



A Comprehensive Course
designed to provide
insights into Personality
Recognition and Physiognomy

Table of Content

Presented by
by Sharyn Abbott

Welcome to Elite Leads Networking Street Smart Sales. This workshop is designed to help you become more comfortable with each and every aspect of the sales cycle. You are encouraged to participate freely. The Agenda at the end of each module has the answers.

The six aspects of sales that we will cover over the next six months include:

The Approach or Prospecting

The approach is the most important aspect of your sales cycle. When you learn to control the process, you will be able to control your income. Learn how to be more comfortable with the initial contact and have more fun with the process. An approach is more in line with the concept of approaching an individual to see if there is a need.

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The Interview Appointment

How do you determine what you need to sale? Is there a need? Appointments are often misinterpreted as a Trial Close. In fact, the sole purpose of your first meeting with a Prospect is to build rapport and gather information that will be pertinent in determining whether there is a reason to continue pursuing them as a client.

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Presentation

What do they need to know about what you do? Is it the same for each client? How do you sell to their needs? Your presentation discloses how your product/service fits the needs of the client.

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Proposals & Agreements

What do you need to include? What should be in writing? How do you get the signature early on?

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Objections & The Close

Commitment is essential to finalizing the sales cycle. How do you recognize the right timing? What technique is most comfortable for you? If you've done your homework, the close should be smooth sailing. If you have any resistance at this point, go back and ask more questions. Remember, objections are unanswered questions.

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Follow-up Calls, Implementation & Referrals

The second most important aspect of the sales cycle is the follow-up and implementation of the sale. Learn how to turn this into future sales. Is the customer satisfied? Do you have an exit survey? This is perhaps the best method of gaining your most vital sales information.

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Personality Traits

Use tools to track your sales efforts. You will be able to control the amount of income you desire by using these tools. It is important to know your sales ratio and what resources produce the best results.

Page 31

Track Sales

Use tools to track your sales efforts. You will be able to control the amount of income you desire by using these tools. It is important to know your sales ratio and what resources produce the best results.

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Resource Library

Over the years I read as many books, listened to audio programs, watched sales videos and went to as many sales training programs I could find. You'll find the material extremely helpful.

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Other Resources Mentioned in the Training

Over the years I read as many books, listened to audio programs, watched sales videos and went to as many sales training programs I could find. You'll find the material extremely helpful.

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Sharyn's Websites

I have created many websites to provide training materials for entrepreneurs. The are books, audio programs, training programs and guides.

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THE APPROACH

Preparing for the Approach Call

What sources can you use for prospecting?

When is it an ideal time to prospect?

Where can you prospect?

What is the difference between a suspect and a prospect?

Who is your ideal client?

What's in it for you if you get the appointment?

What motivates you?

Dealing with the Fear

What is it about that first call that prevents you from picking up the phone?

What is it about that first call that prevents you from picking up the phone?

Writing the Script

Scripting: What is your ideal opening line? What do you need to tell them about you in the first 10 seconds?

What are some of the questions you could ask to determine whether you're talking to a prospect versus a suspect?

How could you say to build instant rapport and gain acceptance while being genuine?

How do you find the right contact within the company?

Getting Around the Gatekeeper

How can you enlist their support?

What do you think is important to the gatekeeper?

Keeping Track of Results

What good does it do to track your efforts?

Using Tools

What other methods would help you keep track of your progress?

Prospecting

Once you've established there is an interest, you've established they are a prospect. One thing that takes most people years to figure out is how to tell the difference between the prospect and the suspect. Some people are so polite, they think they are being nice by letting you think that they have an interest in doing business with you.

The easiest method of determining their level of interest is to ask for a date and time for you to come to them for a presentation. If they put you off by asking you to send literature first, chances are, they're probably a suspect.

One of the major difficulties is getting around the gatekeeper. Often if you call before or after business hours, you can reach the person you need to talk with, because they'll answer their own phone then. Another possibility is to get to know a salesperson from the company and ask for their help. They'll have a tendency to be sympathetic to your plight.

What are some of the questions you could ask to determine whether you're talking to a prospect versus a suspect?

THE INTERVIEW

Preparing for the Fact-Finding Appointments

When you are prepared, you will have complete control over the first face-to-face appointment. You will be able to set the pace for the remainder of the sale cycle. The more you know about the prospect, the easier your job will be.

1. Where can you find information about the prospect?

2. What do you need to know before your first face to face appointment?

3. How can you position yourself to be ideal for the prospect? What is your competition going to offer?

4. How much time are you going to allow for the first appointment? Why is it important to have a specific amount of time?

