SALES FROM A - Z

Am I Cut out for a Career in Sales?

- What it takes to make it in sales

The Sales Process Simplified

- Get the Appointment
- The Customer Needs Analysis
- Making the Presentation
- Closing the Sale

Building Your Client List

- Taking your skills to the next level
- Delivering “Lagniappe”
- Creating a Partnership to Last

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What it Takes to “Make it” in a Sales Career

- Personal Discipline
- Persistence: Tenacity & Perseverance
- Rejection is not personal
- Self-Assurance (Self-Reliance) Self-Motivation, Confidence
  - Do you have a burning desire to do whatever it takes to ***make it happen***?
  - Only you can measure the desire you have:
    - How much pain can I handle?
    - How many problems can I put up with before I stop, go home and lay down?
    - Success is never final and failure is never fatal
- Enthusiasm is necessary
  - Positive emotions trigger sales, negative emotions destroy sales
  - Enthusiastic sales people have a superior performance regardless of circumstances:
    - They handle irate clients
    - They solve problems
    - They are happy
    - They forget the losses and move forward
- Learn Fears, attack & overcome – radiate confidence
- Education is constant, Hunger to Learn
- Good Communication Skills & Product Knowledge
  - Practice – Drill - Rehearse
    - Don’t “wing it”
    - Have a plan to capture interest
    - Collect objections, practice better responses – leads to quicker and better answers until they are second nature
      - No one ever became great in sales without first becoming great at handling objections

“Success is a journey, not a destination.” -Ben Sweetland

What it Takes to be GREAT in a Sales Career vs. What it Takes to be a MASTER SALESMAN

What it Takes to be GREAT in a Sales Career

- An uncompromising belief in their company, their product, and themselves.
- An ability to creatively distinguish themselves from their competition, and a sense of humor that builds deep empathy.
- A capacity to market themselves and an ability to maintain price integrity.
- Steadfast personal values and principles.
- Are trustworthy and passionate, aspiring to excel and be the best.
- Have exciting presentation skills, the ability to generate profits and loyal clients, and they sell for the love of helping others get what they want, rather than for the love of the money.
- Exude perpetual positive attitude and enthusiasm.

Anyone attempting a career in sales must at a minimum possess an unflagging desire to win, and a desire to make money!!

What it Takes to be a MASTER SALESMAN

- **The habit of rendering more service than is expected of him.** (Lagniappe)
- **Profiting by failures and mistakes.** The super-salesman experiences no "lost effort". He profits by all of his mistakes and, through observation, by the mistakes of others. He knows that in every failure and mistake may be found (if analyzed) the see of an equivalent success.
- **The Master Mind.** This principle means "the coordination of 2 or more individual minds, working in perfect harmony for a definite purpose."
- **A major aim.** The super-salesman works always with a definite sales quota, or goal, in mind and a definite time in which to attain that goal. He never goes at his work merely with the aim of selling all he can.
- **The Golden Rule applied.** The super-salesman puts himself in the "other man's shoes" and sees the situation from his viewpoint.
- **Enthusiasm.** The super-salesman has an abundance of enthusiasm that he can use at will. Moreover, he knows the vibrations of thought that he releases through his enthusiasm will be picked up by the prospective buyer and acted upon as if it were his own creation. Everybody likes an enthusiastic person, one with high spirits who radiates an atmosphere of good fellowship, high faith and lofty purpose.

Salesmanship is an art and a science and can be acquired by those with the will to acquire it.

"Wealth is not a destination… Wealth is simply a by-product of passion. You will become truly rich only when you learn to love what it is you do"

What it Takes to be a TOP BILLING Account Executive

At any given newspaper, only 20% of the sales team are successful because they don't give up after the prospect says:

- Business is good, I don't need any advertising.
- Call me in two months.
- Can you send me or fax me something?
- Newspaper is too expensive
- We're not doing newspaper this quarter.
- My budget is spent.
- I tried newspaper, and it doesn't work.
- We only do radio.
- We're going all TV and cable this quarter.
- Sales were soft with newspaper last month.
- No one came in from your paper.

The TOP BILLING AE's ask…. What if?

… then proceed to persuade the client/agency to see them because they have an urgent, compelling reason, and idea, a promotion to generate sales and customer traffic!

