

**Maximizing Your Sales Activity!**

Steve A Klein  
**Professional  
Development Center**

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**Agenda**

- 1) Focus on Results**
- 2) Correct, Consistent Daily Activity**
- 3) Close the Gap**
- 4) Five-Step Reassurance**
- 5) Prospect**
- 6) Commit & Control Change**

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**THREE SALES**

In this order...

- 1) Yourself
- 2) Your Company
- 3) Your Product

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# FOCUS ON RESULTS

Activity x  
Behavior =

**RESULTS**

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**RESULTS** → **ACTION** → Think →



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→  → Think → **ACTION** →

**RESULTS**

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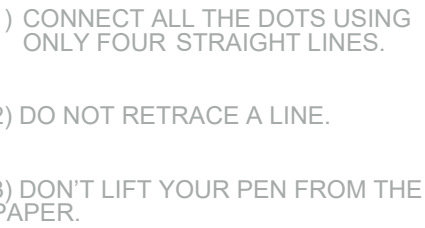
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**THINKING OUTSIDE THE SALES BOX**

- 1) CONNECT ALL THE DOTS USING ONLY FOUR STRAIGHT LINES.
- 2) DO NOT RETRACE A LINE.
- 3) DON'T LIFT YOUR PEN FROM THE PAPER.

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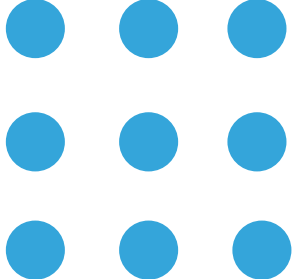
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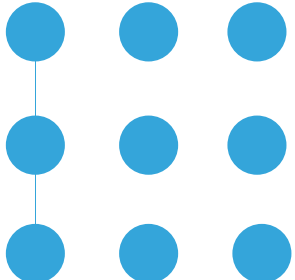
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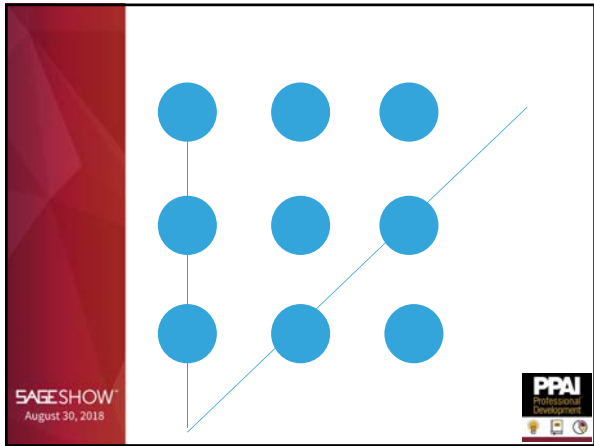
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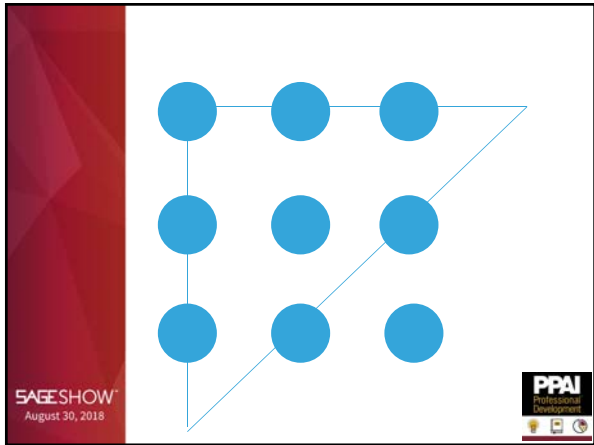
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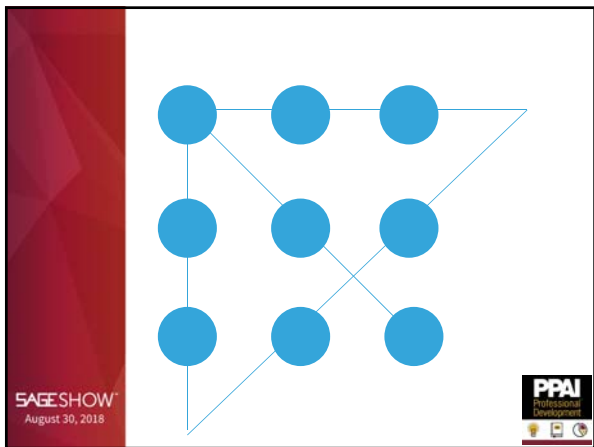
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**Tracking**

