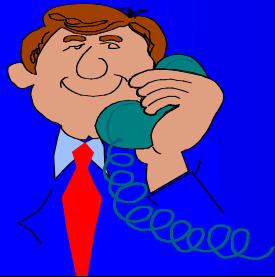


Strategies for Attracting High-Payoff, Long-Term, Repeat Clients

Presented by Paul S. Goldner
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888-HOTHOT-3
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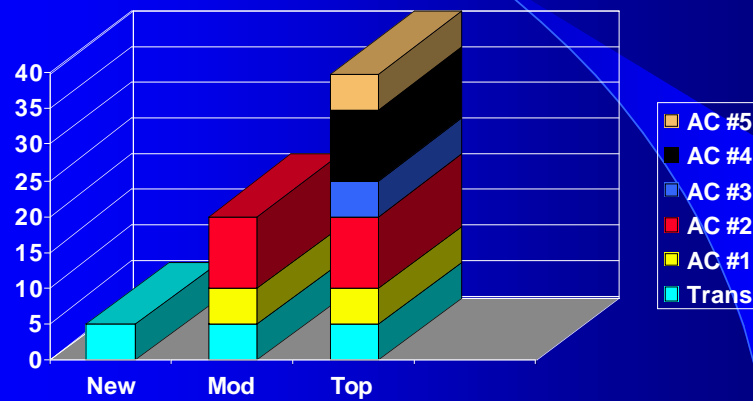
*Prepared especially for
SpeakerNet News*

Group Exercise

- You are a professional speaker/trainer
- You have just hired your Paul to sell and market your speaking services
- You obviously want your new hire to do very well
- What advice would you give him/her?
- Share your results with the group.

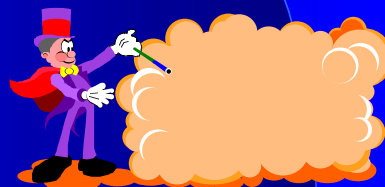


The Secret of Top Performers



Why the Secret Will Work for You

- Your return on investment equals the value of a sale divided by the time invested in the sale
- Time invested tends to vary less than potential reward
- The time in the day is fixed. Your goal is to maximize sales within the time allotted
- In order to be successful in sales you must focus your efforts



How to Formulate Your Target Market

- Is there a demographic that best measures buying potential in the speaking business?
- Is proximity to your business important to measure likelihood of purchase?
- Are these demographics measurable?
- Are they easy to obtain?



How I do it!

- Demographic – Employee count
- Is proximity to my business important – Yes
- Easy to measure - Yes
- Easy to obtain – Yes, www.Hoovers.com
- Set lower boundary so that number of accounts is manageable by you (I use 100 employees)
- Divide list into three parts, A, B, & C such that the resulting number of account is roughly equal in each category
- Set call goals for each category of account (I use A=1C/4M, B=1C/6M, C=1C/Y).

How will you do it!

- Demographic – _____
- Is proximity to my business important – Yes or no
- Easy to measure – Yes or no
- Easy to obtain – I will get my list from _____
- *My lower boundary is _____
- *My A boundary is _____, my B boundary is _____, my C boundary is _____
- *My A call goal is _____, my B call goal is _____, my C call goal is _____.

* To be completed after you get your list.

The Three Outcomes of a Phone Call

- You get the appointment
- You speak to the decision maker yet do not get the appointment
- You get voice mail or a secretary



Getting the appointment

- Step I - Have a meeting with the decision maker
- Step II - Develop a proposal
- Step III - Win or lose a sale
- Step IVA - If you win, provide exceptional service and expand your account penetration
- Step IVB - If you lose, place the prospect back into the prospecting cycle



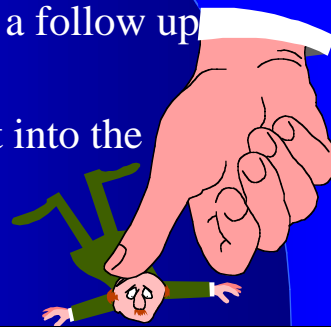
Not Getting the Appointment

- Step I - You have received an objection
- Step II - Try to overcome each objection twice.
- Step III – Consider sending a follow up letter
- Step IV - Place prospect back into the prospecting process



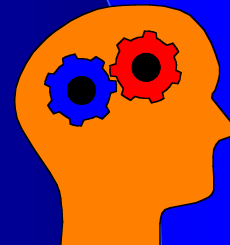
Getting a Gatekeeper

- Step I - Verify you are working with the decision maker (if possible)
- Step II - Leave a detailed message
- Step III – Consider sending a follow up letter
- Step IV - Place the prospect into the prospecting process



Understanding the Prospecting Process

- Most sales take place after the fifth call
- Most sales people quit after the first
- Prospects buy for their reasons, not ours
- Most sales people sell for their reasons, not the prospects

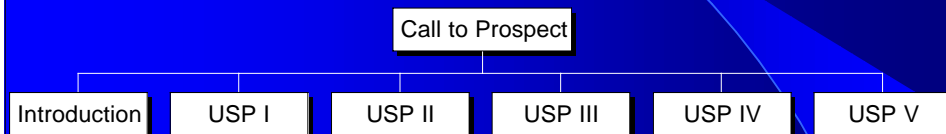


Our Unique Selling Points

- Our Performance Plan™
- Our OnePoint Program™
- Our Blended Learning Strategy™
- Our Complete Business Solution™
- Tangible bottom line results



The Business Development Cycle



The Business Development Cycle

