

BUILDING
SALES
Champions

STUDENT WORKBOOK

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DVD 1: The Benefits of Becoming a Sales Professional

What Makes Selling a Great Career?

10:16

Sales Champions are the best. They excel above the competition. They refuse to be denied their dreams. They are the very best at whatever endeavor they choose.

Why Choose Selling as a Career?

1. _____

The more financial guarantees you accept from someone else, the less chance you have to build true financial freedom.

2. _____

3. _____

4. _____

5. _____

6. _____

Everything is easy once you know it.

Maintain a student status until you totally fulfill your potential. School is never out for a pro. In fact, you can judge a true professional by what they learn after they know it all.

7. _____

The New Breed of Sales Professional

11:06

Find something you really love to do. Find a product you really get excited about.

1. People will say "yes" to you based more on your _____
_____ than on your technical skills or product knowledge.

2. Don't think of yourself as a salesperson only. Play a role of _____
_____.

3. The top people today in selling _____

4. There are two extremes of personalities that go into sales:

The _____ — somewhat timid or shy,
but interested in others. They focus on the customer's needs.

The _____ — rather outgoing, love to
control conversations. They tend to be opinionated and aggressive.

Goal: To become a focused questioner and listener.

5. They really _____
_____ as to strengths and weaknesses.

6. Top producers are extremely _____
_____ as a whole.

7. They _____ and _____.

Selling Is the Highest Paid Hard Work There Is

1:42

Selling is the highest paid hard work and the lowest paid easy work in our country.

The Natural Born Salesperson Myth

1:24

There's no such thing as a naturally born great anything. We're all born about the same.
We then shape values and belief systems from our parents and others.

If you believe you're a natural salesperson, you won't stay a student and you'll limit your income
potential because you'll quit growing.

Steps to Learning

3:32

1. _____
Good impact = good learning; bad impact = bad learning

2. _____
The Mother of Learning. It takes six minimum repetitions to have 62% retention of anything you are trying to learn.
3. _____
Consciously make yourself use the techniques.
4. _____
All of it becomes a natural part of me.
5. _____
You go back to basics once a year.

The Seven Fundamentals of Selling

6:46

1. _____
Finding the right people to get involved with your product. If you see more people, your income will go up in selling.
2. _____
The initial impression you make when you first meet a person.
3. _____
Finding out who is the qualified decision-maker.
4. _____
Getting them to touch, feel and operate your product.
5. _____ and Addressing Concerns
Most people will not say "yes" to any offering until they say "no."
6. _____
Finding your own wonderful way to help them give you the final agreement.
7. _____
If you know how to ask properly, every happy client will end up referring 2, 3, 4, 5, or 10 more that you will be able to serve.

S.P.R./P.D.R. Formula

_____, _____, _____
_____, _____, _____

The Four Levels of Competency

3:32

1. _____
A person doesn't even know they don't even know what they're doing.
2. _____
Now you know you don't really know what you're doing.
3. _____
A person who now knows what to do, but has to think about what they're doing.
4. _____
This person no longer has to think. They operate professionally, exceptionally, totally on reflex.

Make Selling Your Hobby

1:54

If you really want to get good at selling, start looking at it as your hobby.

Work — Anything you're doing when you'd rather be doing something else.

Being a Product of the Product

1:00

Knowledge is power when properly applied to the right people.

You have to have greater knowledge than the average person about your product and service.

Take Advantage of Technology

1:22

Learn to use Microsoft PowerPoint software.

Use the Internet to research a company.

Find a contact management system for follow up.

Take advantage of wireless phones, laptops, and PDAs to gain an edge in business.

The Real Secret of Successful Selling and Long-Term Relationships with Clients

5:03

Your ability to have people _____, _____, _____
_____ is going to be fundamental to
your whole business.

Have a passion for people.

If you get the dollar sign out of your eyes, and they know you care more about them and serving them than making a sale and earning an income, that's when all of the sales start to happen.

At the bottom of all of the business you do must be two words: _____ and
_____.

Look at every client you meet with the feeling that "I will serve you, your family, your relatives, your friends."

If you give more than is expected to people, they'll not only want to do business for a lifetime, but they'll help you build your business.

DVD 2: The Art of Great Communication Skills

The Art of Questioning

4:37

Most people in sales have a tendency to talk too fast, too much, and try to control the conversation.

Why Do We Master Questioning?

1. To _____.
2. To _____.
3. To _____.
4. To _____.

Nobody really says "yes" to the final decision logically. They give you the final decision emotionally, then defend that decision logically.

5. To _____.
6. To _____.
7. To _____.
8. To _____.
If I say it, they doubt it. If they say it, it's true.
9. To _____.
10. To help them _____.

Tom's Card Trick Questioning Strategy

3:51

The client must know every answer to the questions you ask.

It's called leading a person to your predetermined decision through the art of questioning.

Types of Questions

13:29

1. An open question is a question that requires thought on the part of the person you're asking. They have to think about the response.

Who, What, When, Where, Why, and How

Examples:

*John and Mary, **where** do you see yourselves enjoying your retirement years?*

*John, **how** do you see this new machine impacting the profits to your company?*

***When** do you see this fabulous new device increasing your company's effectiveness?*

Write examples using Who, What, When, Where, Why, and How with regard to your product or service.

2. A closed question is a question that is aimed to get a definite answer — normally just a “yes” or a “no.”

Write examples with regard to your product or service.

3. Tie-down

A question at the end of a sentence that **demands a “yes”** answer.

Examples:

John, when I looked at my company, I chose it because of its professionalism.

*I’m sure you’ll agree that professionalism in business today is important, **isn’t it?***

*You know, John and Mary, investing in a quality program, so you have the assets you need in your golden years, just makes a lot of sense, **doesn’t it?***

Write examples with regard to your product or service.

4. Inverted tie-down

Putting the tie-down on the front for more warmth **suggests a "yes."**

Example:

*You know, John, in business today, **isn't** a reputation for professionalism important?*

Write examples with regard to your product or service.

5. Tag-on tie-down

Adding a tie-down to a positive statement your potential client has made.

Example:

Client: *You know, Tom, it makes a lot of sense.*

You: **Doesn't it, Mary?**

Write examples with regard to your product or service.

6. Alternate advance/Alternate of choice

It's a question with two answers. Either answer is a minor agreement leading towards the major decision. Ideal for time of meeting, where, who will be involved in the meeting, starting date for ownership.

Examples:

John, which would be best for you — getting together today? Or, would tomorrow be better?

John and Mary, I can re-arrange my schedule to visit with you tonight. Or, would tomorrow night be more convenient?

John, I'm rather flexible. I could pop by this morning. Or, would you rather I wait until this afternoon?

John, Mary, what date would you like to take possession? We could do it on the first or the fifteenth. Which would you prefer?

Would you like to make it a 5% or 10% deposit?

I could come by your home. Or, would you rather stop by our facility?

Write examples with regard to your product or service.

7. Porcupine

Answering the right question with a question, and then writing their answer on your paperwork.

Examples:

Client: *Tom, I'm very impressed. How soon could you get it here to us?*

You: *John, what time schedule for delivery would best suit you?*

Client: *Would they leave that fireplace screen?*

You: *Mary, would you like me to see if they'll leave it for you?*

Write examples with regard to your product or service.

