

The Ultimate Sales Machine, Chet Holmes

(1) Time management

Six main rules on time management:

1. Touch it once.
2. Daily lists of six important tasks.
3. Plan how long will each task take.
4. Assign time slots for accomplishing each task.
5. Focus on difficult first.
6. 'Will it hurt me to throw this away?'

(2) Regular training

- new-hire training = classroom teaching, policies, procedures
- constant improving and advancing
- repetition is the key
- technology training

(3) Effective meetings

- 3 p's: planning, procedures, policies
- workshops
- memos -> procedures binder -> training manual
- **10 steps to implement any new policy:**
 1. Get everyone to feel the pain.
 2. Hold a workshop to generate solutions.
 3. Develop a 'conceptual solution or procedure'.
 4. Leader/top talent personally performs procedure/task.
 5. Set a deadline for testing the conceptual procedure.
 6. Document step-by-step procedure/process.
 7. Have show&tell and role playing.
 8. Have another workshop on how to improve.
 9. Monitor the procedure directly.
 10. Measure and reward the outcome.

(4) Become a brilliant strategist

- strategy + tactics
 - setting the market's buying criteria
- the stadium pitch -> core story
 - only 3% are buying now
- **education based marketing**
 - USP (unique selling proposition) -> more outwardly focused (on the client!)
- collecting market data
- 'smoking gun' = position yourself above everyone else

(5) Hiring superstars

- always on performance -> commissions
- personality profiling: DISC tests: dominance, influence, steadiness, compliance (D&C for salespersonel)
- interviewing superstars: relax, probe, attack

(6) Getting the best buyers

- **educational seminars**
- DREAM 100 -> best potential customers
 - mail, follow-up call, continue for months
- dream affiliates
- life time value

(7) The 7 musts of marketing

1. Advertising.
2. Direct mail.
3. Corporate literature.
4. Public relations.
5. Personal contact.
6. Trade shows and market education.
7. Internet.

(8) The eyes have it

- **Rules for effective presenting:**
 1. Keep it simple, stupid.
 2. Keep it fast paced.
 3. Use 'wow' facts and statistics.
 4. Build in oportunitites for stories.
 5. Your presentation should be curiosity driven.
 6. Think of each headline as valuable real estate.
 7. Be confident but not obnoxious.
 8. Focus on them, not you.
- **Common mistakes presenters make:**
 1. Thanking prospects for their time or apologizing for taking it.
 2. Presenting with your hands in your pockets.
 3. Presenting from a sitting position.
 4. Being led around by your nose.
 5. Letting the materials upstage you or guide you.
 6. Keeping it totally serious.
- offer education 'what to look for'

(9) The nitty-gritty of getting the best buyers

Six simple steps:

- 1. Choose your dream 100.**
 - be clear on the criteria
 - create a database
 - target: the one who has the authority to say YES
- 2. Choose the gifts.**
 - cheap
 - useful, playful
- 3. Create your dream 100 letter.**
 - it should accompany every gift
 - strategic approach
 - short, brief
 - focus on the offer
- 4. Create your dream 100 calendar.**
 - a system for mailing every 14-30 days
- 5. Conduct dream 100 phone call follow-up.**
 - goal: schedule an appointment
 - how to get around 'gatekeepers'
- 6. Present the executives briefing.**
 - use market data
 - set the buying criteria in your favor
 - find the 'smoking gun'
 - hit their pain points
 - include pitch after the education

Pigheaded discipline and determination!

(10) Sales skills

Seven steps:

- 1. Establish rapport**
 - know as much as possible about the client
 - education builds rapport
 - establishing rapport: ask great questions, have a sense of humor, commiserate, be empathetic and care about them, find the common ground, mirror
- 2. Qualify the buyer (find the need)**
 - buying criteria
 - what the client is looking for in our product
- 3. Build value**
 - present core story
 - build value
 - targeted to the buyer
- 4. Create desire**
 2. market data
 3. intensifying the need
 4. make them uncomfortable, show them the problems
- 5. Overcome objections**

5. isolating the objection

6. Close the sale

7. Follow up

(11) Follow-up and client bonding skills

- **10 steps to great follow-up**
 1. Send the first follow-up letter.
 2. Make the first follow-up call.
 3. Share something amusing or of personal interest.
 4. Throw a party, share a meal, and bond like crazy.
 5. Send another fax/email/letter/card.
 6. Plan something fun that can include the family.
 7. Offer something to help their business.
 8. Send another fax/email/letter card.
 9. Offer more help to succeed.
 10. The ultimate follow-up: invite them to your home or be invited to theirs.

(12) All systems go

- what we think defines who we are
 - RETICULAR ACTIVATING SYSTEM
 - 'fake it till you make it'
- shortcut : before going to bed and right after waking up the brain is the most receptive
- goal writing
- measuring effectiveness: worksheets, contests

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