5. What is your specific goal for this first meeting?

6. What can you do prior to going to the appointment to make it more beneficial for you?

The Fact-Finding Appointments

An appointment is a face-to-face meeting. The purpose of the appointment is to gather information that will make your presentation effective. The more questions you ask at this point, the easier the balance of your sales cycle will be. Take notes and refer to them often. This process is referred to as Discovery or the Interview. Take notes, write everything down that they say and use the exact words they use whenever possible. We are conditioned to believe what we see, not what we hear. "Seeing is believing!"

1. Start with a _____ .
2. Make the prospect _____ about their previous purchase/decision.
3. Ask questions, what type of questions could you ask to determine whether you should schedule a presentation?

4. Prospects will give you _____ if you ask enough questions.
5. Be _____. Give the prospect hope, solve their _____.
6. To succeed in sales, you have to act as both the _____ and the _____.
7. If there are any objections, this is when you want to know about them. Deal with them early on to prevent major surprises later on. Sell _____ not _____.
8. Buyers are _____. You must learn to combine logic and emotion to solidify the sale. If you use logic by itself, you end up educating the buyer and they can go anywhere and make the purchase. If you use emotion, they're more likely to cancel the deal within the first 24 hours. Logic involves _____, emotion involves _____. Together, they strengthen the decision.
9. Learn to use the right _____. You've given a price range for your service/product, "Is that out of your range?" "As a wise investment for your business, is it more than you're willing to pay?"
10. Never argue, never get _____. Stay positive. Give it back to them. "What do you think is fair?"

One of the best questions is "If you could design the perfect system/ideal service, what would it do/be like?"

11. Use the Abraham Lincoln technique: Represent both sides of the story. Be more _____ about your product.
12. Defend their previous _____.
13. If they are a _____, this is when you want to find out. "If I can arrange [next day delivery/the product at \$3,000/include the additional module are you prepared to proceed with the contract?"
14. At major decisions times, the prospect is not going to be rational. This is when the kind of person you are, not the kind of salesperson you are as important. If you don't stay in _____, they will know. They will not buy from you if they don't feel they can _____ you.
15. The right kind of salesperson will always _____ and _____ their sales skills. This is an opportunity for you to practice your skills. Listen to at least one tape series each month. Read a sales book and go to one major sales training each year.
16. Communicate the _____. Parrot back what the prospect has been telling you. Use their words. Refer to your notes, "If I remember right, you said that if ..., then you would be ready to make the decision today."
17. If they're not _____, you need to do more _____.
18. Don't _____ Control your emotions.
19. Get the customer's _____.
20. Tie down the _____.

Practicing for your Interview Appointments

When you are prepared, you will have complete control over the first face-to-face appointment. You will be able to set the pace for the remainder of the sale cycle. The more you know about the prospect, the easier your job will be. Think of a particular prospect you have and answer the following questions:

1. What personality do they have? _____

2. What types of questions will appeal to their personality?

3. What do you need to know about them?

4. What do you have to offer them that is unique to their comfort zone?

5. How would they answer: "What do you like about your current product/vendor?"

6. How would they answer: "If you could change anything about the product/service, what would it be?"

7. How would they answer: "If I could show you how I can ... is there any reason why we couldn't do business?"

Agenda

1. Start with a _____ . (A: Sincere compliment)
2. Make the prospect _____ about their previous purchase/decision. (A: Feel Good)
3. Ask questions, what type of questions could you ask to determine whether you should schedule a presentation?
4. Prospects will give you _____ if you ask enough questions. (A: Pertinent information)
5. Be _____ Give the prospect hope, solve their _____. Optimistic (A: Challenges)
6. To succeed in sales, you have to act as both the _____ and the _____. (A: Salesperson and the buyer)
7. If there are any objections, this is when you want to know about them. Deal with them early on to prevent major surprises later. Sell _____ not _____. (A: offensively not defensively)
8. Buyers are _____. You must learn to combine logic and emotion to solidify the sale. If you use logic by itself, you end up educating the buyer and they can go anywhere and make the purchase. If you use emotion, they're more likely to cancel the deal within the first 24 hours. Logic involves _____, emotion involves _____. Together, they strengthen the decision. (A: Believers, sight, hearing)
9. Learn to use the right _____. You've given a price range for your service/product, "Is that out of your range?" "As a wise investment for your business, is it more than you're willing to pay?"
voice inflection
10. Never argue, never get _____. Stay positive. Give it back to them. "What do you think is fair?"
(A: emotional)

One of the best questions is "If you could design the perfect system/ideal service, what would it do/be like?"