8. Involvement

A question the clients must ask themselves after they get involved. It mentally throws them into the future and assumes ownership.

Example:

Mary, where would you put the couch in this room, if the home makes sense?

Write examples with regard to your product or service.

Reasons To Be a Better Listener

1:47

Start listening twice as much as you talk.

When you're talking

...you are not learning much about the potential client or his/her needs.

...you're learning what you already know.

...you will miss buying clues.

Being a good listener provides _____
_____.

It allows you to hear _____
_____.

It _____
_____ with the client.

Types of Listeners

3:02

They don't even hear the words because they are so interested in what they're going to say next. They are oblivious to body language.

They hear most of the words, but miss much of the meaning behind the words. They are somewhat aware of body language.

They are totally focused. They do their best to forget anything else that's going on in their world. They intuitively know the messages behind the words and have studied body language.

Listening Distractions

3:54

1. _____
2. _____
3. _____
4. _____

What to do when you want to be listened to:

1. _____
2. _____
3. _____
4. _____
5. _____

DVD 3: Prospecting Your Way to Success

Overcoming the Fear of Prospecting

8:06

Five words to change your life: _____

The secret to success in sales — S_____ T_____ P_____

The Falling in Love with "NO" Formula

1 Closed Sale = \$_____

5 _____ = 1 _____

1 "Yes" and 4 "No's"

Each "Yes" = \$_____

Two Types of Prospecting

4:55

1. Referral
2. Non-referral
We have to go out in a creative way to find more people to talk to.

How to Approach the Market

Your warm market — the closest people to you. The people you worked with in your last business. They like you, trust you, and would help you build a business.

Technical Advancement

1:52

Once we own something, we will always own that product. Most Americans have an inside drive to want the newest, the latest, the best. As your company creates a new product, everyone who owns your product is qualified to be approached.

Itch Cycle

3:45

When a product starts getting old, many clients start 'itching' for a new one. Establish your itch cycle. About how long do people own your product before they start itching for a new one? Prior to the itch cycle, contact them and start discussing with them the possibility of owning a new product.

Orphan Adoption

3:51

Sales orphans are people who have invested in your product, who like your company, but the representative who marketed to them left the company and they have not been re-assigned to another representative.

Send an introductory letter:

Dear Mr. and Mrs. Johnson,

Thank you for letting us serve you over the years. As manager of this office, it's important we keep giving you the finest service possible.

Your representative, Jay, is no longer with our firm. Because we want to continue to serve you, I am referring your account to Ann Smith. She's a wonderful, excited, new person. I'm going to give her an assignment to ask her to come by and visit with you folks. She'll be calling in the next two weeks.

Sincerely,

Tom Hopkins, Manager

Have Ann ask them two questions:

1. Have they enjoyed our product and service?
2. Can we keep in touch and serve them in the future?

Community Involvement Prospecting

1:23

Make a list of some community organizations you'd like to be a part of. Join and do something

good in your community. Get to know as many people as you can in the organization. Send them thank you notes after you meet them and build your network.

Leads Clubs and Newspapers or Business Journals as Resources

1:43

Many communities have leads clubs where non-competing salespeople exchange leads.

Cut out newspaper or business journal articles. Send a note congratulating people that you see in the news. Include the article, your business card, and offer your services.

Building Your Network

2:04

A network is a group of people helping each other get where each wants to go as quickly, as easily and efficiently as possible. It's not a group of acquaintances, rather an association of individuals who have a solid relationship with each other and a commitment to success.

Work your network. Stay in touch. Offer assistance before asking for any for yourself.

Follow up to tell them how things went with any leads given to you. This helps in fine-tuning their perspective on what qualities you're seeking in future referrals.

Follow up to ask how things went with any leads you provide.

Speaking Engagements

:27

Offer to go in to companies to explain what your services are and how they might help employees — possibly during a lunch break.

Service Your Service Department

:38

If they see that your equipment is being utilized to its maximum or that people are requesting additional services that you could offer as add-on sales, be sure they are telling you about those situations. Send them notes of gratitude for what they do and how well they keep you informed.

Suppliers

They are in many other businesses and may have an opportunity to seek out qualified leads for you.

Types of Prospecting

2:53

1. Telemarketing
2. Direct mail
3. Email
4. Internet

5. 3 foot rule

If anyone comes within 3 feet of me, I'm going to meet them.

Have you seen how networking among businesses has exploded in the last few years?

6. Thank You on the business card strategy

Hand write "thank you" on your business card. When you meet someone, hand them a card.

You know, I've sure enjoyed visiting with you and I'd love to give you my card. You might note I wrote "thank you" on it. And, I guess I'm thanking you in advance for, hopefully, the opportunity to someday serve your needs with our business.

Getting Past the Gatekeeper

5:54

When you call a company, don't blurt out what your business is.

Find out who the decision-maker is.

Hello, my name is Tom Hopkins. I'm in business in the community and am calling to find out who is most responsible for _____ and I was hoping to talk to that person. By the way, who am I speaking with?

Anne, you really are a good first impression for your company. When I get to meet Mr. Brown, I'm going to let him know he should be very proud to have you on his team.

When you get the name of the decision-maker:

Thank you, Anne. Please put me through to him.

If you are asked to leave a message:

Tell him that Tom Hopkins called regarding lowering the company overhead, and, thus, increasing profits. Rather than leave my number, because I know how busy he is, and I'm out serving so many clients, I'll just keep calling back until I catch him.

Incoming Calls

6:00

Your goal is to turn that voice into a personal meeting.

1. Be _____.
2. Clear your _____.
3. Answer on the _____ ring.
4. Have _____ and _____ ready.
5. Place them on _____.
6. Never leave anyone on hold longer than _____.
7. Get their _____ and _____
_____.
8. Never give out _____.
9. Your goal is to meet them!
10. Get permission to _____.

Outgoing Calls

4:21

Leave a compelling and benefit-oriented voice mail message.

1. Always leave your number _____. At the beginning and end of the message.

2. Be _____.
3. Include _____ without providing details.
4. Be prepared to call again and leave a different message that builds on the first.

Mr. Johnson, thanks for your time. My name is Tom Hopkins with Champion Insurance and Investments. 1-800-528-0446. We have had several requests in your area to analyze the current effectiveness of financial plans. Many people find it to be a great opportunity to enhance their current financial plan and enjoy the benefits it creates. I don't know if this will appeal to you, but you would be the one to make that decision after hearing about how we have helped other people like you. You may also know of another person who could use this assistance. It will only take a minute on the phone and I promise it will be worth your while. Please call me tomorrow between 2 and 5 PM at (800) 528-0446. Thanks!

Handling Telephone Tag

6:22

1. Schedule " _____ - _____ " hours when they can reach you.
2. Talk with an _____ to gain further information or to help get you in touch with the decision-maker.

The associate may be able to help you with the answers to your qualification questions and to provide you with information you need to prepare a strong presentation. They may also be able to help you get face-to-face with the decision-maker and tell you if the decision-maker is also considering the competition.

3. Enlist the aid of the _____ and/or assistant.
4. Know when to _____.
5. Leave _____ on your messages that entices the decision-maker to want to talk with you.
6. Schedule a _____. Treat it like an in-person meeting. Send a letter of confirmation.