Research shows: ***(Which one are you?)***

- 46% of all AE's ask for the sale only once before giving up
- 24% ask twice for the order before giving up
- 14% are stubborn enough to ask for it 3 times
- 12% have the "cajones" to ask for the order 4 times
- **When the last 2% of those sales people who are brave enough to ask for the order 5 times or more, close the sale more than 60% of the time!!**

"Press on. Nothing in the world can take the place of persistence." -Ray Kroc

Characteristics & Behaviors Desired by Employers:
Resume Enhancers From This Job

- Enthusiasm
- Trustworthy
- Self-motivated
- Team worker
- Integrity
- Knowledgeable
- Focused
- Teachable
- Ethical
- Positive attitude
- Compassionate
- Ability to Communicate
- Willing to change
- Perseveres
- Dependable
- Fair
- Creative
- Flexible
- Hard Worker
- Loyal
- Ambitious
- Gets along with others

From "Build Your Own Ladder" by Tony Zeiss

Advice on Being Likeable: Six Ways to Make People Like You

- Become genuinely interested in other people
- Smile
- Remember that a person’s name, is to that person the sweetest and most important sound in their language
- Be a good listener. Encourage other people to talk about themselves.
- Talk in terms of the other persons’ interests.
- Make the other person feel important – and do it sincerely.

Are you a <u>SALES REP</u> or are you a <u>MARKET CONSULTANT</u>?

Office of Student Media
ADVERTISING

Prepared by Kodi L. Wilson for use by LSU Student Media

What's the difference between a Sales Rep and a Market Consultant?

Sales Rep	**Market Consultant**
Think short term	Think long term
Are considered sales people	Are considered experts
Ask forced questions	Ask deep probing questions
Think, "What's in it for me?"	Think, "How can I help?"
By Jeffrey Gitomer, author of the Sales Bible	

Which are ***<u>you</u>***?

What type of sales person do you strive to be?

Success is not the result of spontaneous combustion.

You must set yourself on fire.

- Reggie Leach

Presented by Kodi L. Wilson, Director of Advertising/Underwriting & Marketing, Louisiana State University Office of Student Media

You only get ONE CHANCE to make a FIRST IMPRESSION


Say Goodbye to Business Casual...





72%

of customers prefer to deal with sales or marketers wearing a business suit.

www.tradeshowresearch.com






DRESS FOR SUCCESS

The Daily Report (by Baton Rouge's BusinessReport.com)
June 19, 2008

A survey of employers shows that 41% of companies say that people who dress better or more professionally tend to be promoted more than others.

The *CareerBuilder.com* report says the financial service industry puts the most emphasis on professional dress, with 55% stating that the better clad are promoted more.

Thirty-five percent of the employers surveyed say they have had to send workers home to change clothes because of inappropriate dress.

Do you LOOK like you can handle $20,000?

- Remember, you have the odds already stacked against you
  - 30 other media reps are calling on them every week
  - They already have a stereotype of who you are as a college student
- Put the client at ease that you are a professional who can responsibly handle their investment

What it Takes: Kodi's "nuggets"

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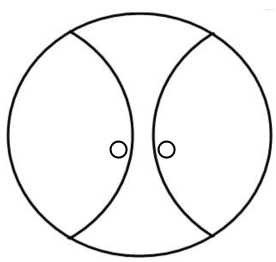
- Prospecting NEVER ENDS
  - Places to prospect
  - Set success goals for this area
  - Prospecting for Customer Needs will set you up for success
- The secret to success: **S.T.P.**



- The most popular girl in school is a triple-threat: DDD
  - D
  - D
  - D
- Sell to people who can buy
- Follow-up or Fail
- Buy or Die
  - *"When one door closes another door opens; but we often look so long and so regretfully upon the closed door that we do not see the ones which open for us". -Alexander Graham Bell*

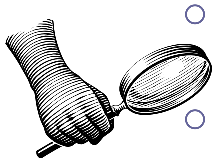
#1 Sales Simplified: Get the Appointment

