

# Sales Success

# Intensive Training

## Module 1 – Prospecting Power

Steven W. Johnson, LACP, Lutcf



# The Key to Success

- Do you know what the greatest contributing factor to the success or failure of your business is?
- In fact, this single component is so vital that it's considered to be responsible for 85% of business failure.
- If you haven't guessed by now...your success or failure depends on your ability to sell.
- The most successful organizations in the world are all superb selling organizations and understand that success rises or falls on the quality of their sales efforts.
- There's a reason why IBM and other Fortune 1000 companies put hundreds of millions of dollars a year into training their salespeople.

# The Key to Success is Training!

- It's because they know that the quality of the people who sell their product or service is equally as important as the quality of the product or service itself. Even the greatest products or services in the world don't sell themselves.
- The survival of any business depends on the ability to sell a product or service, and therefore, the most valuable people in the company are the sales managers and sales team.
- The key to sales success is TRAINING. Well-trained and highly-skilled sales professionals have a greater impact on revenue and volume than any other single investment or activity.
- If you'd like to not only survive, but THRIVE in business, then the opportunity I have for you will undoubtedly pique your interest.

# Increase your sales results by 20% to 30%

- What if I can deliver a Sales Training Program to you that consistently has been proven to increase sales results between 20-30% or greater, would that interest you?
- Now, what if I told you it's the same proven sales training that has been used to train over two million sales people in over 60 countries worldwide, and it's what massively successful corporations use to train their salespeople?
- If a 20-30% increase in sales, and a proven sales training program sound good.
- Then allow me to explain how we will accomplish this.



# Certified Sales Trainer

- In addition to being a Regional Sales Director for Columbian Financial Group.
- I am a “Brian Tracy Certified Sales Trainer”. And I’ve been licensed to represent, teach, train, and facilitate this proven Sales Success program--designed and perfected by the World’s Leading Sales Expert, Brian Tracy.
- Brian Tracy is recognized as the top sales trainer and personal success authority in the world today and he hand-picked me to work with him and become a Certified Trainer of his proven sales success training program.
- Let me tell you a little more about how I’m going to help you to dramatically increase your sales results!

# Sales Success Training

- In this training program you will learn how to multiply your sales skills, identify your best market opportunities and focus your efforts on closing them.
- Remember, there isn't some secret genetic code that makes you a top performer, it's just a matter of having the right training.
- This program is for salespeople, entrepreneurs, sales managers, and sales teams who want to develop the winning edge in sales, improve their skill set, and double their income.

# During this course you will learn how to

- Find more areas of opportunity and target better prospects
- Fill your sales pipeline with qualified leads
- Set more and better appointments
- Quickly identify needs and “hot buttons” accurately
- Create and deliver powerful, persuasive presentations
- Influence the buying decision
- Answer and overcome objections
- Reduce buyer hesitation
- Build trustworthy, long-term relationships with clients
- Close more sales and double your closing ratio
- Get consistent resales and referrals
- Double your closing rate and increase profits

# Sales Success Training Course consist of 7 modules

1. Prospecting Power
2. Relationship Selling
3. Identifying Needs Accurately
4. Making Persuasive Presentations
5. Overcoming Objections
6. Closing the Sale
7. Getting Resales and Referrals

*The keys to your future are simply making a commitment to increasing your knowledge and honing your skills.*



# Remember this always!

- *Companies and Products are a dime a dozen..  
Relationships are priceless!*
- *Focus on building long term relationships!*
- *Prospecting is the life blood of your business!*
- *Don't sell, show !*
- *Always stay in contact with your customers!*

# Module 1 “Prospecting Power”

- The most important part of selling is Prospecting!
- Develop a solid prospecting strategy and plan for quality prospects.
- A quality prospect is someone who can and will buy within a reasonable period of time
- Spend more time with better prospects!
- Understand and apply “Maslow’s Hierarchy”

# “Clarity”

- “Clarity” is the most important word in prospecting!
- Begin by defining your ideal customer
- Ask yourself who is your ideal customer?
- “Demographics”: What is the Age, Gender, Income, Occupation, Education , Marital Status of your ideal customer?
- “Psychographics”: What are the Hopes, Dreams, Goals, Fears, Ambitions, and Needs of your ideal customer?

# “Clarity”

- What does your ideal customer buy?
- What “Problems” does your prospect have that your product or service will help solve?
- What “Needs” does your prospect have that your product or service will help satisfy?
- What “Goals” does your prospect have that your product or service will help Achieve?

# Exercise on page 13

1. Please describe your ideal prospect without mentioning your company your product or service.
2. Please explain exactly why someone should buy your product or service?

# “Clarity”

- **Who is purchasing your product or service Today?**
- Where do they live and work?
- Why exactly would they buy from you, instead of someone else?
- **Who is your competition?**
- What advantages do they see in buying from someone else?

# “The Law of Cause and Effect”

- Nothing happens by chance or outside the Universal Laws. Every Action has a reaction or consequence, in other words , "We reap what we sow"
- For example: You plan on making five sales this week.
- In order to achieve that goal you must do somethings in advance, have prospects to call on, prepare your materials you will need, schedule the time to make the necessary calls. That is the “cause” or “sowing”.
- The results from the activities are the “effects” or “reaping”.