Do's and Don'ts on the Telephone

5:12

1. Don't give out _____.
2. Insert lots of _____.
3. _____ fully. Don't allow any distractions.
4. Try not to handle _____ over the telephone.
5. Get and _____ all appointments.
6. Tell them what you'll do to prepare.

DVD 4: Making a Positive Original Contact

Dress, Grooming, and Body Language

6:02

You are the product in the beginning. Anything you do or say that breaks down the message you're trying to convey will cost you income.

How Should a Salesperson Dress?

It depends on your product, who you will be with, where you will be. Try to blend in with the people in the company where you will be going.

Grooming

Length of hair, style and facial hair for men will depend on the clients you plan to approach.

Balance is key. Basically, be clean and neat — including your clothing, whatever you carry (briefcase, purse), and your shoes.

Use proper etiquette. Read books or articles on etiquette to ensure you're up to date.

Speak proper body language. Stand erect. Don't fidget. Give good eye contact.

UCLA Study

10,000 consumers were asked the main reason they said "yes" to a salesperson. The answer was "the confidence they showed when they first walked in and how they approached us in the beginning."

Buyer Fears

8:38

The four letter word that ruins so many sales opportunities: _____

1. The buyer is afraid of _____.
2. They are afraid of _____.
3. They are afraid of _____.
4. They are afraid of _____.
5. They are afraid of _____.
6. They are afraid of _____.
7. They are afraid because of a _____.
8. Their fears can be based on _____.
9. Their fears can be based on _____.

Nasty Words Increase Fear

14:38

Nasty words would be considered sales jargon. They can trigger fears in the mind of a potential client.

1. Commission _____
John, we have a fee built into all of our transactions. However, I can assure you the service you will receive over the years from our firm will far outweigh any fee. And that's what you really want, isn't it?
2. Cost or Price _____
3. Down Payment _____

4. Monthly Payment _____
Based on this much initial investment, your monthly investment will be...
5. Contract _____, _____
Let's just draft up our feelings on the paperwork.

Let's outline our thoughts on the agreement.
6. Buy _____
7. Sell or Sold _____, _____

I know when we get you involved in this product, you'll be thankful for what it does for your family.

We've helped many companies acquire this type of business machine, and the effectiveness it gives a company is tremendous.
8. Deal _____, _____
John, I think you'll agree this is an excellent opportunity for your family.

I'm sure you'll agree it's a great transaction for you to get involved in.
9. Sign _____, _____, _____
John, I'll just need your okay right here to set everything up.

John, I need your approval right here.

John, I'll need your authorization to begin serving your family.

John and Mary, I'll just need you to endorse my paperwork right here, and we'll set up everything for you and your family.
10. Pitch _____
I'd love to give you my presentation.
11. Problem _____
We've helped so many families overcome that challenge.

12. Objections _____
John, I can appreciate that area of concern.
13. Cheaper _____
14. Customer _____

We have so many families we serve right here in the local community.
15. Prospect _____
16. Appointment _____

Eliminate these nasty words from your vocabulary and eliminate fears from the minds of your clients.

Rapport Building Brings Down Defense Barriers

11:21

After you meet a person, the first thing you need to do is to establish rapport. The faster you can make this happen, the more sales you'll make at the end of the year. When you first meet someone they start subconsciously judging you.

1. _____.
2. Give good _____.
3. Repeat their names _____ times.
4. Try to match volume and speed of their speech for _____.
5. Search for _____.
6. Give a _____.
7. Act _____.
8. Use a _____-_____ statement.

Jay and Ann, let me begin by thanking you for the time that we're going to share. I hope we can consider this meeting somewhat exploratory meaning my job is to analyze your needs and show you how we at Tom Hopkins International can help you achieve your long term goals and dreams.

9. Get permission to take notes.

Personality Types of Buyers

7:55

1. **Believing Bart**

Bart has had a positive past experience with your company. He believes in your product. Challenge: He comes across like he's ready to say "yes" immediately. You might be tempted to shortcut your presentation and try to hurry him into a decision.

2. **Freddie Freebie**

Freddie is always looking for something extra. Build into your presentation words and phrases that show how much benefit he gains just from doing business with you.

3. **Evasive Ed**

Ed may hide from you — not return calls. When you finally make an appointment and get him involved with your product, he'll be one of your most loyal clients as he'll avoid the competition as well.

4. **Gripping Greg**

Greg always has a complaint. He is very emotionally draining to work with. Evaluate if the time spent with him is worth his business.

5. **Analytical Anna**

Anna expects you to know all the answers to your questions. Yet, she'll have strong opinions on everything. Document everything for her. Back up what you say with statistics.

6. **Domineering Donna**

Donna may be a very powerful person in her company and have high expectations. You'll need to win her over by letting her be who she is.

7. **Cynical Cindy**

Cindy is very skeptical of anyone in sales. Win her over with a professional performance and extreme courtesy. Don't be the stereotypical salesperson that she distrusts.

DVD 5: Qualification and Presentation Skills

The NEADS Formula

10:21

You must find out what the true 'need' of the client is.

N What do they have _____?

The average American and business today do not make drastic changes in buying habits. If you find out what they have now, it will give you a good clue as to what they like.

E What do they _____ most about what they have now?

If you find out what they like, you'll know you need to have that or something better in the product you'd offer from your company.

A What would they _____ or change or improve about what they have now?

Get them thinking about how to make their lives better with a new and improved product.

D Who is the final _____ - _____?

John and Mary, who other than yourselves would be involved in the final decision?

Mary, what is the process your company goes through in considering purchasing a product like ours?

S Once all of the need information is gathered, it's our job to determine and lead them to the final solution.

Reasons People Do and Don't Buy Your Product or Service

9:08

While you're doing your presentation, you must be flexible and build motivation.

Reasons People Do Buy

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____

Reasons People Don't Buy

1. _____
2. _____
3. _____
4. _____
5. _____

The Finer Points of a Dynamic Presentation

16:05

The Four P's of a Pro

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

Maintain Control of Any Presentation

Always have them _____.

Three Vital Elements for Every Presentation

1. _____
2. _____
3. _____

Selling Is Not a Spectator Sport

Selling must become an _____ sport.

Handle Interruptions Carefully

Don't continue where you left off. Do a _____.

Handle interruptions _____.

Bragging About Concerns

If you know the client will use a concern, don't wait for them to bring it up. You bring it up. Brag about it and make it an advantage.

Glamour Words

A commonly known, but uncommonly used word that adds some positive, emotional buying momentum or excitement to your presentation.

Examples: Dynamic, exciting, unique, cost-effective, state-of-the-art

Write out some glamour words that fit your product:

Plan Your Presentation Timing

Ideally, the actual presentation, not including rapport-building and qualification, should be less than 17 minutes. The fewer the words the better, if you're getting the job done.

Become Multi-Lingual

Learn something about the business interests of your buyer so you can talk intelligently about it — using words and phrases that are common to their industry.

Develop Visual Aids

The more of the senses you can involve the better.

Caution: Don't hand them anything to read until it's time to read it.

Proof Letters From Happy Clients

Set a goal for a minimum of three current letters available at all times.

Let the Product Be the Star

Learn to get out of the way when you develop your presentation.

Triplicate of Choice for Product or Money

7:25

Give them three product-related options: color, size, or quantity. Put the one you believe is best for them in the middle and 70% of the time, they'll choose the middle item.

