get every piece of information about them that you can.

Find a way to constantly stay in front of your contact. Find out when their birthday is and send them an email or a card through regular mail, maybe even a short phone call.

Have a postcard of the month that goes out to all your prospects with a quote of the day or motivational blurb.

If you know what kind of business that they are in, send them referrals and make sure that they know you are sending them.

You might even call the prospect if they are in the auto repair business and tell them that your cousin’s car is on the blink and needs work, then give him your cousin’s number. Of course, only do this if your cousin knows and has given you approval to help.

This is really going to keep you at the forefront of the prospect’s mind. So bring them referrals. This will help form a friendship, and all sales start with a friendship!

There are great electronic methods to organizing your contacts, too.

You could use the sales program ACT or Goldmine. These type of software and contact management programs will keep everything straight and remind you of when you need to contact someone or of an event or birthday.
A card scanner is a great idea. Instead of spending hours upon hours entering business cards into your database from the last convention that you attended, just scan them in and put them in your database lickity split!

Use a note card filing system. This is somewhat old fashioned, but guess what? It still works and you don’t have to have electric power to operate it.

Above all, don’t just write important information on loose sheets of paper because this type of stuff will get lost. It will also make you appear disorganized and you will lose face in front of your customers.

When you open up your brief case, don’t let papers fall out all over the floor. Instead have a neat and organized folder and brief case.

When you follow up with a client, you may send a few testimonial letters from satisfied customers. If you say it they may think that it is a lie. But when others say it they believe it. So send a few in a follow up.

Schedule a lunch meeting and offer to buy, or take them to a sporting event.

Regardless, the follow-up and relationship building after the first contact is going to be just as crucial, if not more crucial, than your actual sales presentation.

So don’t spend all your efforts in your presentation, question asking and product knowledge--though these are really, really important. If you have a fantastic follow-up system, you are going to find yourself giving more and more presentations and getting more and more business. So make sure that you have a plan for follow-up.

Make it strategic and get as much information as you can on the prospect to fill out as much as you can for the Mackay 66. (See page 43).

You will be amazed at the answers their walls will give you.
Their walls will have college diplomas, pictures of favorite sports teams, hobbies and their family.

When you walk into an office, go into Sherlock Holmes mode. Scan the room like you are a computer and take note of every pen holder, picture, diploma, stuffed animal and begin to get a feel for who they are.

Remember the crucial data and enter it into your Mackay 66 as soon as you exit.

You will also want to use the gate keeper as a source for information.

Do not blow this person off. While they may not have the income that the contact person does – it is often very likely that they do have a tremendous amount of pull with your contact person and a relationship that your contact may rely on and advice they may rely on.

So take note of what the gatekeeper is interested in, as well--their hobbies, interests and family, etc.

Also use the gatekeeper to get information on your prospect.

Pretend like you are a CIA agent and get as much intel as you can. Then after you have the intel use it and follow up – follow up and follow up again!
More Ron White

To learn more about Ron White, his products and/or to book him to speak at an upcoming event, go to www.YourSuccessStore.com or call 877-929-0439 or email speaker@yoursuccessstore.com

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