**Steps To Success**



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**CORRECT, CONSISTENT DAILY ACTIVITY**

<u>Activity</u>	<u>Points</u>
Sale	100
Negotiation	50
Presentation	25
Appointment Booked	10
New Prospect/Referral	5
Phone Call	1
<b>Total:</b>	<b>200/day</b>
<b>Bonus Day:</b>	<b>300/day</b>

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***"Successful people have simply formed the habit of doing things that failures don't like to do."***

— Albert E. N. Gray



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THE  
**SALE**

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REMOVE THE "GARBAGE  
CAN LID!"



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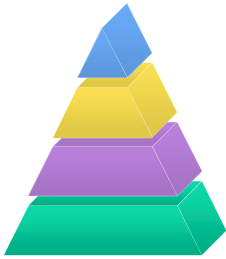
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**Finding the "Gap"**

Meeting  
Interview  
Presentation  
Negotiation



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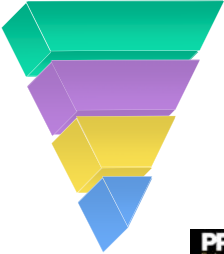
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## Finding the "Gap"

Meeting  
Interview  
Presentation  
Negotiation



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## THE PRESENTATION



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## THE PRESENTATION



Got  
Cost

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THE REASSURANCE  
(HANDLING OBJECTIONS)

*reassurance*

*noun*  
the action of removing  
someone's doubts or fears

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FIVE STEP REASSURANCE  
PROCEDURE

- ▶ 1) **Listen** carefully to the objection.
- ▶ 2) Acknowledge and **agree** with your prospect.
- ▶ 3) **Restate** the objection (negative) into a question (positive).
- ▶ 4) **Answer** the question.

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FIVE STEP REASSURANCE  
PROCEDURE

- ▶ a) Questions they have to **think about**
- ▶ b) Questions they don't have the **answers to**

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### FIVE STEP REASSURANCE PROCEDURE

- ▶ 1) Listen carefully to the objection.
- ▶ 2) Acknowledge and agree with your prospect.
- ▶ 3) Restate the objection (negative) into a question (positive).
- ▶ 4) Answer the question.
- ▶ 5) **Confirm** the sale.

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### THE NEW PROSPECT (GETTING REFERRALS)



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### THE NEW PROSPECT (GETTING REFERRALS)

**91% of customers say they'd give referrals.**  
**Only 11% of salespeople ask for referrals.**

Source: Dale Carnegie

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**THE NEW PROSPECT  
(GETTING REFERRALS)**

1) Referrals - Class "A" Prospect:

- ▶ a) has been referred to you by someone with influence
- ▶ b) has the money to buy
- ▶ c) has the need of or wants your product or service

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**THE NEW PROSPECT  
(GETTING REFERRALS)**

Major Questions - Who Do You Know...

- ▶ 1) ...owns their own business?
- ▶ 2) ...earns over \$100,000 each year?
- ▶ 3) ...manages people?
- ▶ 4) ...who's especially interested in developing their people?
- ▶ 5) ...who lives in...?

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**THE NEW PROSPECT  
(GETTING REFERRALS)**

Secondary Questions - Who Do You Know...

- ▶ 1) ...owns a manufacturing business?
- ▶ 2) ...wants to start a business?
- ▶ 3) ...has been in business over ten years?
- ▶ 4) ...has more than one location?
- ▶ 5) ...owns a franchise?

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**THE NEW PROSPECT  
(GETTING REFERRALS)**

- ▶ 2) Centers of Influence
- ▶ 3) Speaking Engagements
- ▶ 4) Social Media

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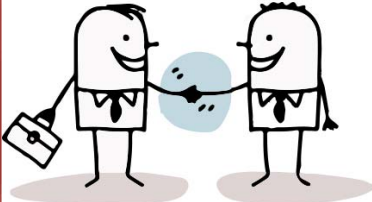
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**RELATIONSHIP MANAGEMENT  
(THE FOLLOW-UP)**



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**“THANK YOU” CARDS**

- ▶ 1) When was the last time you received a “Thank You” Card?
- ▶ 2) Who sends “Thank You” Cards?
- ▶ 3) Send “Thank You” Cards
- ▶ 4) Where to buy “Thank You” Cards?