- **Call your prospect to see who you should be calling on or asking for**
  - You can call and say something like, "I am ___ with ___ Student Media and I was updating our files. Can you please tell me who handles the marketing or advertising decisions there?"
  - Check the file for contact info
  - Ask the old rep or the rep who handles the account for another medium
  - **DO NOT try to sell over the phone**
- **Drop by with enticing pieces to interest the customer and ask when it would be a good time to meet**
  - Something simple like a promotion that would suit the client well with your card stapled to it – I DO NOT RECOMMEND you drop by a rate card the first visit.
  - Acknowledge that you are dropping by unexpectedly, and that you would appreciate 20 minutes of their time to better understand their business (who doesn't like to talk about themselves??) It shows that you appreciate and respect their time
- **FOLLOW-UP!!**
  - If you don't set an appointment that day, you shouldn't have wasted your time
  - Give them the choice of A or B date or A or B times, make them choose a slot

Sales Simplified: The Customer Needs Analysis (CNA)

#2

- **You should do some research on the industry or the client prior to the first or second meeting**
  - Check for articles on them in places like the local Business Report Journal or the Daily Report online
  - Check the research file drawer for industry information & articles that the customer may also find helpful
    - I created one, your team can create one by collecting information from various industries or from advertising websites and newsletters



- **The first meeting is simply a Customer Needs Analysis**
  - This should be your PRIMARY FOCUS in this meeting
  - Find out what their overall company goals are
  - Find out who their customers/audiences and target customers are
  - Ask questions about past advertising: What worked, what didn't, how much budget, and who makes the final decisions
    - If you are not meeting with the final decision maker, your second meeting should include that person, and always from thereon out – "Don't take a no from someone who can't give you a yes!"

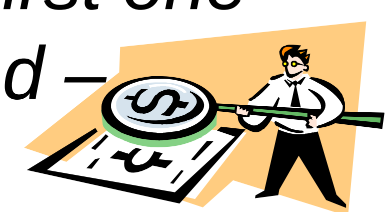
- ***POSSIBLE* promotion presentation**
  - If you are confident that you have something the client NEEDS, then you can leave behind your information on the promo or sale
  - Otherwise, just leave the rate card
    - Give a VERY brief overview
    - Get the SECOND appointment for the SALE

The Customer Needs Analysis (CNA)

- Find out what people need
- Find out what people want
- Finding out the above, will set you up to be a problem-solver. Be your client's SOLUTION. Do their work for them. Make their life easier. Be their ONE-STOP-SHOP!

- The morale of the story:

  Someone someday is going to uncover your client's real need(s), and when that happens, all other buys will decrease or go away. Think of it as a race… the first one to give them what they need – WINS THE MONEY!!



A Sample of Key Client Questions

The Customer Needs Analysis (CNA)

CLIENT: ____________________

BACKGROUND:
What Products do you sell?
What do you offer that your competitors don't?
What makes you unique?
What is your product's best feature?
What are the biggest misconceptions people have about your business?

YOU VS. THE COMPETITION
Who are your competitors?
What is their largest competitive advantage?
What is your single greatest competitive disadvantage?
What is the #1 reason people should shop you vs. the competition?
What are the benefits from buying from you?

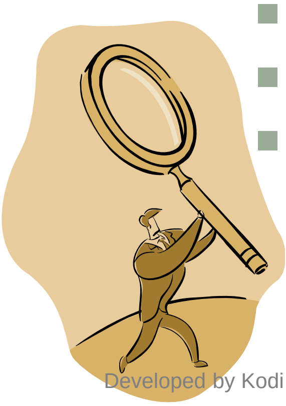
YOUR GOALS:
Who is your target market – who are your customers – who is it you are trying to reach?
What demographic do you currently reach?
Sex, Age, Income, Education, Geography, Blue/White Collar
Is there a demographic you would *LIKE* to reach, but currently are not?
What do you want the general populations to think of your service & product?
Do you have a message?
What are some of the things you like/dislike about current advertising programs? (Strengths, Dislikes)
What seems to work the best for you? What's your biggest success?
How did you determine that?
What is your biggest disappointment?
What are your goals – what specifically would you like to achieve?
Do you have any special events or promotions?
What are your expectations from event marketing?
What other media are you considering?

What is your #1 need today?
If I want to be a hero in your eyes, six months from now, what do I have to do?
What would make you a hero in your company?
If I could wave a magic wand & create the "perfect" event, just for you, what kind of an event would that be?