11. Use the Abraham Lincoln technique: Represent both sides of the story. Be more _____ about your product. (A: eloquent)
12. Defend their previous _____ (A: purchase decision)
13. If they are a _____, this is when you want to find out. "If I can arrange [next day delivery/the product at \$3,000/include the additional module, are you prepared to proceed with the contract?"
(A: legitimate prospect)
14. At major decisions times, the prospect is not going to be rational. This is when the kind of person you are, not the kind of salesperson you are as important. If you don't stay in _____ they will know. They will

not buy from you if they don't feel they can _____ (A: your integrity, trust)

The right kind of salesperson will always _____ and _____ their sales skills. This is an opportunity for you to practice your skills. Listen to at least one tape series each month. Read a sales book and go to one major sales training each year. (A: train and improve.)

15. Communicate the _____. Parrot back what the prospect has been telling you. Use their words. Refer to your notes, "If I remember right, you said that if ..., then you would be ready to make the decision today." (A: message)

16. If they're not _____, you need to do more _____. (A: buying selling)

17. Don't _____. Control your emotions. (A: panic)

18. Get the customer's _____ (A: point of view)

19. Tie down the _____. (A: details)

I choose to believe _____

Listen to your self-talk

1. Sell on Purpose, help the prospect get what they want Partnering, sell to their best interest Shared values;
2. Clearly understand the purpose, what motivates them;
3. Move from sales to support

Homework: Write top 10 benefits and make a note of each personality you deal with.

" I have more fun and enjoy more financial success when I stop trying to get what I want and start helping other people get what they want."

The One Minute Sales Person, Spencer Johnson

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THE PRESENTATION

Preparing for the Presentation

What kind of presentations are there?

What should they include?

Review your assets:

Review their objections/concerns:

Review Your solutions:

Visualize the outcome:

The Presentation

The Presentation is an opportunity for you to brag about your bells and whistles. This is a great time for you to dazzle them with your knowledge, caring and sales skills. The prospect will now have an opportunity to get to know you and how you work, think and how creative you can be. They will know if you believe in yourself and your product/service. How you handle their questions and objections at this point will allow the prospect an insight into your dedication and determination to serve them.

1. Begin with a _____.
2. The prospect should be given every opportunity to _____.
3. These positive words should be incorporated into your presentation:

4. These negative words should be avoided during your presentation.:

5. Capitalize on your natural _____ avoid your _____.

6. When it comes to objections, deal with them _____ - _____ - _____ - _____.

7. Offer _____

8. Be _____.

9. Paint the _____, then paint them _____.

10. Let them _____ and _____ it. "Possession is .9 of the law.

P R O P O S A L S & A G R E E M E N T

The Agreement – Handling Objections

What are four objections you might hear?

How would you handle these objections?

What are key buying signals?

How can you involve them in the ownership?

What should be included in an Agreement?

How should the Agreement be presented?

How could you use Cost Justification techniques in your Agreement?

The Agreement - Handling Objections

Objections are merely statements that help us identify what we haven't covered thoroughly enough for the prospect to make an educated decision to do business with us. When you are truly prepared, you will be able to anticipate their objections before they do. Put them out on the table and solve their challenges before they become an issue.

1. Begin with building a strong _____.
2. Use _____ to eliminate problems in advance.
3. There are five types of objections:
 - _____ They are not based on fact.
 - _____ Verbal static.
 - _____ The most common type of objection.
 - _____ Usually a buying signal.
 - _____ A blocking objection
4. Never _____, always agree, then lead the conversation to the positive point.
5. Be _____. It comes from _____ about what you're saying.
6. Remember _____ is _____ the things people _____ most in the world.
7. The way you feel about and think always comes down to the _____ from which you are looking at it.
8. The more _____ you spend with the prospect, the more you will be able to _____
_____ their needs and eliminate their objections.
9. Get the prospect to make small _____ commitment
10. Use the DEFEATS acronym when the prospect is not convinced:
 - D=_____ E=_____ F=_____ E=_____ A=_____
 - T=_____ S=_____

Practice Exercise:

You are about to present your prospect an agreement to move forward and do business together. Prior to sitting down with them, you will want to review what their might objections might be.

1. Your Prospect is a Driver, what type of objection would you expect to hear?

2. The prospect is Analytical, what objections would keep them from making a decision to use your system?

3. The prospect is an Amiable, objections would you need to address so they will buy your system?

4. If your prospect is an Expressive, what objections would keep them from making the right decision?

Practicing Objections to come to the Agreement

Practice your answer to each of the 4 personality objections after class.

