

Mistake #1: Hying

Relying on “You can it” propaganda to maintain your sales motivation.

Tapped Motives = Sustained Action

Untapped Motives = Unsustainable Action, or Hying

Uncover Your True Motives

Put Yourself into the Equation

Expose Your Internal Motives

Look ahead to 80!

- Where do I live?
- Who am I with?
- What have my children become?
- What am I doing?
- What do I want?
- How do I feel?

Exploit External Stimulation, Linking to Internal Motives.

Mistake #2: Posing

Trying to sell before training to sell.

Unmask a Major Selling Mistake

The Six Signs of Improvisational Selling

- False Confidence
- Accidental Success
- Selling Reluctance
- Underperforming Clients
- Overworking
- Job Turnover

The Onus of Selling Success is misplaced.

Learning the Right Language, Not the Right Lines

T R U S T

- Timeliness
- Relevance
- Understanding
- Sincerity
- Thoroughness

Remain Fluent

Mistake #3: Tinkering

Treating the symptoms but not the sickness of poor selling efforts.

Solving Anything but the Problem

Put Tinkering to the Test

A Tinkering Tell-All – Sales Band-Aids

- Problem: Sales falling through
Band-Aid: Try to recover clients after sale has fallen through.
- Problem: Objections
Band-Aid: Develop more scripts to overcome them.
- Problem: Low sales
Band-Aid: Make more calls.
- Problem: A lot to do and not a lot of time to do it
Band-Aid: Work harder.
- Problem: Few to no referrals from existing clients
Band-Aid: Ask for referrals more often.
- Problem: Poor prospect quality.
Band-Aid: Make more calls.

The Right Prescription for Sales illnesses:

- Problem: Sales falling through
Prescription: Survey clients before asking for business.
- Problem: Objections
Prescription: Ascertain prospects' values and needs up front and prevent the objection.
- Problem: Low sales
Prescription: Improve call conversion by heeding the values and meeting the needs of prospects.
- Problem: A lot to do and not a lot of time to do it
Prescription: Work smarter; become more productive.
- Problem: Few to no referrals from existing clients
Prescription: Provide better service and consistent follow-up.
- Problem: Poor prospect quality
Prescription: Prequalify prospects before pursuing them so that wasted calls are not made.

Establish A New Philosophy of Healing

Adopt A New Problem-Solving Prescription

Feeling Better

vs.

Being Better

False confidence

Genuine confidence

Problem hidden

Problem solved

Increased work

Decreased work

Short-term success

Long-term stability

Mistake #4: Moonlighting

Building a business-based life instead of a life-based business.

Working Comes Before Living – A Potentially Fatal Fashion Concept

Burning More Than the Midnight Oil

The Trade-Off – is it really worth it?

Sacrifice	Potentially Receive
Close friendships	Coworker rapport
Vacations	More time to sell
Health	Higher positions
Intimacy with family	Increased client base
Dreams	Dollars
Life satisfaction	Sales success

Mistake #5: Muscling

Taking Lone Ranger actions instead of using team-connected strategies.

The Leading Cause of Sales Atrophy

A potentially Fatal Fatigue

Building Up or Breaking Down?

Determine to Delegate

Revamp Your Daily Routine

Free up your time to sell!

Avg. Time Spent	Time Freed up Per Task Per Day	Year If Delegated
Copying	30 minutes	125 hours
Faxing	15 minutes	62.5 hours
E-mailing	60 minutes	250 hours
Answering phones	60 minutes	250 hours
Updating calendar	20 minutes	83.3 hours
Total time freed up per year:	770.8 hours	96 workdays

Give Up to Get Ahead

1. Hire Yourself
2. Hire a responsible young person you know
3. Hire a coach
4. Share an assistant with a co-worker or colleague
5. Let your assistant hire an assistant
6. Promote your assistant

The Premium Supplement for Strong Sales Efforts

Mistake #6: Arguing

Selling your product before knowing your customer

Stating Your Case and Sinking Your Chances

Relationships Take More Than Monologue

Conversation Is King

Opening and Closing with Conversation

1. Forget about the sale
2. Ask, don't argue
3. Listen with your fingers
4. Seek to understand
5. Listen again

Sales Success Is a Two-way Street

Mistake #7: Gambling

Making unplanned calls on unknown customers

As you can see from the graph, trust and tension are at opposite ends of the selling spectrum. Tension creates resistance. Trust leads to acceptance. And routinely, when one is increasing, the other tends to decrease. In other words, when tension is at its highest, trust is at its lowest, and so is the probability of a prospect's acceptance of your offer.

Reduce Prospecting Tension

1. Never make a call on prospects who don't know you're going to call on them.
2. When you make the call, make sure they're excited to have you call on them.
3. Never leave a call without adding more value than you have received.

Productivity Means Sales Numbers

The Fundamentals of Prospecting Productivity

1. Consistently sew a common thread.
2. Regularly stretch client satisfaction.
3. Get out more.
4. Take your focus off selling.

Mistake #8: Begging

Seeking your customers' business before earning your customers' trust Beggars Can't Be Choosers

Example #1: Begging for Business

5. Asking for Business Again
4. Managing Objections
3. Asking for Business
2. Interviewing Prospect
1. Approaching Prospect

Example #2: Establishing Buy-In

4. Asking for Business
3. Offering Solutions
2. Interviewing Prospect
1. Approaching Prospect

Five Ways to Receive Buy-In . . . and Business

1. Say something new.
2. Be the first to add value.
3. Be the first to say thank you.
4. Respect your prospects' time.
5. Don't stop once the sale seems imminent.

The key to closing sales without begging is to ask for business only when you have...

- Set yourself apart from other salespeople in your industry
- Added value up front
- Demonstrated your appreciation for the opportunity to earn their business
- Ascertained their needs and values while respecting their time
- Confirmed that they would like to proceed each step of the way

Trade Places

Business Made Easy Because You Make It Easy

Step 4: Orchestrate what parts your clients will play.

1. The amount of business you will receive from them on an annual basis.
2. The number of referrals you will receive from them on an annual basis.
3. How they will help you recruit new clients if and when it is necessary.

Step 5: Strike up the band.

Mistake #10: Stagnating

Losing your sales edge by neglecting your growth curve

The Necessity of Change

1. Study your product like a consumer.
2. Survey your clients regularly.
3. Play the market.
4. Survey yourself annually.
 - What am I passionate about that gives meaning to my life?
 - What do I value that gives me true satisfaction?
 - Am I missing anything in my life right now that is important to me?
 - Where do I want to be and what do I want to be doing in five, ten, and twenty years?
 - What gifts has God given me that I am perfecting? Which gifts am I not using effectively?
 - What would I be willing to die for?
 - What is it about my job that makes me feel trapped? How can I change that?
 - With regard to money, how much is enough? If I have more than enough, what purpose does the excess serve?
 - Am I living a balanced life? Which areas need more time or focus?
 - Where am I seeking inspiration, mentors, and working models to achieve greater significance?
 - What do I want to be remembered for? Am I currently known for those things?
 - What legacy do I want to leave my children? Am I leaving it?

Your greatest competition is in the mirror!