Taking it to the Next Level

The Customer Needs Analysis (CNA)

- Do you have more important times of the
  - day
  - week
  - month
  - year
- When do you set your budget for next year?
- What is your fiscal year?
- Do you have any new product intros coming up?
- Are there any national promotions your company is conducting that you would like to be able to take better advantage of locally?
- What are your strengths/weaknesses?
- How do you measure success?
- **What other departments might have money available to fund community events or marketing efforts?**
  - PR
  - HR
  - Marketing
  - Community Relations



Have I Uncovered a REAL NEED?

- You have conducted your CNA and your prospect tells you the need is:
  - “need to increase sales”
  - “need to drive more traffic”
  - These are vague, generic wishes that are not real need
  - Even “client needs a concentrated advertising campaign” is a potential solution, but not a real need

Here are some criteria to help you distinguish **real needs** from ‘vague hopes’ or from ‘solutions masquerading as needs.’

Real customer needs:

- Don’t include the words “newspaper”, “radio”, “internet” or any media jargon
- Rarely have anything to do with advertising
- Are always expresses from the customer’s viewpoint, using the customer’s choice of words, and customer’s trade or business jargon
- Are so specific that no other customer of yours is likely to have the very same need

Dig deeper and deeper until you uncover your client’s real needs. Then when you have exposed them, you can craft a tailored solution that will get results and set you apart from the pack of media sellers you compete against.

Remember, one day someone will uncover a customer’s real need, and when that happens, the one who can uncover it and provide a solution will **WIN THE MONEY!**

#3 Sales Simplified: Making the Presentation

- **You should do some research on the industry or the client prior to the first or second meeting**
  - I’m saying it again because some of this research can help support your proposal

- **The SECOND meeting will recap what you went over in the first meeting and you will present your best options, as a result of your findings & any research**
  - Show them the package you have prepared that will meet their needs
  - Demonstrate how this package will meet their needs or stated objectives
  - Involve your client in the demonstration – have them point out what they like better, black & white or color, a 2 x 3 or a 4 x 4, or price vs. price…(involvement = ownership)
  - Did you bring a spec ad (or two)?
  - ***See “Creating A Winning Sales Proposal” handout***



Sales Simplified: Creating a Winning Sales Proposal

Once you have an appointment to make a proposal, be courteous to your client, and keep your proposal to within the guidelines set below. When setting the appointment, let them know you will keep your presentation to 15 minutes or less.

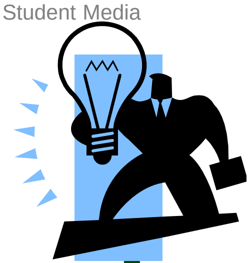
When creating a winning proposal, it needs to be clear, concise, and presented to your client inside of 15 minutes. *Remember that **repetition** is the mother of all learning.*

Your proposal should include the following points:

- Budget and Overview
  - What is the overall cost of your recommendation?
  - What is the customer's budget & needs?
- Objective & Strategy
  - What is the goal of the proposal as it relates to the customer's needs?
  - What will the proposal do to meet the objective?
- The Plan
  - How will the proposal meet the objective – list the specifics here
  - What is the timeline for implementing your recommendations?
- Closing Arguments & Review
  - How will your recommendations benefit the customer?
  - Summarize the benefits (not features) of your proposal
- ASK FOR THE SALE!
  - If you have done the first 3 steps and don't ask for the sale, it was all for *nothing!*
  - See additional tips for #4 on the following pages…

#4 Sales Simplified: Closing the Sale

- **You should always ask for the sale after making the presentation**
  - You may not get a decision, but you just might!
  - If they need to "think about it", ask them if you can follow-up with them in a few days on a specific date
  - Clarify to be sure they don't have any questions about what you have presented.
- **FOLLOW-UP!!**
  - You can always test any objections by asking, "What part of this package do you not see as a good value?" If they can't think of a good answer, you can follow-up with, "If you see it is a good value for your company, then how can I get you to sign off on it?" ("Is there anything I need to change?")
    - A lot of times you will uncover the REAL reason for not making the sale, and it allows you to SAVE IT instead!!
  - Be persistent and make sure you follow-up when you say you will and ask for the sale