For money options, you would say:

"You know, John, most of the companies that have gotten involved with our product have been able to invest as much as (a figure approximately 25% above what you have chosen for them to invest). Then, we have those fortunate few who are able to invest as much as (a figure that's 50% above what you think they can afford). Then, we have those people on a limited budget or a fixed budget who can only invest (give the figure for the product you think is best for them.)"

Most people will choose the middle figure, even though it's probably more than they thought they'd want to invest. When you tell them your product is less than that, you've taken away the money objection. They can't say, "It costs too much."

People Buy Emotionally

1:50

People buy emotionally, then defend the decision logically. A good presentation builds emotion to the point where, when it's time for the final decision, they almost have to say "yes." Yet, they'll need the facts in order to defend the decision logically to themselves and everyone else.

DVD 6: Handling Objections (Concerns) and Closing Strategies

Addressing Concerns

9:10

Most people will not say "yes" until they first say "no."

You must know the difference between a condition and an area of concern.

Condition — A valid reason for not going ahead. There are only two: _____
_____, or _____.

When hit with a concern, don't argue or fight.

Three Sources of Concerns

1. _____
2. _____
3. _____

Bypassing or Shelving Concerns

If they hit you with a concern early in the presentation, don't try to handle it then. Bypass or shelve it until later.

Mary, I understand and with your permission, I'd like to note your concern. But, I'd also like, because I'm here and tonight will be an educational experience, I hope I can continue and let's talk about the money later. Would that be okay?

Bragging About Objections

Brag about known concerns in a way that makes it positive.

Mr. Johnson, I know you're going to be so excited about our fax machine. Everyone seems to be because we can't seem to keep them in inventory. In fact, we're right now so excited about a back-order situation. Many of my competitors have plenty of machines on the shelf. You can probably call them up and get it in 24 hours. Why do you think that is? I think it's because they're not near as popular as ours because we can't even keep them in inventory. So, I will want you to be patient with me. We'll get it to you as soon as possible but you're going to be thankful about the wait because of the excitement you're going to enjoy when you get our product.

Six Steps to Addressing Concerns

6:20

1. _____
2. _____

Bypass phraseology:

Mary, I can appreciate that. I think you're going to be surprised as we show you all the different types of financing we offer. But, with your permission, since I'm here and

tonight is an educational process, if you wouldn't mind, let's wait until the end of my presentation. And, then we'll talk about the money. Okay?

Phraseology to feed back an objection:

Mary, today most things do. Can you tell me about how much too much you feel it is?

3. _____.
Mary, is that really critical at arriving at the final decision?

4. _____.

5. _____.
Now that settles that, doesn't it?

6. _____.
Mind neutralizing words: By the way.

The "It Costs Too Much" Objection Handler

1:34

Use the feedback technique. Begin by agreeing with them.

Today most things do. Can you tell me about how much too much you feel it is?

The goal is to isolate the amount of money standing between them saying "yes" to the product or service or "no."

History Readback Technique

3:11

When they already have a similar product and say they're happy with the current suppliers:

1. Congratulate them on being happy with the current supplier.
2. Ask them how long they've been doing business with that client.
3. Ask who they were doing business with previously.

4. Ask if they did research.
5. Confirm they gained benefits from making that change.
6. Ask them to consider the possibility of receiving more benefits by considering another change.

The Put the Shoe On Their Foot Strategy

2:38

If they've had a bad past experience with your company or product type, use this strategy.

1. Sincerely apologize
2. Make them President of your company
3. Ask them what they would do
4. Listen to their answer.
5. Agree that what they suggest likely happened.
6. Ask for the opportunity to make up for their bad past experience.

The Lack of Follow-up Objection Handler

1:26

To be used when you meet someone who has purchased a similar product from another company and wasn't happy with the service.

"First of all, Mary, even though it wasn't my company, let me apologize for what happened to you. Let me assure you, our company will always be available and will contact you on a scheduled basis to make sure of your satisfaction. In fact, that's one of the reasons I chose to work with my company — because they are always there for the people we serve. Your on-going business is important to us and we won't do anything to jeopardize the relationship we're establishing here today."

The Definition of Closing

2:36

Closing the sale is the ability to establish rapport with a person. Then to qualify as to their needs. Then, do a good presentation; handle areas of concern; and then lead them with the right words and phraseology to the final agreement. It is a win-win agreement.

Positive Body Language Cues

3:15

Verbal Cues

1. Asking you more questions.
2. Asking you to repeat something.
3. Asking you a technical question. A question they wouldn't need to know the answer to unless they owned the product.
4. Noises

Visual Cues

1. Leaning forward.
2. Warm up to you, smiling.
3. Intently studying visuals.
4. Showing some degree of affection with each other.

Test Closes

2:49

A test or trial close is a small question that only tests them as to how they feel at this point.

John, how are you feeling about all of this so far?

John and Mary, do you see why we're so excited about what this product or service does for the families we serve?

If you get a positive response, get ready to fill out any paperwork necessary.

If you get a negative response, you then continue to present. Ask more questions.

The Final Closing Sequence

6:14

The final closing sequence begins one of three ways:

1. The buyer asks you a porcupine question.
2. You ask them a minor closing question. The answer is written right on your paperwork.

John, if going ahead makes sense, would you want us to set up delivery for the first or the fifteenth of the month?

John, Mary, would you like us to mail the statements here or to your office?

3. Ask them a test closing question.
4. Ask a reflex question. It's a small question they can answer on total reflex.

If they stop you at any point in the closing sequence, use pressure-relieving sentences.

I understand how you feel. And, based on the truth that a decision is only as good as the facts, I'd just like to outline all the facts to see if going ahead even makes sense. Okay?

I can appreciate that. What I'd love to do is jot down our thoughts. And, of course, only if they're in line with your thinking, we'll consider going ahead. Okay?

Filling Out Your Form

4:19

When filling out any paperwork, you must keep chit-chatting with them while you do it.

When you finish filling the form out, pick it up. Scan it for correctness. Turn the form around. Take your pen, and deliver your final closing sentence.

John and Mary, I'm excited for you. And with your approval right here, I'll do my best to get you your home tonight.

You're going to be thrilled with this car. To set up delivery, I just need your approval right there.

Whenever you ask the final closing question, you must shut up! If you talk in the middle of them making the decision, it relieves the need for a decision.

Three Types of Decision-Makers

2:56

1. The fast decision-maker is almost ready before you are.
2. The medium speed decision-maker will look at the agreement. He may look at you. He'll take a few moments, yet usually go ahead with giving his approval.
3. Slow decision-makers are usually a little nervous. It may seem like a long time, but you must be patient. The longer the silence, the better the odds they'll go ahead with you.

DVD 7: 42 Powerful Closing Techniques

The Basic Paperwork Close

3:57

You must have everything you need on the table or desk when you begin to close. Always have two pens available.

You ask a question, the answer to which is written on the form. If they don't stop you, they are going ahead.

John, do you want me to set up delivery for the first or the fifteenth?

Let me make a note of that.

If they don't stop you, they will own the product.

The Oral Close

:24

In retail or business-to-consumer:

"Will that be cash, check or charge?"

In a business situation:

"By the way, what purchase order number will be assigned to this purchase?"

