

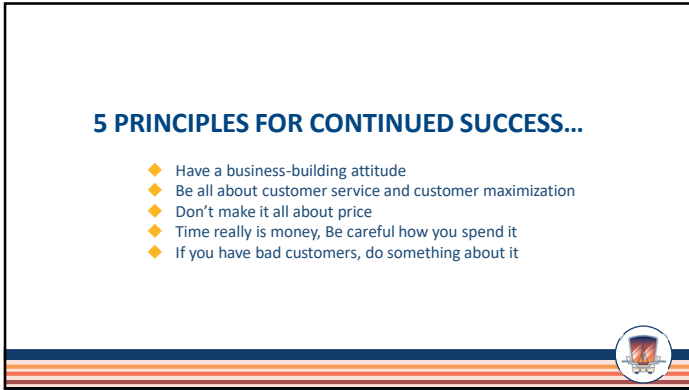
Be At Your Best Every Day: 5 Principles For Consistent Sales Success



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1 HAVE A BUSINESS - BUILDING ATTITUDE!



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THERE ARE THREE REASONS WHY YOU SHOULD ALWAYS BE WORKING AT BUILDING THE BUSINESS...


- ◆ To make more money
- ◆ To minimize the likelihood of making less money
- ◆ Because someone else wants you to



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TO MINIMIZE THE LIKELIHOOD OF MAKING LESS MONEY...

- ◆ There will be quality failures
- ◆ There will be service failures
- ◆ Your competitors are calling on your customers
- ◆ Your customers sometime do dumb things
- ◆ Like buying from your competitors
- ◆ Like leaving to go someplace else
- ◆ Like going out of business




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HAVE A BUSINESS-BUILDING PLAN...

- ◆ Prospecting and Networking
- ◆ Customer Maximization
- ◆ Which of those should be a higher priority?



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HAVE A BUSINESS-BUILDING PLAN...


Prospecting: An activity chain which begins with the identification of likely suspects and ends with the qualification of real prospects



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HAVE A BUSINESS-BUILDING PLAN...

- ◆ Prospecting and Networking
- ◆ Customer Maximization
- ◆ Which of those should be a higher priority?



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HAVE A BUSINESS-BUILDING PLAN...

- ◆ Identify suspects
- ◆ Identify decision-makers
- ◆ Connect with decision-makers
- ◆ Hold the first substantive conversation



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HAVE A BUSINESS-BUILDING PLAN...

The first substantive *conversation* is...

- ◆ The end of the prospecting stage
- ◆ The beginning of the convincing stage
- ◆ The heart of the opportunity stage



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HAVE A BUSINESS-BUILDING PLAN...

Where does *networking* fit into your business building plan?


- ◆ Traditional Networking
- ◆ Social Media Networking
- ◆ Opportunistic Networking



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2 BE ALL ABOUT CUSTOMER SERVICE AND CUSTOMER MAXIMIZATION



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CUSTOMER SERVICE...
How do you define exceptional customer service?

- ◆ A quality product?
- ◆ On-time delivery?
- ◆ Above and beyond?
- ◆ Something else?



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CUSTOMER SERVICE...
Don't ever forget that beauty is in the eye of the beholder...
And customer service is defined by the recipient!




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CUSTOMER MAXIMIZATION ...

Every current customer provides you with three levels of value...

- ◆ The value of what they're buying from you now
- ◆ The value of what they could be buying from you
- ◆ The value of influence




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CUSTOMER MAXIMIZATION ...

So let's be all about...

- ◆ Protecting the first level of value
- ◆ Pro-Acting the second level of value
- ◆ Leveraging the third level of value



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3 DON'T MAKE IT ALL ABOUT PRICE



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KEEPING PRICE IN ITS PLACE...

Salespeople keep telling me that buyers make it all about price.


Buyers keep telling me that it's the salespeople who make it all about price!

I'm not the only one talking about this!




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KEEPING PRICE IN ITS PLACE...



Do you recognize this guy?

Seth Godin is the author of twelve best-selling business books that have been translated into 33 languages. He has also posted thousands of blog entries and delivered hundreds of keynote speeches.



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WHEN YOU DO HAVE TO TALK ABOUT PRICE...

First of all, having to negotiate is not a problem, it's an *opportunity!*



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WHEN YOU DO HAVE TO TALK ABOUT PRICE...