For today, you will take one of the 4 personality types and present your perception of what the personality type objection will be, then what you feel will neutralize the objection. Assume you have made the interview appointment and this is your 3rd time in front of the prospect.

1. Analytical: State your objections as though you are the Analytical?

What information will neutralize their objections?

2. Driver: State your objections as though you are the Driver:

What response will neutralize their objections?

3. Amiable: State your objections as though you are the Amiable:

What response will neutralize their objections?

4. Expressive: State your objections as though you are the Expressive:

What response will neutralize their objections?

Sometimes it helps to work with a partner so you can trade places and take notes for your partner.

Agenda

What are key buying signals?

Muscular tension in their face. If the person begins to relax. They have their hands open towards you. They scratch their chin. They get very friendly.

1. Begin with building a strong _____ rapport
2. Use _____ to eliminate problems in advance. test closes
3. There are five types of objections:
 - _____ They are not based on fact. Groundless Objections
 - _____ Verbal static. Unfounded Objections
 - _____ The most common type of objection. Excuses
 - _____ Usually a buying signal. Sharp Buyer
 - _____ A blocking objection Sincere Objection
4. Never _____, always agree, then lead the conversation to the positive point. argue
5. Be _____. It comes from _____ about what you're saying.
Congruent feeling certain
6. Remember _____ is _____ the things people _____ most in the world.
Selling linking want
7. The way you feel about and think always comes down to the _____ from which you are looking at it. perspective
8. The more _____ you spend with the prospect, the more you will be able to _____
_____ their needs and eliminate their objections. (A : time truly identify)
9. Get the prospect to make small _____ commitments
10. Use the DEFEATS acronym when the prospect is not convinced:

D=Demonstration E=Evidence F=Fact E= Exhibit A=Analogy T=Testimonial S=Statistic

OBJECTIONS & CLOSE

The Trial Close

The greatest power a test close gives you is the choice to never ask a closing question that potentially could mean rejection until you know the person is ready to buy.

Recognizing nonverbal Buying Signs

Your prospect begins to _____ more during the presentation.

They have their _____.

They have a _____.

They keep putting their hand near their _____.

They keep touching the _____, or the _____.

They move into the _____ position.

They become extremely _____ during the process.

They start talking in terms as if they _____ the product.

The Trial Close is an _____ Question.

1. There are 3 kinds of trial closes:

A. The _____ trial close. B. The _____ trial close. C. The _____ trial close.

2. You can do something to _____ to them that they can feel convinced that this has value.

3. You can give them an _____ by telling them a similar story about someone else who made a decision like them. What kind of personality would this be most effective _____?

4. You show them the _____. What kind of personality _____?

5. You can give them an _____. What kind of personality _____ ?

6. Give them a _____. What kind of personality _____?

7. Give them _____. What kind of personality _____?

8. Plan your _____, then plan your presentation around it!

The Close

1. _____ Close
Example: Why don't you give it a try? How would you like to make the payments?
2. _____ . Close. What example can you think of?
3. _____ or _____ Close.
4. _____ or _____ Close.
5. _____ Close.
6. _____ Close.
7. _____ Close.
8. Ask for _____.
9. Make the _____ and ask again.
10. What one action will you take as a result of this session: _____

11. _____ closes are when you offer them an order blank or other method for confirming they will do business with you.

Ten steps to closing more sales:

1. Get your prospect to say yes right away
2. Keep digging for reasons behind the prospect's objections
3. Find out what the prospect really wants.
4. Sell benefits, not features.
5. Concentrate on a single point.
6. Know when to shut up.
7. Sell to the right person
8. Be persistent.
9. Clinch the sale.
10. Reassure the prospect.

The difference between ordinary and extraordinary is that little extra.
Anonymous

Practicing Objections to get to the Close

You will take each of the 4 personality types and present your own business. Assume you have made the interview appointment, and this is your 3rd time in front of the prospect.

Switch papers so your partner can take notes on each statement for you, then your partner will offer suggestions. You have 10 minutes each.

1. Analytical: State your objections as though you are the Analytical?

What information will neutralize their objections?

2. Driver: State your objections as though you are the Driver:

What response will neutralize their objections?

3. Amiable: State your objections as though you are the Amiable:

What response will neutralize their objections?

4. Expressive: State your objections as though you are the Expressive:

What response will neutralize their objections?

It helps to have a partner to work with so you can trade places, and take notes for your partner.

Agenda

The greatest power a test close gives you is the choice to never ask a closing question that potentially could mean rejection until you know the person is ready to buy.