Sales Simplified: Selling with the Spec Ad

- Spec Ads are ideal to use on closing presentations. *Bring two so the customer is not limited to saying 'no' to your one idea.*
- Spec ads make you more than just a number.
  - On a weekly basis, an average prospect/client sees or speaks on the phone with an average of 28.6 salespeople. *Will they remember you?*
- The spec (creative idea) is the emotional connection to the presentation.
  - Remember, we said the sweetest words in any language are a person's own name/business rolling off the tongue of someone else!
- All reps who want to be STELLAR will adopt this tool and fast.
- **Closing ratios of sales forces that are required to do spec ads, is 60%.**
  - That's **40% over** the normal closing ratio in the industry
  - One particular sales force that adopted this as required practice, paced **93% ahead** of the previous year!!!

Selling Success - Using the Spec Ad

Client Profile: A Deeper Look at "Tattle Tales"

Tattle Tales was a new store that opened two years ago, and the owner was really unsure if the advertising dollars spent in our products would really be a good investment. The sales rep, Stephanie Mitchell (*now with Baton Rouge* *Parents magazine)* took the opportunity to win the client over by using a spec ad.

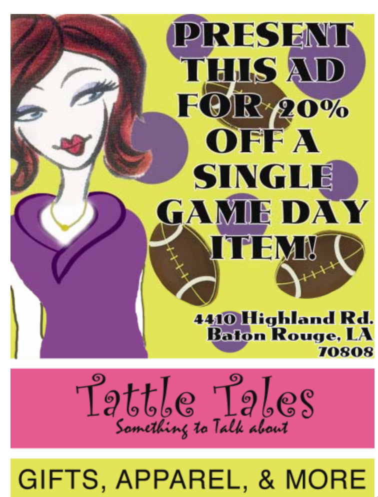
The customer liked the spec ad so much, they have used the same type of ad in every aspect of their campaign, making the sales rep and designer "victims of their own success". I only say this because of the impressive work by our designers, the client has asked the impossible, but our staff continues to deliver quality images for use in their ads. If you look at any of their ad, you will see the same main "character" in each ad.

You too should use a spec ad to win over a client who is waning on making a decision. Usually, what I have found, is that local store owners will buy an "idea" from you, and if you can provide them with an image you have painted for them, sometimes it's all you need to turn a prospect into a client.

In their first year, Tattle Tales spent less than $160 with Student Media, and the new sales rep, Kristen Morrison has increased their account to $1,310 in 2007.

Come brainstorm with a designer or manager if you need ideas for an ad - we are all here to help!

Newer Ads:



Sales Simplified: Words to Avoid & "The Replacements"

~~COST or PRICE~~

- Value, Valued at
- Available, Available at
- Offered for, Offered at
- Worth

~~DOWN or MONTHLY PAYMENT~~

- Initial Investment
- Monthly Investment

~~CONTRACT~~

- The Agreement
- The Paperwork

~~SIGN~~

- OK the Paperwork
- Approve the Form
- Authorize the Agreement
- Endorse the File Copies

~~BUY~~

- Own
- Sponsor
- Support

~~SOLD and SELL~~

- Happily Involve
- Acquired (bought, ordered, purchased) through me
- Help Obtain
- Counsel or Consult
- Worked with me on the arrangements
- Aid (or assist) the buyer by eliminating difficulties
- Providing expertise or Supplying Vital (useful) information
- Had the honor (privilege, pleasure, challenge) or acting as agent – representative - intermediary
- Develop the opportunity
- Worked out the details

~~PITCHES and DEALS~~

- Hear the customized presentation I've developed for your company
- Participate in the demonstration
- Get involved in the wonderful opportunity we have for you

Quit Wasting Time with Worthless Follow-ups;

How to know who to pursue, and what to do to close them

Separate the movers from the "slugs." For those prospects telling you, "We're just not in a position to do it now," ensure that's a valid reason, and not a polite way of blowing you off—which if often is. Here's a way to figure out if they really are a prospect and worth following up.