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**QUARTERLY NEWSLETTER**

- ▶ 1) Develop your Client base
- ▶ 2) Write your Newsletter
- ▶ 3) Send your Newsletter
- ▶ 4) Bounce backs

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**The Power of Commitment**

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**CHANGE**  
*requires commitment*

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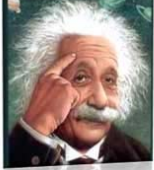
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# INSANITY™



*Insanity is doing the same thing, over and over again, but expecting different results* ~ Albert Einstein

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# INSANITY™

*"The things that you're not doing now, and that you should be doing, are the things that are costing you time and money."* – Steve A Klein

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# 10<sup>th</sup> MULTIPLE

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**10<sup>th</sup> MULTIPLE**

- ▶ 1) \$2,000
- ▶ 2) \$4,000
- ▶ 3) \$8,000
- ▶ 4) \$16,000
- ▶ 5) \$32,000
- ▶ 6) \$64,000
- ▶ 7) \$128,000
- ▶ 8) \$256,000
- ▶ 9) \$512,000
- ▶ 10) \$1,024,000

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**10<sup>th</sup> MULTIPLE**

- ▶ 1) \$2,000
- ▶ 2) \$4,000
- ▶ 3) \$8,000
- ▶ 4) \$16,000
- ▶ 5) \$32,000 = 3.2% Half-way
- ▶ 6) \$64,000
- ▶ 7) \$128,000
- ▶ 8) \$256,000
- ▶ 9) \$512,000
- ▶ 10) \$1,024,000

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**10<sup>th</sup> MULTIPLE**

- ▶ 1) \$2,000
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- ▶ 4) \$16,000
- ▶ 5) \$32,000 = 3.2% Half-way
- ▶ 6) \$64,000
- ▶ 7) \$128,000
- ▶ 8) \$256,000
- ▶ 9) \$512,000 = 90%
- ▶ 10) \$1,024,000

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**SALESPERSON VERSUS SALES CONSULTANT**  
 How Many Sales Calls Does it Take to Gain a Sale?

Sale Contact	% of Sales Sold
▶ 1st contact	1% (48.2% quit after one call)
▶ 2nd contact	2% (24.4% quit after two calls, 72.6% total)
▶ 3rd contact	4% (14.7% quit after three calls, 87.3% total - many prospects still have doubt, but begin moving toward buying)

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**SALESPERSON VERSUS SALES CONSULTANT**  
 How Many Sales Calls Does it Take to Gain a Sale?

Sale Contact	% of Sales Sold
▶ 4th contact	12% (12.7% continue – 1 out of 8, the average salesperson has long given up)
▶ 5th contact	81% (Only 10% make a 5th call)
▶ 7th contact	86% (The average buyer begins buying)
▶ 15th contact	94%(Only the most CONSISTENT salesperson ever gets this far!)

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**SALESPERSON VERSUS SALES CONSULTANT**

- ▶ Customers make purchase decisions based on REFERRALS, RELATIONSHIP and TRUST.
- ▶ You must demonstrate your **Commitment** to gaining their business!

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**motivation**  
*is what gets you started.*

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**commitment**  
*is what keeps you going.*

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**“Successful people** have simply formed the habit of doing things that **failures don't like to do.”**

– Albert E. N. Gray



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**MAKE A** Commitment



**RIGHT  
HERE  
RIGHT  
NOW!**

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**IF IT'S TO BE, IT'S UP TO ME!**

- ▶ You can't hire other people to do your pushups for you!



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**I'LL TRY = I WON'T**

“DO, OR DO NOT.  
THERE IS NO TRY.”

—Yoda



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“On the plains of hesitation bleached the bones of countless millions, who upon the very brink of success, sat down to wait...and while waiting, they withered and died!”

— George W. Cecil (March 1923)

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"I have a premonition that soars  
on silver wings.

A dream of your accomplishments  
and other wondrous things.

I do not know beneath what sky  
nor where you'll challenge  
fate.

I only know it will be high.

I only know that all of you will  
be great!"

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**Review Key Takeaway Messages**

- 1) Focus on Results**
- 2) Correct, Consistent Daily Activity**
- 3) Close the Gap**
- 4) Five-Step Reassurance**
- 5) Prospect**
- 6) Commit & Control Change**

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**THANK YOU!**

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