Recognizing nonverbal Buying Signs:

1. Your prospect begins to _____ more during the presentation (A: relax)
2. They have their _____ (A: hands open towards you)
3. They have a _____ (A: sparkle in their eye)
4. They keep putting their hand near their _____ (A: chin)
5. They keep touching the _____, or the _____ (A: literature or product)
6. They move into the _____ (A: Tea Kettle Position)
7. They become extremely _____ during the process (A: friendly)
8. They start talking in terms as if they _____ the product. (A: own)
9. The Trial Close is an _____ - _____ Question (A: Opinion Asking)
10. There are 3 kinds of trial closes:
 - A. The _____ trial close (A: Opening)
 - B. The _____ trial close (A: Trade-off)
 - C. The _____ trial close (A: Progressive)
11. You can do something to _____ to them that they can feel convinced that this has value. (A: demonstrate)
12. You can give them an _____ by telling them a similar story about someone else who made a decision like them. (A: example) What Kind of personality? _____
13. You show them the _____ (A: facts) What Kind of personality? _____
14. You can give them an _____ of something similar (A: analogy)- What Kind of personality? _____
15. Give them a _____ (A: testimonial) What Kind of personality? _____
16. Give them _____ (A: statistics) What Kind of personality? _____
17. Plan your _____, (A: then plan your presentation around it. (A: close)

The Close

1. _____ Close (A: Invitational)

Why don't you give it a try? How would you like to make the payments?

2. _____ Close (A: Assumptive)

Does this make sense to you? When or How would you like to take delivery?

3. _____ or _____ Close (A: Alternative or Preferential)

Offer a choice: Which do you prefer, blue or green?

4. _____ or _____ Close (A: Secondary or Minor Point)

Would you like the first or the second System?

5. _____ Close (A: Puppy Dog)

Take possession; Trial use; test drive, take it with you

6. _____ Close. (A: Ben Franklin or Decision Making Technique)

List the Benefits on the left, then ask the prospects their list of why they aren't convinced to buy

7. _____ Close (A: Order Sheet)

As they are talking, fill out an order form. Ask Q's like "What is the correct spelling of your last name?"

8. Ask for _____ (A: Referrals)

9. Make the _____, ask again. (A: effort)

10. What one action will you take as a result of this session:

11. _____ closes are when you offer them an order blank or other method for confirming they will do business with you. Assumptive

The difference between ordinary and extraordinary is that little extra.
Anonymous

THE FOLLOW-UP

The Follow-up

Acknowledge their decision to do business with you. Never thank them for the sale, you've earned it and they've gained as much if not more than you!

1. Be _____ when the client takes possession or enacts the first transaction. This will allow you to make sure you have a smooth installation.
2. Show them shortcuts or methods that _____ have discovered to be more efficient. You might even log your suggestions for a cheat sheet.
3. Use a _____ statement. "I'm so glad you have this installed/using my service now, it will mean that you can start saving \$250 a month now."
4. This is when you let your guard down a bit and show your _____. People like doing business with those they enjoy. Make it fun!
5. The best way to avoid _____ is to have developed a strong relationship from the beginning.
6. Staying _____ with your client early on will help you avoid disasters.
7. When surveyed nationally, management and employees alike revealed that _____ was the number one most difficult aspect to work with in business.
8. Create a reason to do business in the _____. Remember, 80% of your business could come from your existing clients.
9. Let them know that your business is built on _____.
10. One referral is worth _____ approach calls.
11. Ask for pertinent _____ about the referral. "How do you think they would benefit from using this product/service?"
12. Use a _____ compliment
13. Every sale should reap _____ referrals.
14. Building _____ - _____ with clients takes effort. Divide the alphabet into 13 sections. Each week, call or write a thank you note to each client in the section.
15. Every time you make a sale, you will be making a _____ friend.
16. Prepare an _____, covering points that the client thought valuable or difficult.

The Overview

You are in control of your career. You and only you can determine what level of success you will achieve.

1. _____ from your experience Make a log of what worked and what gave you difficulty
2. Work on developing your _____. Never let up, _____ your skills.
3. Remember to _____ know your _____ / _____, your _____ and what _____ might arise.
4. Be at your very best, evaluate your _____ and your _____ any time you are around clients.
5. See it from their _____ Get to know their _____
6. Get them _____. The more they interact with your product/service the easier it will be for them to take.
7. Always _____ them early and every opportunity you can. Never _____ they are on the same page you are on.
8. Remember to use _____ often.
9. Ask _____, and take notes.
10. Get familiar with all types of _____. Have power statements memorized.

The difference between ordinary and extraordinary is that little extra.