The Similar Situation Close

3:04

This is relating an example of someone else who was in the same or similar situation as your potential future client. The other person was hesitant, but made the decision to go ahead and today is so happy that they did.

After every sale, invest five minutes de-briefing yourself as to what worked, what didn't work and what you said that was new and creative.

The "I Want to Think It Over" Close

4:15

This close works wonderfully with those potential clients who stall making a decision. They may want to "think it over," "shop around," "sleep on it," or "we'll get back to you." These types of stalls usually mean they think the product or service is too expensive or could be purchased elsewhere for less. We can handle either of those challenges, but first have to get them to admit what's holding them back.

If you've done everything previously taught, it should only be a stall. The reason this stall eliminates a closed sale is that phrase is almost like a ghost.

That's fine, Mary. Obviously, you wouldn't take your time thinking this over unless you were seriously interested, would you? I mean, I'm sure you're not telling me that to get rid of me. So, may I assume you will give it very careful consideration? Just to clarify my thinking, what phase of this opportunity is it that you want to think over... (don't pause)...is it the quality of service I'll render? Is it something I've forgotten to cover? Seriously, please level with me, could it be the money?

Most times they'll say "yes." Then, you need to determine just how much money they're objecting to. It's rarely the whole amount. Move on to the "it costs too much" close to determine just how much money they're objecting to.

The "It Costs Too Much" Close

:29

Today most things do. Can you tell me about how much too much you feel it is?

Your goal is to take the stall and determine the amount of money that is the issue.

The Reduction to the Ridiculous Close

3:14

This is a process of helping people rationalize money amounts by reducing the total amount of money down to a daily amount that's easier to rationalize.

1. Establish how many years they'll enjoy the product or service.
2. Divide the amount they gave you by years to get an annual amount
3. Divide the annual amount by 52 weeks to get a weekly amount.
4. Divide the weekly amount by 5 or 7 days to get a daily amount.
5. If necessary, divide the daily amount to an hourly amount. Getting to an hourly amount works especially well in the business world.

You must know your math!

The Oblique Comparison Close

1:07

Comparing the daily amount to something the favorable decision-maker would do or give up doing in order to gain the benefits of owning your product or service.

Isolate which of the decision-makers seems most favorable.

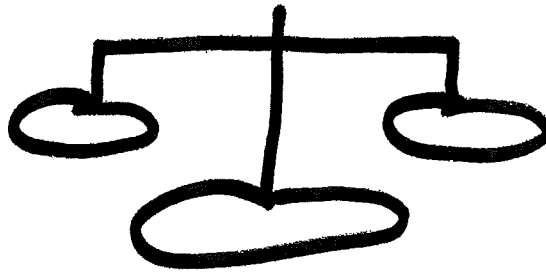
John, it looks like we have about a \$1.14 challenge here. Can you come up with something you might do or give up doing in order to make that happen?

The Fact-Weighing Scale Approach

4:17

In other words, John, you'd like to weigh the facts.

I understand how you feel, and weighing the facts before making a decision makes a lot of sense. In fact, when I'm in this type of situation, I use a method called the 'Fact-Weighing Scale Approach.'



Here's how it works: first, we draw a scale. On the left side of the scale, we pile up, just like small weights, the reasons you feel it makes good sense to go ahead. On the right side of the scale, we pile up the reasons you feel are against it. When we are finished, the decision will be weighed. Let's try it, okay?

Go for a minimum of six reasons FOR the decision.

Now, what are the weights you feel are against the decision? Don't help on the right side!

Let's see what we've got. On the left side of the scale, we have six heavy reasons why you should go ahead. On the right side, we only have two against. So the answer is rather obvious, isn't it? By the way, I know you will be happy that we took the time to do what you wanted to do, which was weigh the facts.

The Economic Truth Close

1:47

John, it's not always wise to guide our buying decisions by price alone. It's never recommended to invest too much for something. However, investing too little has its drawbacks as well. By spending too much, you lose a little money, but that's all. By spending too little, you risk more because the item you've purchased may not give you the satisfaction you were expecting.

It's an economic truth that it's seldom possible to get the most by spending the least. In considering business with the least expensive supplier, it might be wise to add a little to your investment to cover the risk you're taking, wouldn't it?

If you agree with me on this point and are willing to invest a little more, why not get a superior product? After all, the inconveniences of an inferior product are difficult to

forget. When you receive the benefits and satisfaction from the superior product, its price, no matter how much, will soon be forgotten. Don't you agree?

The Ben Franklin Balance Sheet

4:09

As you know, John, we Americans have long considered Benjamin Franklin one of our wisest men. Whenever old Ben found himself in a situation such as you're in today, he felt pretty much as you do about it. If it was the right thing to do, he wanted to be sure and do it. If it was the wrong thing, he wanted to be sure and avoid it. Isn't that about the way you feel, too?

Here's what old Ben used to do. He would take a sheet of plain white paper and he would draw a line down the middle. On this side, he wrote "yes" and he would list all the reasons favoring his decision today. And on the right side, he'd list all the reasons against it. When he was through, he simply counted up the columns and his decision was made for him. Why don't we try it and see what happens? Let's see how many reasons we can think of favoring your decision today.

List all the selling points you've agreed upon.

Now, let's see how many reasons you can think of against it.

Don't help on this side!

Now, let's count them, one, two, three, ...6. That's six on the "yes" side. Now let's see how many you have over here. Gosh, only two. Well, the answer is pretty obvious, isn't it, John?

The Sharp Angle Technique

1:00

Take a question about your product or service and make it a pivotal point for closing.

Client: *If we go ahead, we'd have to take delivery by the 15th. Can you handle that?*

You: *Mary, if I could guarantee delivery by the 15th, are you prepared to approve the paperwork today and let us start serving you?*

The Secondary Question Close

1:09

Pose the major decision with a question, and without pausing, ask a secondary minor question. When they answer the minor question, the major decision is carried.

As I see it, Mary, the only real decision we have to make today is how soon you'll start enjoying the benefits of our fine product. By the way, would you prefer your monthly investments to be made on the first or the fifteenth?

The Higher Authority Close

2:24

Choose one or two of your existing clients who may be well-known or at least known to the new potential client who are willing to let you use their name to tell others how happy they are with your product. Tell them in advance that you have an appointment with a potential new client and may call them to give a verbal reference.

When your new future client is hesitant, ask them if they know your authority figure. When they say "yes," tell them that person owns your product/service and is happy with it.

John, to show you how well our program is received, let's call Jim Smith and let him tell you what he thinks of the product. That way, you can ask him a few questions to satisfy yourself as well.

Make sure the higher authority knows you're going to call. When you call, say, Jim, I'm here with a person that's interested in my product. He's wondering how well you're doing with it. Would you just answer a few questions for him?

Hand the phone to the new client and back away. Let your authority figure do the selling for you. Do this with a satisfied client once or twice.

The "My Dear Old Mother" Close

2:26

Developed by Zig Ziglar.

You know, John, my mom gave me some advice. She told me that 'silence normally means consent.' Was my mom right?

The Negative Close

2:00

Also known as the "take it away" close.

If you express doubt in someone's ability to do something, they may do it just to prove that you're wrong.

You know, John, one of the biggest challenges we have in providing our service to people is getting them qualified. You'd be amazed at some of the defining factors that come into play. Are you sure you could qualify for this if you really wanted it? Before we go any further, perhaps we should find out if you can qualify because I don't want you to get excited about it and then not be able to own it, okay?

