

BE AT YOUR BEST EVERY DAY:

5 PRINCIPLES FOR CONSISTENT SELLING SUCCESS



**HAVE A
BUSINESS-BUILDING
ATTITUDE!**



THERE ARE THREE REASONS WHY A SIGN SALESPERSON 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

FROM THE SIGN SALES DNA PROJECT: AVERAGE OF ALL RESPONSES...

- HUNTER SKILLS 7.93
- HUNTER ATTITUDE 8.19
- EGO DRIVE 7.28
- DOLLAR DRIVE 7.63

FROM THE SIGN SALES DNA PROJECT: DAVE FELLMAN RANKINGS...

- HUNTER SKILLS ~~7.93~~ 8.0
- HUNTER ATTITUDE ~~8.19~~ 9.5
- EGO DRIVE ~~7.28~~ 9.5
- DOLLAR DRIVE ~~7.63~~ 9.0

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

HAVE A BUSINESS-BUILDING PLAN!

- PROSPECTING AND NETWORKING
- CUSTOMER MAXIMIZATION
- WHICH OF THOSE SHOULD BE A HIGHER PRIORITY?

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

HAVE A BUSINESS-BUILDING PLAN!

- IDENTIFY SUSPECTS
- IDENTIFY DECISION-MAKERS
- CONNECT WITH DECISION-MAKERS
- HOLD THE FIRST SUBSTANTIVE ***CONVERSATION***

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

HAVE A BUSINESS-BUILDING PLAN!

WHERE DOES NETWORKING FIT INTO YOUR BUSINESS-BUILDING PLAN?

- TRADITIONAL NETWORKING
- SOCIAL MEDIA NETWORKING
- OPPORTUNISTIC NETWORKING

**BE ALL ABOUT
CUSTOMER SERVICE AND
CUSTOMER MAXIMIZATION!**



CUSTOMER SERVICE

HOW DO YOU DEFINE EXCEPTIONAL CUSTOMER SERVICE?

- A QUALITY PRODUCT?
- ON-TIME DELIVERY?
- ABOVE AND BEYOND?
- SOMETHING ELSE?

CUSTOMER SERVICE

DON'T EVER FORGET THAT BEAUTY IS IN
THE EYE OF THE BEHOLDER...

AND CUSTOMER SERVICE IS DEFINED BY
THE RECIPIENT!

CUSTOMER MAXIMIZATION

EVERY CURRENT CUSTOMER PROVIDES YOU WITH 3 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

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

**DON'T
MAKE IT
ALL ABOUT
PRICE!**



KEEPING PRICE IN ITS PLACE

SIGN SALESPEOPLE KEEP TELLING ME THAT BUYERS MAKE IT ALL ABOUT PRICE.

SIGN BUYERS KEEP TELLING ME THAT SALESPEOPLE MAKE IT ALL ABOUT PRICE.

I'M NOT THE ONLY ONE WHO'S TALKING ABOUT THIS.

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.

WHEN YOU HAVE TO TALK ABOUT PRICE...

FIRST OF ALL, HAVING TO NEGOTIATE IS
NOT A PROBLEM, IT'S AN OPPORTUNITY!

WHEN YOU HAVE TO TALK ABOUT PRICE...

SECOND OF ALL, WHEN YOU ARE INVITED TO NEGOTIATE, THERE ARE **THREE THINGS** UP FOR NEGOTIATION

- VALUE
- COST
- PRICE

WHEN YOU HAVE TO TALK ABOUT PRICE...

NEGOTIATING **VALUE** IS ALL ABOUT TELLING THEM WHY YOU THINK THEY SHOULD BUY FROM YOU, EVEN IF YOUR PRICE IS HIGHER.

WHEN YOU HAVE TO TALK ABOUT PRICE...

NEGOTIATING **COST** IS ALL ABOUT THE
APPLICATION OF PRODUCT KNOWLEDGE.

WHEN YOU HAVE TO TALK ABOUT PRICE...

NEGOTIATING **PRICE** IS ALL ABOUT GETTING
SOMETHING IN RETURN FOR ANYTHING THAT
YOU HAVE TO GIVE UP.

**TIME REALLY IS MONEY!
PAY ATTENTION TO
HOW YOU'RE SPENDING IT!**



TIME IS MONEY

HERE ARE 5 PRINCIPLES FOR BETTER TIME MANAGEMENT

1. CONNECT EVERY TASK TO A PERSON, AND THEN A HAT
2. ORGANIZE YOUR DAY BY BLOCKS AND HATS
3. PRIORITIZE PEOPLE, NOT TASKS OR BLOCKS OR HATS
4. DEAL EFFICIENTLY AND EFFECTIVELY WITH INTERRUPTIONS
5. BE GOOD TO YOUR TOMORROW MAN/WOMAN

**IF YOU HAVE
BAD CUSTOMERS,
DO SOMETHING ABOUT IT!**



DO YOU HAVE ANY BAD CUSTOMERS?

HOW DO YOU DEFINE A BAD CUSTOMER?

DO YOU HAVE ANY BAD CUSTOMERS?

WHY ARE THEY BAD/MORE TROUBLE THAN THEY'RE WORTH?

1. THEY ARE JERKS
2. THEY ARE CIVILIANS

A CLOSING THOUGHT...

LET'S LET THE BAD CUSTOMERS
WEAKEN OUR COMPETITORS...