

Sales Mastery™ 'Lead the Pack'

Sales Newsletter



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Since the dawn of time, wolves have been one of the most notorious members of the animal kingdom. They have stirred countless imaginations with their soulful calls, and aroused our most passionate emotions, too often negative. This reputation has led to the wolf's extinction in many parts of the world. This king of the forest has become the Ghost Hunter. We, as humans, are afraid of the unknown, and what we do not understand. Learn how to remove your own fears and those of your prospect.

Nine steps to closing every sale

Closing sales doesn't take magic. Just follow these simple steps:

1. *Build trust immediately* by being customer focused and communicating in a like style of your prospect. If they are bottom line be more direct and brief. If they are chatty, be more chatty, if they are reserved try being more reserved.
2. *Share your objectives* for the call and ask permission to ask questions and don't forget to ask about the prospects expectations.
3. *Find out what the prospect wants.* There is no reason to tell the prospect how you can help them until you have uncovered the kind of help he or she needs. By using the Sales Mastery® process, the buyer will not feel "sold", resistance will be less, you will not have to defend unnecessary features, there will be less price defending, and the prospect will realize the benefits of the solution you can provide.
4. *Understand the decision process*, decision criteria, and understand who all will be involved in the decision.
5. *Discuss budget* and costs before finalizing your proposal to ensure you don't embarrass the prospect with a number outside their investment capability
6. *Keep asking questions* to avoid making incorrect assumptions. Examples include: What do you look for? What have you found? What has been your experience in...? How do you determine...?
7. *Tie benefits to needs.* What is a benefit to one buyer may not be to another. Features only become benefits in the mind of the buyer and when connected to a problem or issue they want changed or resolved.
8. *Listen more than you speak.* Listen to the prospects verbal and non-verbal cues. Understand and utilize the DISC and PIAV models and adapt to the buyer's style; your prospects will become more comfortable discussing their concerns with you.
9. *Obtain 'mini' decisions.* It's easier to assist the prospect in making mini decisions about needs, problems desires etc. throughout the call than asking them to make one big decision at the end of a lengthy presentation.

UPCOMING EVENTS

Please contact us for registration information.

303.462.1277

SALES MASTERY™ CLASSES & SALES MASTERY™ ADVANCED

View our calendar at:
www.LeadershipConnections.com

SALES MANAGERS' WORKSHOP 1:30 PM—5:00 PM

November 14, 2007
Principles of Coaching & Training
Salespeople

Managers can easily be distracted by the administrative requirements of running a team. In the end, training, skill development and coaching contribute the most to the bottom line. The key to building a "superbowl" vs. a "minor league" sales team relates directly to the leader's ability to reinforce skills and keep them fresh.

Join our pack—exchange ideas, tap the expertise of your peers, share common challenges, and accrue the wisdom and skills of an alpha leader.

Classes held at Leadership Connections Training Ctr,
2420 W. 26th Ave., Suite 445D Denver, CO

Read Garry's article, Prevent Problems in Account Management, in the Denver Business Journal

How important is the problem?

A man has a loose gutter on the corner of his house. His neighbor suggests three different times over the course of one casual conversation he fix it immediately. The man inquires “why” as it is barely noticeable. The neighbor replies that he had a similar problem and the water running down the side of the house accumulated under his basement floor and required him to replace his basement floor at a great expense. Of course, the man immediately fixed his gutter. Why? Because now he understood the implications or consequences of his situation. As salespeople, it is important to help your customer understand the importance or impact of their situation. You cannot tell them, you can only help them discover or come to their own conclusion. Doing so helps you qualify how likely they are to take action. More importantly it helps them see the severity of their situation, helping them decide if they should move forward with your solution. The less the impact the less there is a chance of a sale. The greater the impact the great chance of the sale closing.



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Book swap online

Some books are worth keeping on your bookshelf forever, others are worth trading with others who love to read. One great book-swap site is Bookins.com. The books are free and here's how it works: You get 15 points for just signing up, then more points for every book posted that someone else wants to obtain. Points are assigned according to a book's age and original cost. You own the books you get, you can keep them or exchange them when you are done. It's as easy as creating your trade list, creating your wish list, and enjoying your membership and mailing books when requested—automatically receiving books you select from others in return. The only cost is for the book's recipient is a flat postage fee of \$3.99 for postage and confirmed delivery. The individual shipping the book can print a mailing label at home and mail without having to stand in line at the post office. It is an extremely convenient way to exchange books with others. Bookins tracks all shipments and makes sure you get back books of equal value. It's a great simple way to share the love of reading.

Bookins is not the only book swap site out there others include: ReadersUnited.com and PaperBackSwap.com. Enjoy the simple easy process of trading books and having fun along the way!