- **Verify They're a Prospect.** "I see. Let's talk about that. So you're saying that you're interested in doing business together, but there's something that makes now a bad time?" If they affirm that they are interested, proceed with the next steps. However, they might confess that there really isn't much potential to work together. If that's the case, at least find out why.
- **Find out when the timing will be right.** Get them to tell you when you should reestablish communication. "Ok, when do you want me to call back so we can resume our conversation?"
- **Confirm they'll buy.** Get commitment they will buy at the time they provide you. "So in 3 months when I call back you'll be in a position to move forward, right?"
- **Find out why that's a better time.** There must be a reason that the future will be more opportune time. Find out. "What's going to happen between now and then that'll make the 3rd Quarter a better time?"

By following this process you narrow down the pool of prospects you're pursuing long-term.

But what about those who are just too qualified…those who could do business with you, but choose not to right now? There are your "projects", your dream prospects, the ones that could really make your year—or your career. Everyone needs a few of these to stalk. Pick out several choice ones.

The ones who are not great prospects for you today (too small, not qualified) but could very well be in the future. (Microsoft and Dell were small companies at one time.)

Let's review; following this process, you would now have in your longer-term follow-up files:

1. **Qualified prospects who can and will buy from you at some future date.**
2. **Dream prospects who will make your year if they ever hit.**
3. **Prospects (or low-volume customers) you're nurturing along, ready to be there for them when breakout occurs.**

As a wise manager of your personal time, you know you can't have these prospects/customers in your regular cycle of calls, nor should you. But you DO want to make sure that you are keeping your name and capabilities in front of them.

Build Your List: Deliver More Than Expected "Lagniappe"

LAGNIAPPE is a Louisiana creole term meaning "a little extra"

Surprise your customer with Lagniappe!

- Give them a little more than they expect
- Surprise them by giving a little more than the competition (see the last two pages)
- Invest in hand-written thank you notes to your customers
- Smile and greet them warmly
- Turn a problem into a a LIFETIME CUSTOMER with courtesy
- Admit your mistakes and correct them quickly, go out of your way
- Go out of your way to give "a little extra"

Build Your List:
Taking it to the Next Level with Lagniappe

CREATE A PERSONAL "Stay in Touch" program to complement your calls

- Define your customer categories
- Automate your follow-up
- Plan & Execute your communications. **.** You want to be perceived as someone special…someone who adds value. You want them to think of you first
  - Continue to alternate providing them with information, and calling them for an appointment. Don't stop until you either get in to see them or you've exhausted the prospect as a possibility.

Ideas on how to reach them at a personal level.:

- Newsletters, special reports, or other information that provide useful content, with a subtle underlying sell message
- Articles you clip that would be of interest. Everything you read should flow through your "Who else would be interested in this?" filter
- Post cards
- Handwritten notes
- Birthday cards
- Other holiday cards, or even cards for no particular reason
- Special items for very select proposals
- *None of these can replace keeping in touch by phone and in person!*

Find out what your prospects' and customers' passions are and that transcends business.

Build Your List:
Effectively Using Telephone Communication to “Keep In Touch”

Call with a purpose. DO NOT call prospects and customers and use any of the following:

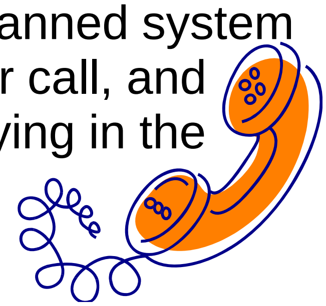
- “Calling to check in with you and see how it’s going…
- “Wanted to touch base and see if anything’s changed…”
- “Hadn’t talked in a while and thought I just give you a call…”
- “Just wanted to call and see if you’re ready to do something now…”
- “Was wondering if there was anything you needed…”

These are nuisance calls.

Here are a few other phrases you could use:

- ✓ “I saw some interesting news the other day and thought you’d like to hear about it…”
- ✓ “I was thinking about you…”
- ✓ “When I saw the new service we just introduced, you were the first person that came to mind as someone who really could save some money with it…”
- ✓ “Wanted to be sure you’re familiar with some new developments in the industry that might have an effect on you…”

Be selective about who you follow up with, have something valuable to say every time you call, and have a planned system for staying in contact with them complements your call, and you’ll find more of your longer-term follow-ups buying in the short term.