Anonymous

Practice Exercise:

Your sales process is complete and that is where most sales consultants stop. However, if you value the relationship with your new client, it is only the beginning. When you return to your client, you will find that it is the perfect opportunity to make sure that they are satisfied with the work that you have done. You will also find that you will be able to receive several referrals if this is done well.

1. Your Client is a Driver, what type of follow-up conversation would you expect to hear from them?

2. The Client is Analytical, what follow-up details could you provide that would encourage them to refer you to someone they know?

3. The Client is an Amiable, what questions could you ask to encourage them to give you referrals?

4. If your Client is an Expressive, what type of statements would you use to have them volunteer someone they might know who could do business with you?

Agenda

1. Be _____ when the client takes possession or enacts the first transaction. This will allow you to make sure you have a smooth installation. (A: present)
2. Show them shortcuts or methods that _____ have discovered to be more efficient. You might even log your suggestions for a cheat sheet. (A: other clients)
3. Use a _____ statement. "I'm so glad you have this installed/using my service now, it will mean that you can start saving \$250 a month now. (A: contrast)
4. This is when you let your guard down a bit and show your _____. People like doing business with those they enjoy. Make it fun! (A: personality)
5. The best way to avoid _____ is to have developed a strong relationship from the beginning. (A: buyer's remorse)
6. Staying _____ with your client early on will help you avoid disasters. (A: involved)
7. When surveyed nationally, management and employees alike revealed that _____ was the number one most difficult aspect to work with in business. (A: change)
8. Create a reason to do business in the _____. Remember, 80% of your business could come from your existing clients. (A: future)
9. Let them know that your business is built on _____. (A: referrals)
10. One referral is worth _____ (A: approach calls. 20)
11. Ask for pertinent _____ about the referral. "How do you think they would benefit from using this product/service?" (A: information)
12. Use a _____ compliment (A: Third Party)
13. Every sale should reap _____ referrals. (A: two to three)
14. Building _____ - _____ with clients takes effort. Divide the alphabet into 13 sections. Each week, call or write a thank you note to each client in the section. (A: long term relationships)
15. Every time you make a sale, you will be making a _____ friend. (A: lifelong)
16. Prepare an _____, covering points that the client thought valuable or difficult. (A: in depth overview)

Follow-up

You are in control of your career. You and only you can determine what level of success you will achieve.

1. _____ from your experience Make a log of what worked and what gave you difficulty. (A: learn)
2. Work on developing your _____. Never let up, _____ your skills.
(A: skills fine tune)
3. Remember to _____ know your _____ / _____, your _____ and what _____ might arise. (A: prepare product/service competition objections)
4. Be at your very best, evaluate your _____ and your _____ any time you are around clients. (A: mood attitude)
5. See it from their _____ Get to know their _____.
(A: Point-of-view concerns)
6. Get them _____. The more they interact with your product/service the easier it will be for them to take _____. (A: involved ownership)
7. Always _____ them early and every opportunity you can. Never _____ they are on the same page you are on. (A: qualify assume)
8. Remember to use _____ often. (A: trial close)
9. Ask _____, and take notes. (A: Questions)
10. Get familiar with all types of _____. Have power statements memorized. (A: closes)

The difference between ordinary and extraordinary is that little extra.