The "No" Close

2:16

Designed to let them say "no," which really means "yes."

John and Mary, there are many salespeople in the world and they all have opportunities they're confident are good for you. And they have persuasive reasons for you to invest in them, haven't they? You, of course, can say "no" to any or all of them, can't you? You see, as a professional with _____, my experience has taught me an overwhelming truth. No one can say "no" to me. All they can say "no" to is themselves and their future happiness. Tell me, how can I accept this kind of "no?" In fact, if you were me, would you let John and Mary say "no" to anything so critical to their family's financial future?

The Wish I'da Close

1:16

John, we are all members of the "wish-I'da" club. Wish-I'da bought real estate in Arizona 15 years ago. Wish-I'da invested in some stock 20 years ago so I'd be rich today. Wish-I'da grabbed a chance to gain an exclusive advantage and so on. Wouldn't it be great to get rid of at least one wish-I'da by saying "yes" to something you really want?

The Lost Sale Close

4:13

Pack up your materials. Prepare to leave. Then, ask for help and clarification as to what you did wrong.

Pardon me, John, before I leave, may I apologize for not doing my job today. You see, if I had not been inept, I would have said the things necessary to convince you of the value of my product. Because I didn't, you and your company will not be enjoying the benefits of our product. And believe me, I am truly sorry. John, I believe in my product and I earn a living helping people and companies own it. So that I don't make the same mistake again, will you please tell me what I did or what I said wrong, and please be very candid with me.

Your approach must be warm and sincere. If you look licked, he or she will give you something you can grab and begin re-closing.

The Colin Powell Close

2:13

David, Secretary of State Colin Powell, one of the greatest strategic minds of our times, once said, 'Indecision has cost Americans, American business and the American government billions more than a wrong decision.' What we are talking about now is a decision, isn't it?

What will happen if you say "yes" and what will happen if you say "no?" If you say "no," nothing will happen and things will be the same tomorrow as they were today. If you say "yes," ... (list the benefits).

The Triplicate of Choice for Money

1:20

John, most of the companies that have acquired one of our units have been able to invest \$125,000. Now, we have those fortunate few who are able to invest as much as \$150,000. And then, of course, in today's economy we have those companies on a more limited or fixed budget that can only invest as much as \$100,000. Tell me, which one of these companies are you?

The "I Can Get It Cheaper" Close

2:11

That very well may be true, John. And, after all, in today's economy, we all want the most for our money. A truth that I have learned over the years is that the cheapest price is not always what we really want. Most people look for three things when making an investment: 1. the finest quality; 2. the best service; and 3. the lowest price. I have never

yet found a company that could provide the finest quality and the best service for the lowest price. I'm curious, John, for your long-term happiness, which of those three would you be most willing to give up? Quality? Service? Or, low price?

The Negative Economy Close

2:02

John, years ago, I learned a truth. Successful people and companies buy when everyone else is selling and sell when everyone else is buying. There are many people talking in terms of recession these days, and at our company, we've decided not to let it bother us. Do you know why? Because many of today's greatest fortunes built their foundations during poor economic times. People who could see the long-term opportunity, rather than the short-term challenges, made buying decisions and became successful. Of course, they had to be willing to make positive decisions, didn't they? Now, you have the same opportunity to make the same kind of decision, don't you?

The "What Is A Decision?" Close

1:34

Mary, I recently made a purchase myself. I began by gathering information and looking at various models. And, to be honest with you, the more I looked, the more I got confused. Finally, I just decided to go with my gut feeling and just get the decision-making process over with. The time we spend considering decisions is valuable. And, in most cases, don't you agree that we usually end up going ahead with what our instincts felt in the beginning? So, I've found the quicker the decision is made, the sooner we can concentrate on other things. Is that about the way you feel, too? So, with your approval right here, we'll welcome you to our happy family of satisfied clients.

The In Today's Economy Close

:55

John, based on current economic news, nearly everything is either too good for us or too bad for us. If we take all the information flung at us each day to heart, we'd never say "yes" to anything, don't you agree? So, if we're eliminating all these outside factors, I think you'll have to agree that this decision is truly good for you, and with your approval right here, you can start enjoying the benefits of our fine (product/service).

The I Must Do Close

2:17

John, I understand that you're hesitant to make a decision today about my product. You probably have a lot on your mind. I learned a saying from a speaker once that made a lot of sense when it comes to handling business matters. It goes like this: I must do the most productive thing possible at every given moment. Now, that makes sense, doesn't it? Now, let me ask you this: What's the most productive thing you could be doing right now?

If their answer has little to do with the decision:

Then, let's get this decision out of the way so you can get on to more important things.

If the decision is the most important thing:

Good. Then, we're handling just what you want to do right now, which is to make the decision to own my product. With your approval right here, we'll begin doing business together.

The "This is Too High" Close

1:21

John, you may think you could invest in a product like mine from another company for less money. Just like, in a way, I could have chosen another company to represent. I chose my company because I wanted to be able to look my clients in the eye and honestly say to them that my product is the industry's best. History has proven that the investment for a product is not as important as the reliability, quality and service received after the sale, don't you agree? Believe me, John, the few more pennies you invest now for my product will be more than made up over the years in the service you will receive from me and my company and that's what you really want, isn't it?

The Interim Close

1:27

If you must make a second visit/presentation, get the names of all parties involved in the second one.

Prepare materials.

Send each a Thank You note telling them how you're looking forward to the next meeting. Confirm the details of the meeting in the note.

The Call Back Close

1:21

Don't try to get a final decision on the telephone. Try to get back in front of them in person.

Begin the call with something new — an added benefit, new pricing information, something to their benefit.

Your goal is to have a new opportunity to rebuild their emotions regarding the sale.

The Big Bargain Close

1:57

Mary, during an inflation, everything is a bargain. Do you know why? During inflation, knowledgeable people exchange money for things. During a deflation, the exchange is things for money. Whatever you acquire today will be more expensive tomorrow, won't it? This product is a bargain today because inflation will hit pricing tomorrow and you do want a bargain, don't you?

The Puppy Dog Close

1:10

Let them take it home on a trial basis or send a loaner to their office.

Follow up to see how they're getting along. If they're getting used to it and it meets their needs, they won't want to return it.

Bridging Between Closes

2:16

If you deliver a close and it does not work. Use bridges to move to the next close.

I know you may not really be ready, although...

John, I hope you don't think I'm being too pushy, but I so believe this is good for you and that's why I'm so zealous about you saying "yes" to it. And another thing...

John, I know you may not be interested at this point. However, ...

John, not to be assumptive, but I do think we should look at it this way...

The Envelope Close

7:38

Client: We appreciate all your help today, but we're going to shop around. We're not going to buy today. So, just give me your best price.

You: Okay, John, but let me make sure I understand everything first. You are going to go to other companies and get their prices on this product, correct? This same, exact product with all the same options, same everything, right?

Client: That's right. So, what's your best price?

You: If I can prove to you that we will give you the best investment possible on this product, will you let us set up a date for taking delivery?