Build Your List:
Taking Your Sales Skills to the Next Level

- We are in the business of numbers. Sales is all a numbers game. Do you know your numbers?
- Change your attitude and ways of thinking about "prospecting".
- You are not paid by the sale, you are paid by the contact. *Example:*
    - Each sale you make averages to about $100
    - For every 10 prospect you see, you will make 1 sale
    - Therefore – every contact you make is worth $10.
    - If you can adopt this kind of thinking, it really will help you get excited about prospecting, and getting the "no's" out of the way to make room for the "yes's" you know you have coming!
    - Knowing this ratio will help you strive to improve your closing ratio
- More ratios for a champion to know:
    - Prospecting calls/per hour spent
        - We can be ingenious at finding ways not to prospect when we don't block out the time to do it. Self-discipline is strongly needed here.
    - Prospecting calls/appointments made
        - The rough average here would be 10:1 (10 prospecting calls to get 1 appointment)
    - Appointments/Sales *(10:1 is a rough average)*
    - Hours worked/money earned
        - How you use your time determines how much you pay yourself (per hour)
    - Prospecting call made last month/income earned this month

Presented by Kodi L. Wilson, Director of Advertising/Underwriting & Marketing, Louisiana State University Office of Student Media

Build Your List:
Ideas to DOUBLE your ALE this year

1. Every time you walk through your prospect's door, you should have 2 ideas to present, no matter how simple or complex.
2. Be out on the streets between 10 am and 4 pm making face to face scheduled appointments and first-time contacts through cold calls. Prepare written proposals and spec ads outside of these hours.
3. When you're on the second call, or beyond, try several trial closes. You have nothing to lose.
4. Never say "no" to a customer. Everything is negotiable.
5. Buy into the fact that every "no" gets you that much closer to a "yes".
6. Be obsessed with measuring your key ratios—closing ratio, average order, pacing toward goal. Formulate appropriate strategies, and strive for improvement daily.
7. Hold yourself accountable for your own actions. Let nothing stand in your way of success. When you're justifying non-performance with excuses, give yourself a good talking to.
8. Recognize that 40% of all sales are made because of the relationship with the client. Do things that will actually make a difference with your retail clients.
9. Schedule the bulk of your appointments for the beginning of the week, Monday & Tuesday. That way if someone cancels, you can still make it up during the week.
10. Make calls on new, direct businesses on 2 Saturday mornings per month. That's when hidden owners appear behind the counter.
11. Be ready to work 20+ hours every week. Remember, this is not hard work, but you have to work hard (smart)!
12. Ask for the order every 5th time your prospect blinks. You'll have better eye contact, and will ask for the order more often.
13. Change your presentation every time you return to the same client. If you want them to change their answer, change the offer or lose them.
14. Send the client something in writing with your name and paper logo on it at least every other week or once a month. Keep top-of-the-mind presence.

Build Your List:

Ideas to DOUBLE your ALE this year *cont.*

15. Take the client some home-baked cookies or muffins, even if they took you 15 minutes to make and they were "ready to bake", your client will appreciate the fact that you took the time to do something personal for them.
16. Determine 10 Solid reasons that someone should invest in your paper. Commit them to memory. Believe in them. Be able to emphasize power words and points.
17. Pick a product category, become an expert, then use your first sale to get others.
18. Implement the "left/right" rule. After every presentation, make a quick contact with the business on the left and right of your prospect. *This is part of working* ***smart****, not* ***hard.***
19. Make the copier a tool by copying competitive newspaper ads at 85% of the size they appear. Then ask prospects if that copy is their newspaper ad. When they say "yes" show them the real ad and explain how a 15% reduction makes virtually no difference, but saves them money which can now be reallocated towards your paper.
20. Ask your client how much it would be worth to solve their biggest problem, then make sure you ask for at least that much in your proposal, and remind them they said it was worth it!
21. Blow up your prospect's logo and use it on the front cover of your proposal. This will surely arouse their emotions and get them into the mood where they'll want to buy something.
22. Ask questions of your clients that will help identify where they're weak. Determine where their pain is and concentrate there. If you pinpoint their insecurities and vulnerabilities, they'll be more apt to invest since you show them potential solutions to their problems.
23. Remember that your best customer is everyone else's best prospect. It's easier to keep customers than get new ones, so take care not to take for granted your current clients. Right when you think you have total control, that's when you don't.
24. Celebrate victories, but never relax. You can only coast one direction—downhill.

THANK YOU!!!!

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