Anonymous

PERSONALITY TRAITS

Getting to Know Their Personality

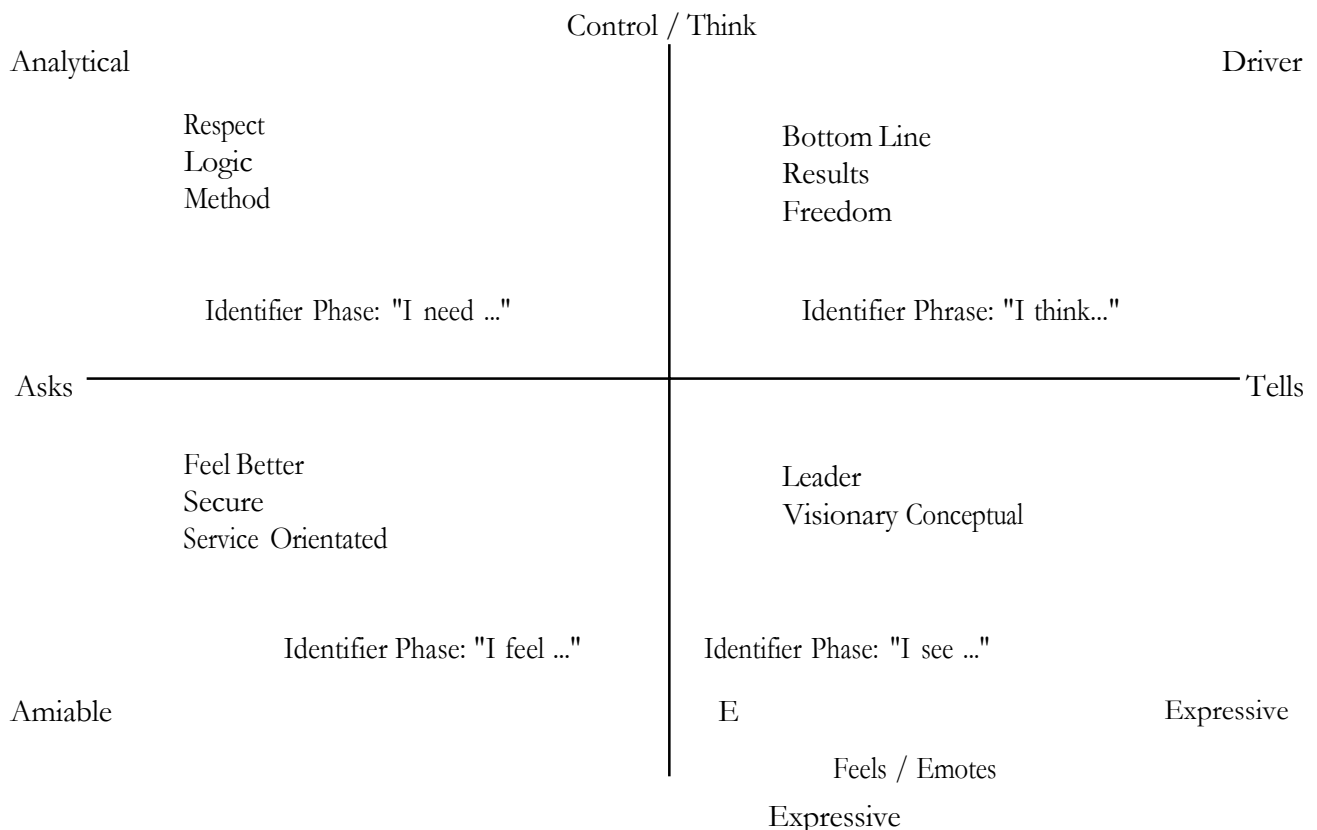
Get to know what personality they are, do they want to build an empire (add lots of employees), save money for the company (use cost saving concepts), do they want to please their supervisor (use statements like "Can you see how Mr./Ms. Big will appreciate your decision to complete this contract?", or are they analytical and require a tremendous amount of information?

Analyticals: Slow Pace; Systematic; List Advantages; Ask for Questions; Offer time for client to verify your words. Give us much data/information as you can dig up. Know in advance you will wait for an answer until they feel they have enough information for a logical decision.

Driver: Fast Pace; Be on time; be efficient & organized; Use Visual Aids; Ask well pointed questions. Respect the time frame agreed upon (if you have 15 minutes, stand to leave at 14 unless given acknowledgment they will allow more time).

Amiable: Slow Pace; Take time on personal objectives; talk slow; lean back; explore potential areas of misunderstanding; Ask questions about their feelings; appeal to their need to be liked.

Expressive: Fast Pace; Be entertaining, stimulating & quick; develop mutually stimulating ideas; lean forward; be animated.



Next Step: The Interview / Appointment

An appointment is a face-to-face meeting. The purpose of the appointment is to gather information that will make your presentation effective. The more questions you ask at this point, the easier the balance of your sales cycle will be. Take notes and refer to them often. This process is referred to as Discovery. One of the best questions you can ask is "If you could design an ideal service, what would it cover or look like/do for you?"

Get to know what personality they are, do they want to build an empire (add lots of employees), save money for the company (use cost saving concepts), do they want to please their supervisor (use statements like "Can you see how Mr./Ms. Big will appreciate your decision to complete this contract?", or are they analytical and require a tremendous amount of information?

What type of questions could you ask to determine what personality a prospect is?

1. _____
2. _____
3. _____

What personality might respond in this manner:

1. I'd don't know when I can find the time to meet with you. _____

What is a good response? _____

2. Everything has been working fine, I don't know why we'd change systems. _____

What is a good response? _____

3. How will this impact my business? _____

What is a good response? _____

4. I have more business than I can handle. _____

5. What is a good response? _____

6. I've tried other services like yours but they didn't work. _____

What is a good response? _____

7. I'm not good at learning new systems. _____

What is a good response? _____

T R A C K S A L E S

Explanation

If you make “x” number of calls, “x” will be interested in talking about your product/service. The trick is to discover how many calls it would take to have the actual number of interested prospects required to generate the income I was seeking.