# “The Law of Cause and Effect”

- Focus on the causes not so much on the effects!
- Effects are the result of the cause!
- What should you be focusing on to create the results you desire?



# The 80 / 20 Rule

- A rule of thumb that states that 80% of outcomes can be attributed to 20% of the causes for a given event.
- The Pareto **principle** (also known as the 80–20 **rule**, states that, for many events, roughly 80% of the effects come from 20% of the causes.

# The 80 / 20 Rule

- Apply the 80/20 rule to everything you do in selling.
- 80% of your results will come from 20% of your activities.
- What is the job of a sales person?
- To Create and Keep customers!
- Spend 80% of your time prospecting for new customers and only 20% of your time keeping them.

# “Sales & Income”

- What determines your sales and your income?
- It is the amount of time you spend “face to face” with qualified prospects.
- Two ways to Guarantee to Double your Income!
  1. Spend the first Three Hours of each day prospecting and finding new prospects.
  2. Double the amount of time you spend face to face with quality prospects

# “Definition of a Good Prospect”

“ Someone who can and will buy and pay within a reasonable amount of time.”

# Exercise

1. What could you do to out sell your competition, to position what you are offering as the best choice for your customers?
2. There are four ways to improve your sales results?
  - What should you do more of?
  - What should you do less of?
  - What should you Start doing?
  - What should you stop doing all together?

# A good prospect has definite characteristics.

- A good prospect has a **Real Need** for what you are selling.
- A good prospect has the power and authority to make a buying decision.
- A good prospect **Likes You** and your company as well as your products.
- A good prospect can be a multiple purchaser if satisfied.
- A good prospect is a **Center of Influence** opening doors for you to other people.
- A good prospect is geographically easy to sell and service.

# A good prospect has definite characteristics.

- They are:
- “ACCESSABLE”
- Has a real “NEED”
- “ABILITY TO PAY”
- “Can QUALIFY”
- “A GOOD REFERALL SOURCE”

# The Seven characteristics of a poor prospect

1. A poor prospect sees little **Benefit** in what you are offering.
2. A poor prospect has a **difficult, negative** personality.
3. A poor prospect likes to argue or **Complains** continually about your price or quality.
4. A poor prospect is one who is happy with their existing supplier.
5. A poor prospect would be a **Small** purchaser.
6. A poor prospect is not a good referral source.
7. A poor prospect is **Difficult** to visit or service geographically.



# Getting appointments with qualified prospects are key to greater sales

- Phone directly, introduce yourself, and describe the result of Benefit of what you are selling.
- Prospects do not care what your product is.
- Prospects only care about what your product Does.
- Prospects only buy one thing: Improvement.
- “ I have an idea that can save (or make) you a lot of money or time.”

I have an idea that can Cut Your Costs by 30%.

# Getting appointments with qualified prospects are key to greater sales

- Get permission to send an email, fax or text requesting an opportunity to show a benefit or result.
- Leave a Voice Mail describing the benefit or result of your product or service.
- Always be “polite”, “persistent” and “determined” to get the first meeting ..“the appointment.”
- “Have a sense of urgency in your voice.”
- Remember the most powerful word in selling is: “ASK”

Your income, your lifestyle and all your hopes and dreams are determined by your ability to prospect!

- The biggest obstacle in prospecting and sales success is the fear of Rejection.
- “Rejection is not personal”
- The fear of rejection is triggered by the fear of hearing the word NO.
- When you have no fear of the word “NO” you will see twice as many prospects and make Twice as many sales in any market.
- Remember “Rejection is not personal”

# What is “FEAR”?

- False
- Evidence
- Appearing
- Real
- *You must overcome your fear of rejection!!!*

Your income, your lifestyle and all your hopes and dreams are determined by your ability to prospect!

- Expect to be rejected much if not most of the time.
- The more you hear the word “NO” the more you will hear the word “YES”.
- Your job is to make it a game to collect as many No’s; as many rejections per day as possible.
- “*I LOOK FOR NO’s*”
- How to Double your income ?
- Double your Rate of Failure.

*“Some will, Some Won’t, So What, Someone is Waiting.”*

# Exercise

1. Ask a question that describes the most important benefit your customer will enjoy if he or she buys your product or service.
2. Give three ways that you could double the number of qualified prospect you speak to each day,
3. What three actions will you take as a result of the lessons learned in this module?

# Prospecting is a numbers game!

- Once you have “Clarity” in what your ideal customer is.
- You have determined your market and demographics.
- Your prospects Psychographics their “needs.”
- What differentiates you from your competition.
- Develop your marketing message.
- Over come your fear of rejection.
- Focus on what you should be doing.
- Always “ASK” and keep “ASKING”!

# Prospecting is a numbers game!

- Apply the 10/3/1 principle to prospecting.



# Action Project

- Develop and implement your prospecting plan.
- Approach 20 to 30 prospects a day face to face and ask the following question; “What funeral home does you and your family use when a loved one passes away?”
- If I could show you a cost effective way to make certain the funds will be available for your funeral home to provide the type of service you and your family expect.. Would you be interested?
- Record your results.

# Next Weeks Lesson

## “Relationship Selling”

- We will open with a discussion on the results of your action project.
- Have a brief Q & A
- Begin module two: “Relationship Selling”
- Remember!
- Have fun and have a prosperous week!