Second of all, when you are invited to negotiate, there are **three things** up for negotiation

- ◆ Value
- ◆ Cost
- ◆ Price



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KEEPING PRICE IN ITS PLACE...

Negotiating **value** is all about telling them why you think they should buy from you, even if your price is higher.

Negotiating **cost** is all about the application of product knowledge.

Negotiating **price** is all about getting something in return for anything that you have to give up.



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4 TIME REALLY IS MONEY. BE CAREFUL HOW YOU SPEND IT



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TIME REALLY IS MONEY. BE CAREFUL HOW YOU SPEND IT

Here are 7 principles for better time management

1. Start every day with a task list
2. Connect every task to a person, and then a hat
3. Organize your day by blocks and hats
4. Prioritize people, not tasks or blocks or hats
5. Deal efficiently and effectively with interruptions
6. Make progress your goal
7. Be good to your tomorrow man/woman




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THIS IS A MATTER OF SKILLS AND ATTITUDES

Attitude #1:
You can do everything with time that you can with money...

1. You can spend it
2. You can save it
3. You can invest it
4. You can waste it




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THIS IS A MATTER OF SKILLS AND ATTITUDES

Attitude #2:

- ◆ There is \$10/hour work
- ◆ There is \$30/hour work
- ◆ There is \$300/hour work



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**START EVERY DAY WITH A TASK LIST...
THEN CONNECT EVERY TASK TO
A HAT AND TO A PERSON**

True or False: Every task on your plate on any given day is something to do...

1. **With** someone
2. **For** someone
3. **To** someone




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Organize your day by blocks and hats

8:30 AM	Task List
8:45 AM	Correspondence
9:00 AM	Production Meeting
9:15 AM	
9:30 AM	Sales Calls/Correspondence
9:45 AM	
10:00 AM	
10:15 AM	
10:30 AM	Catch-Up
10:45 AM	HR Tasks
11:00 AM	
11:15 AM	Admin Tasks
11:30 AM	
11:45 AM	Catch-Up
12:00 PM	OTL
12:15 PM	
12:30 PM	
12:45 PM	John Smith
1:00 PM	Sales Calls/Correspondence
1:15 PM	
1:30 PM	
1:45 PM	
2:00 PM	Catch-Up
2:15 PM	MBWA
2:30 PM	


OTL: Out To Lunch
MBWA: Management By Walking Around



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**PRIORITIZE PEOPLE, NOT
TASKS OR HATS**

- T1:** Obviously critical, must be completed today, possibly by a specific time today
- T2:** Definitely important, probably not critical
- T3:** Possibly important, also possibly a time-waster
- T4:** Probably a time-waster



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DEAL EFFICIENTLY AND EFFECTIVELY WITH INEVITABLE INTERRUPTIONS

Dave Fellman

- T1:** Obviously critical, must be completed today, possibly by a specific time today
- T2:** Definitely important, probably not critical
- T3:** Possibly important, also possibly a time-waster
- T4:** Probably a time-waster



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DEAL EFFICIENTLY AND EFFECTIVELY WITH INEVITABLE INTERRUPTIONS

Steven Covey


- ◆ Urgent and important
- ◆ Important but not urgent
- ◆ Urgent but not important
- ◆ Neither urgent nor important



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Make progress toward your goal

Task List



Starting Line

Finish Line



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Make progress toward your goal

Starting Line Finish Line

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Make progress toward your goal

Holding Tank

This is one of the things you do during Catch-Up Time

Starting Line Finish Line

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5 IF YOU HAVE BAD CUSTOMERS, DO SOMETHING ABOUT IT

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DO YOU HAVE ANY BAD CUSTOMERS?
How do you define a bad customer?

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DO YOU HAVE ANY BAD CUSTOMERS?
Why are they more trouble than they're worth?

1. They are jerks
2. They are civilians

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A CLOSING THOUGHT...
Let's let the bad customers weaken our competitors!


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ONE MORE THOUGHT...
If you like the way I think, you can read a lot more of it!

Listen To The Dinosaur
Selling Power magazine selected it one of its 10 Best Books of 2010.
-~~\$24.95~~ **\$20**

Rules Of Engagement
A Guide To Better Communication -- And Better Relationships -- With Everyone Who Is Important To Your Business.
-~~\$24.95~~ **\$20**



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