Zig Zigler promotes breaking down the actual number of prospects it takes you to get the sale. Divide the number of prospects into the dollar amount of your average sale and then relate each “no” to that dollar figure. If your average sales is \$100.00 and you have to talk to ten prospects to close a sale, then each “no” is actually worth \$10.00. Then, just say “Thank You” when you hear a “no”, because you know you are \$10.00 closer to your sale.

When you analyze your sales success (your intended accomplishment) ratios, you will find that indeed you can control your income. At first you might find that it takes 20 dials to complete one contract. After you become more comfortable with the process, you will notice that the ratio becomes smaller.

The national average is if you make 10 dials, you’ll find one person interested, find two people interested and you will close a contract.

Use the form following on the next page to track how many:

daily dials (phone numbers actually dialed) to how

many contacts (live conversations) versus

leaving a message

or if they ask you to call back at a later date

to how many prospects (those who show genuine interest) to

appointments (face-to-face meetings)

or if they have asked for literature or more information

to actual contract (money exchanged for goods/services, not necessarily a written agreement, but an agreement to conduct business).

Don’t forget to enforce the most powerful tool in sales, ask for a referral, each and every call!

As you perfect the audience you are getting the best response from, your ratio will decrease. One of the greatest advantages of tracking your sales effort, is to see how you can increase your productivity or close ratio.

DIALS: (Cross off as you dial each number.)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

COMPANY	NAME	PHONE	FAX	MESSAGE	CALL BACK	PROSPECT	APPOINTMENT	PRESENTATION	CONTRACT	FOLLOW-UP	ASK FOR REFERRAL	SEND INFORMATION
1.												
2.												
3.												
4.												
5.												
6.												
7.												
8.												
9.												
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RESOURCE LIBRARY

Resources for Your Library

"36 Biggest Mistakes Salespeople Make" by George Kahn
"Explosive Referral Selling Techniques" by Nate Brooks
"Getting Business to Come to You" by Paul & Sarah Edwards
"Getting Past No" by William Ury
"Getting to Yes" by Robert Fisher
"Goals / Setting & Achieving" by Zig Ziglar
"Sales Calls" by George Dudley
"Sales Magic" by Kerry Johnson
"Secrets of Closing the Sale" by Zig Ziglar
"Sell Your Way to the Top" by Zig Ziglar
"Selling to Vito" by Tony Parinello
"Selling You" by Napoleon Hill
"Super Natural Sales" by Danielle Kennedy
"Swim with the Sharks" by Harvey Mackay
"Unlimited Selling" by Donald Moine
"Winning Strategies" by Jack Kinder
"Win-Win Negotiating" by Fred Jandt Other Sources:
"Feel the Fear, and Do It Anyway" by Susan Jeffers
"Making Cold Calls Easy and Profitable" Video
"Overcoming the Fear of Cold-Calling" by Anne Wheaton
"The Sales Bible" by Jeffrey Gitomer

OTHER RESOURCES

Other Resources

www.zabasearch.com Mentioned in The Approach People and Company Search

www.Ryze.com Mentioned in The Interview Appointment for specific contacts in a company

SMEI.org Mentioned in The Interview for Sales and Marketing Executives

Selling to VITO – Very Important Top Officer by Tony Parinello Mentioned in The Interview for techniques on selling to the CX prospect.

SHARYN'S WEBSITES

More information on Sales, Speakers, Writers and Entrepreneur Training are available on my websites:

[About Face Traits Book](#)

[Amazing Cures Series](#)

[Ask Sharyn](#)

[Author Training Program Specific Location](#)

[Author Training Programs](#)

[Be Your Own Boss Guide Book](#)

[Book Your Guests](#)

[Crafts on Demand](#)

[Create Your Reality Book](#)

[Creative Impressions Publishing](#)

[Elite Leads](#)

[Elite Leads Group Training](#)

[Golf Club Challenge](#)

[The Genius Factor](#)

[Just Over Broke Book](#)

[Making a List Book](#)

[Master Pineapple Children's Book](#)

[Mixing it Up Book](#)

[Neuro Emotional Book](#)

[Own a Lead Group Business](#)

[Scalar Wave Laser](#)

[Sharyn Abbott](#)

[Shoestring Approach](#)

[Speak Easy Training](#)

[Street Smart Sales Training](#)

[Ultimate Business University](#)

[UB-HS-Australia](#)

[UB-HS-Belize](#)

[UBI-Feed the World](#)

[UBI-Corp](#)

[Woman's Rite to Passage](#)

[Your 1 Day MBA](#)

[Your Right to Write Training](#)