Client: Yes

You: John, you look like a man of your word. I'll give you my best price. You, however, won't believe that until you do some shopping around, isn't that right? I'm going to write on the back of my business card the very best investment you'll find anywhere in town. Now, I'm going to put this card in this envelope and I'm going to seal it. And, so you'll know it isn't opened until you return, I want you to just put your initials right across the seal. Now, please go out and shop around. Bring back a written invoice for the best investment you can find on this exact product, and I'll prove to you that my investment is better. By the way, John, I sincerely want to save you money and do business with you for many, many years to come. I'll see you later.

What I did because I so wanted to have you come back and let us serve you, what I've written here is "\$25 less than any figure you're given from any other company." Welcome to our family of happy clients!

The "It Isn't in the Budget" Close for Personal Situations

3:18

Mary, I understand your need to stick to your budget. And, I'm fully aware of the need for people today to have a good handle on where their money goes. Would you agree with me that your budget is an excellent tool for helping you achieve the things you want with the money you earn?

That's great. However, you are the one using the tool. The tool itself doesn't dictate how the money is spent. I believe your budget must be flexible for emergencies and changing needs. Isn't that right?

Mary, you as the controller of that budget retain for yourself the right to flex that budget in your own best interests, don't you?

What we've been examining here today is an insurance program that will allow you to achieve your immediate and long-term goals. Tell me, under these conditions, will your budget flex or will it dictate your decisions?

The Money or Things Close

1:46

You know, Mary, most things depreciate, don't they? Cars, homes, almost everything we invest in depreciates. Everything. Even money, itself, isn't that right? So today all of us have to make the same decision. Do we want to retain all of our spendable income, watching it depreciate or do we want to invest some of it in things we really want, things that will provide enjoyment for our families and ourselves. By the way, Mary, I wouldn't want you to make the decision, if I weren't so sure from what you've told me that you would receive benefit for years to come.

The Two-Party Indecision Close

1:29

John, Mary, when two people are required to make one decision, it's often impossible to find the solution that satisfies both of them. So, life becomes a matter of compromise. Now the measurement of each decision is through the use of this question: 'Does the decision satisfy most of the wants of each of the parties?'

The Best Things in Life Close

2:44

Keep your eyes and ears open for things they like that they already own.

I understand. Isn't it true that the only time you have ever really benefited from anything in your life has been when you said "yes" instead of "no?" You said "yes" to your marriage (optional: and I can see how happy you are). You said "yes" to your job, your home, your car. Please realize, all the things you enjoy you said "yes" to. And you know, when you say "yes" to me, it's not really me you're saying "yes" to, but all the benefits that we have to offer. Based on that truth, it just makes sense to say "yes," doesn't it?

The Personal Inflation Close

1:59

John, the most critical decisions we have to make today are money decisions, aren't they? We can no longer have the luxury of deciding among three factors — to save, spend or invest it. Today, because of inflation, we can no longer afford to just save it and I'm sure you know why. That's right. Every time Washington decides to keep rolling those money presses, every dollar that we've saved is worth less than it was when we earned it. Today, we must make whatever money we have left after meeting our basic expenses do something positive for us. And, isn't it true that we really only have two choices? We can try to find an investment that will show us a return greater than the inflation rate. And that's rather tough, don't you agree? Or, we can improve our standard of living. Now, we found that you really want to own this (product/service). Tell me, are you or are you not entitled to a reward for all the work that you've done?

The Law of Ten Close

2:42

This close works best with things that build memories. It also works for time-saving devices and security systems.

Mary, I've found over the years that a good test of the value of something is to determine whether or not it will stand the test of 10-times. For example, you may have invested in a home, a car, clothes, jewelry, a camera, gone on a vacation or something that gave you great pleasure. But, after you owned it for awhile, could you answer this question positively? 'Would I be willing to pay 10 times more for it than I did?' In other words, has it given you that much pleasure, increased mental attitude or income? If you paid for some advice that greatly improved your health, it was probably worth more than you paid for it. If you received some information that allowed you to have a life-changing experience, or increase your income or self image, it was worth more than you paid for it. There are a lot of things in our lives that I think we would have paid 10 times more for considering what they've done for us. Mary, step with me into the future. Ten years from now will today's investment be worth more or less to you than you'll be investing in today?

The Buyer's Remorse Close

3:00

This close is designed to help eliminate cancelled sales.

John and Mary, I feel good about the decision you've made to get involved in this

program. I can tell that you're both excited and somewhat relieved. From time to time, I've had people just like you who were so positive about the decision they'd made until they shared it with a friend or relative. The well-meaning friends or relative, not understanding all the facts and maybe even a little envious, would discourage them from their decision for one reason or another. Please, John and Mary, don't let this happen to you. In fact, if you think you may change your mind, please tell me now.

The Competitive Edge Close

1:28

John, please realize that many of your competitors are facing the same challenges today that you are. Isn't it interesting when an entire industry is fighting the same forces that some companies do a better job of meeting those challenges than others? My entire objective here today has been to provide you with a method of gaining a competitive edge. And gaining edges — large or small — is how you can make this one of those few companies in your industry that is doing a better job.

The "It Isn't in the Budget" Close for Business

1:47

I can understand that, Jim. That's why I contacted you in the first place. I'm fully aware of the fact that every well-managed business controls the flow of its money with a carefully planned budget. The budget is a necessary tool for every company to give direction to their goals. However, the tool itself doesn't dictate how the company is run. It must be flexible. You, as the controller of that budget, retain for yourself the right to flex that budget in the best interest of the company's financial present and competitive future, don't you? What we have been examining here today is a system, which will allow your company an immediate and continuing competitive edge. Tell me, under these conditions, will your budget flex, or will it dictate your actions?

The Business Productivity Close

1:30

John, what I'm offering you is not just a (product). It's a boost in employee morale. Haven't you noticed that anything new increases job interest and excitement? And, excitement increases morale. Morale increase productivity and what is productivity worth?

DVD 8: Building Your Business and Add-On Selling

Keeping in Touch

9:40

Where Do Customers Go?

1. Out of _____
2. _____ out of the area
3. _____
4. To the _____

How to Create Loyalty with a Follow Up System

1. Emails
2. Personal calls:

Hi, John. Tom Hopkins. This evening, I was thinking about you and the company. Just wanted to say hello and hope everything is going well for you. If you have any needs, let me hear from you. If not, I'll keep in touch. All the best.

3. Thank you notes

1. Telephone Contact

Thank you — For talking with me on the telephone. In today's business world, time is precious. You can rest assured that I will always be respectful of the time you invest as we discuss the possibility of a mutually beneficial business opportunity.

2. In-Person Contact

Thank you — It was a pleasure meeting you, and my 'thank you' is for the time we shared. We have been fortunate to serve many happy clients, and it is my wish to someday be able to serve you. If you have any questions, please don't hesitate to call.

3. Thank You After Demonstration or Presentation

Thank you — For giving me the opportunity to discuss with you our association for the mutual benefit of our firms. We believe that quality, blended with excellent service, is the foundation for a successful business.

4. Thank You After Purchase

Thank you — For giving me the opportunity to offer you our finest service. We are confident that you will be happy with the investment towards future growth. My goal now is to offer excellent follow-up service so that you will have no reservation about referring others to me who have similar needs as yours.

5. Thank You For A Referral

Thank you — For your kind referral. You can rest assured that anyone you refer to me will receive the highest degree of professional service possible.

6. Thank You After Final Refusal

Thank you — For taking time out to consider letting me serve you. It is with sincere regrets that your immediate plans do not include making the investment at this time. However, if you need further information or have any questions, please feel free to call. I will keep you posted on new developments and changes that may benefit you.

7. Thank You After They Buy From Someone Else

Thank you — For taking the time to analyze my services. I regret being unable at this moment to prove to you the benefits we have to offer. We stay constantly informed of new developments and changes, so I will keep in touch with the hope that in the years ahead, we will be able to do business.

8. Thank You After They Buy From Someone Else, But Offer To Give You Referrals

Thank you — For your gracious offer of giving me referrals. As we discussed, I am enclosing three of my business cards, and I thank you in advance for placing them in the hands of three of your friends, acquaintances, or relatives that I might serve. I will keep in touch and be willing to render my services as needed.

9. Thank You to Anyone Who Gives You Service

Thank you — It is gratifying to meet someone dedicated to doing a good job. Your efforts are sincerely appreciated. If my company or I can serve you in any way, please don't hesitate to call.

10. Anniversary Thank You

Thank you — It is with warm regards that I send this note to say hello and again thanks for your past patronage. We are continually changing and improving our products and services. If you would like an update on our latest advancements, please give me a call.

4. Thanksgiving cards

During this season of Thanksgiving Let me thank you for being a valued client. We've so enjoyed serving you over the years and are looking forward to doing so for many years. Wishing you a happy holiday season.

5. Parties

6. Newsletters. If your clients are salespeople or in business for themselves, there are articles posted on <http://www.tomhopkins.com> that you may share with them by following the instructions on the page.

7. Giving gifts

Steps to Getting Referral Business

14:43

1. _____ for them to see.

2. Get the full _____ of the people they mention.

3. Ask _____ questions.

What did Sally say or do that brought her to your mind right now?

4. Get _____.

5. Ask them to _____.

6. Get _____.

Mary, I promise you I'll call them. And when I do, I'll give them the finest service possible.

Law of Reciprocity

3:28

If I do something nice for you, you feel somewhat obligated to return the favor.

When you send clients or business to people, write them a note about the referral. Include three of your business cards for them to give to three people you can serve.

Promote Yourself

3:17

Invest in yourself. As your income goes up allocate an amount of money for self-promotion. If you win an award at your company, get an announcement in your local paper. Send copies of the announcements to your clients — thanking them for their business.

How to Exit Gracefully If a Client Does Not Buy From You

2:47

Dead Sale Autopsy

1. Congratulate them on making a decision.
2. Get permission to keep in touch with them for potential future business.
3. Ask for their help to understand why you didn't get the sale.

Obviously, there were reasons you chose this company. My goal is to try to serve every client that I meet. Could you take a moment and tell me why I didn't get the business?

The Seven C's of Customer Service

8:10

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Enhancing Your Business

3:15

High Tech Etiquette

Always use a cover sheet when sending a fax.

Confirm that the fax was received.

Put pagers or phones on silent mode.

When leaving your phone number, do it slowly and deliberately so the listener can write it down the first time they hear it.

Let clients know how, where and when they can reach you.

Work on having a real nice message on your voice mail.

Hello, this is Tom. I'm serving another client right now, but your call is important to me. Please leave your name and number so I can call you back as soon as possible.

Add-On Selling

3:00

1. Ask more _____.
2. Look for _____.
3. Discuss other _____.
4. Relieve pressure.

You know, John, a lot of the clients we serve realize that besides just giving this product and benefit, we have some things that fit so nicely with it. Would it be okay if I shared those with you?

Dealing with the Competition

4:00

1. Study the _____. Know the pluses and minuses.
2. Review your _____ with them.

3. _____ they get emotionally involved with a competitor.
4. Act like an _____.
5. Never _____.
6. Don't _____.

Organization/Handling Interruptions

6:30

Disorganization = wasted time.

Try to only have information for your current activity on your desk.

Keep one empty drawer in your desk to place paperwork when clients arrive or at the end of each day.

Live by the words, "touch it once," when it comes to paperwork.

Start doing the things you least want to do first thing in the morning.

Try not to let fellow associates disturb you.

DVD 9: Goal Setting and Time Planning

Goals Build Enthusiasm

3:42

The human mind is a goal-seeking device.

Goals generate _____.

How Values Impact Goals

3:58

The main reason people don't succeed is they're setting their goals for someone else or they're setting goals that don't line up with their value base.

Six Areas for Setting Goals

14:03

1. Financial net worth
2. Family
3. Emotional stability
4. Spiritual
5. Physical
6. Career

Two Types of Goals

4:07

Short term goals

To be terrific, you must be specific

Long term goals — You must blueprint your life's goals.

Personal Accomplishment and Status Symbol Goals

2:00

Be careful about the choices you make.

Beware of increasing your overhead to the point where your stress level is increased.

Four Secrets of Goal Setting

2:31

1. Your goals must be _____.
2. Your goals must be _____.
3. Your goals must be _____.
4. Your goals must be _____.

Time Planning Strategies

1:20

We all have 86,400 seconds in a day.

12 Words That Make a Difference

I must do the most productive thing possible at every given moment.

Why Plan Your Time

1:41

It prevents _____.

It eliminates _____.

It gives more _____ for family.

It creates the _____ of _____.

Desire without discipline will lead to disappointment, disillusionment and depression.

The \$25,000 Idea

1:59

Every night, write down the six most important things you must do in order of priority the next day.

Try eliminating _____ activities.

_____ activities.

DVD 10: Defining Success and Making Your Dreams Come True

The Definition of Success

3:47

The continuous journey towards the achievement of pre-determined, worthwhile goals.

The Qualities of Successful People

2:00

1. _____
2. Refuse to be denied their _____.
3. Driven to _____ themselves.

Motivators vs Demotivators

17:03

Motivators

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Demotivators

1. _____
2. _____
3. _____
4. _____

When you go from your comfort zone into your danger zone, most people either withdraw or become hostile. Highly successful people become creative.

Emotional Handicaps

4:54

Procrastination
Guilt
Worry
Negativity

Attitudes Toward Failure

15:49

I never see failure as failure, but only as a _____.

I never see failure as failure, but only as the negative feedback I need to _____.

I never see failure as failure, but only as the opportunity to _____.

I never see failure as failure, but only as the opportunity to _____ and _____.

I never see failure as failure, but only as the _____!

The key to getting out of a slump is to G_____ O_____ Y_____ A_____.

Getting and Keeping Enthusiasm

9:53

1. _____

2. _____

3. _____

4. _____

5. _____

Daily Prescription for Success

3:54

Vitamin A: A _____

Vitamin B: B _____

Vitamin C: C _____

Vitamin D: D _____

Vitamin E: E _____

Proud to Be in Sales

3:22

Selling is the _____ of the _____.

Capitalism is based on _____, _____, and _____.

When you get someone involved in your product or service, you are _____.

Your goal should be to achieve _____.

DVD 11: Role Plays That Put It All Together

Business to Consumer — Intangible Product

20:00

Business to Business — Tangible Product

15:49

DVD 12: Tom's Worst Day in Sales

18:37

Champion Creed

I am not judged by the number of times I fail, but by the number of times I succeed. And the number of times I succeed is in direct proportion to the number of times I can fail and keep trying!

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