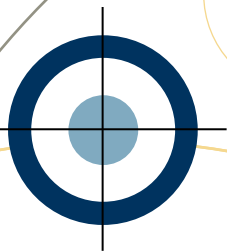




ON TARGET



# 16

## Proven Strategies for **Winning New Sales**

*From time-to-time, FCM includes guest contributors to its expanding library of helpful information and knowledge in advertising, marketing, sales and research.*

*This presentation reviews proven techniques and attitudes that will help sales people win new sales.*

*Our presenter is Darrell Hill, D.G. Hill Associates, a nationally known sales trainer and consultant.*

*“unless you try to do something beyond what you have already mastered, you will never grow.”*

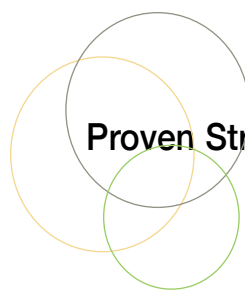
> *By Darrell Hill*  
FCM

In the battle for awareness don't get caught unarmed.™

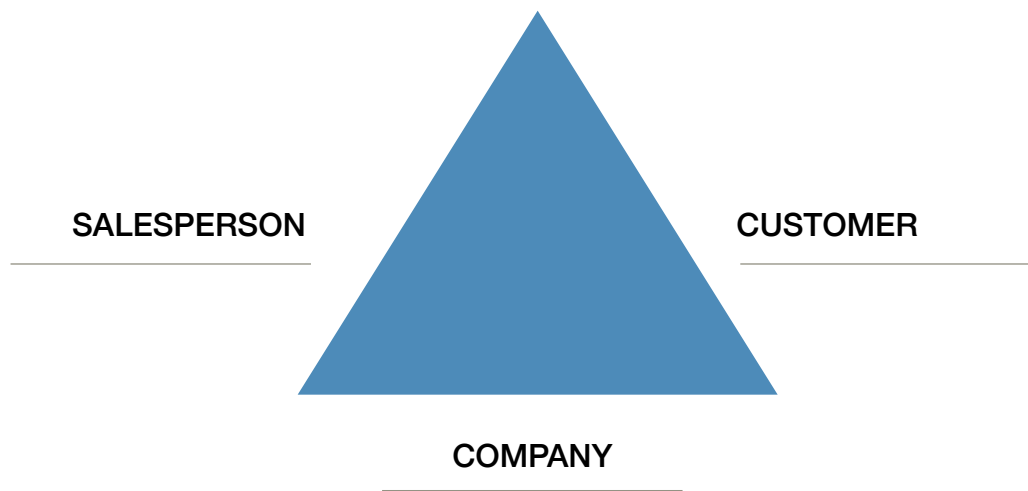
|Concepts |Designs |Strategy |Planning

Print / Brochures / Direct Mail / Sales Promotions / Web Sites / PR / Radio / TV

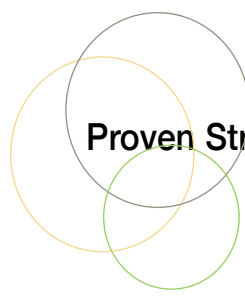
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## "Develop a WIN, WIN, WIN business relationship."



- What does each want?
- What does each owe the relationship?



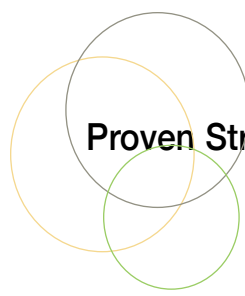
## **"Focus a greater amount of your time on selling activity."**

- Are you consciously aware of how much time you spend selling each day?
- Are you "face to face" with key buyer influence consistently?
- What can you get rid of to improve your quality selling time?

### **Things I can get rid of - starting TODAY!**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

*"Selling is 90% preparation and 10% presentation."*

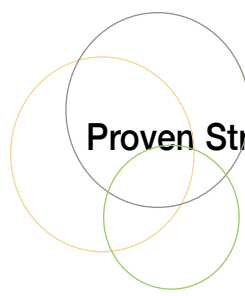


## “Expand the depth and breadth of contracts, contacts, and product offerings in all High Potential Accounts.”

- List five accounts and list two people in each account you should meet and what two value-added programs you can sell them.

ACCOUNT	TWO NEW PEOPLE	TWO NEW PROGRAMS
1.	1. 2.	1. 2.
2.	1. 2.	1. 2.
3.	1. 2.	1. 2.
4.	1. 2.	1. 2.
5.	1. 2.	1. 2.

*"It takes courage to push yourself to places that you have never been—to test your limits—to break through barriers."*



## **“Develop strategic partnering as a process with vendors, members, and friends.”**

- List key activities that will make a difference in your relationships.

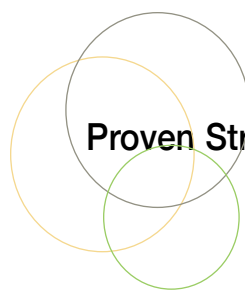
**IN:**

**1. Shared Values**

**2. Purpose and Vision**

**3. Maximum Support**

*“The key to partnering is creating and consciously thinking of establishing mutually beneficial relationships”*

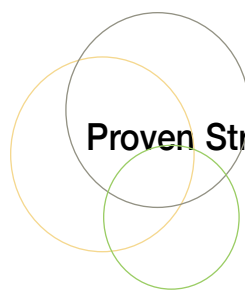


## **"Manage your Account Information Base more effectively and efficiently."**

- List those things that you should have in a Customer Information Base

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

*"The harder you work, the luckier you get."  
Gary Player*



## "Have a clear understanding regarding the product lines your company wishes you to focus on."

- List the top ten products you sell by Present Dollar Rank vs. what management wants you to sell.

Rank by sales volume-the programs you now sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

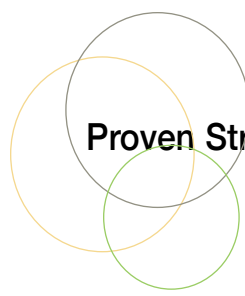
Are they vulnerable to competitors?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Rank by priority the programs you think your management wants you to sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

*Is there clarity in your company regarding what products you should be selling?*



## "Develop clarity on Profit Contribution of your top value-added programs."

- List your key product lines by Profit Contribution to you and your company.

Rank by profit contribution

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

In your territory, does long term growth look good? Yes or no.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

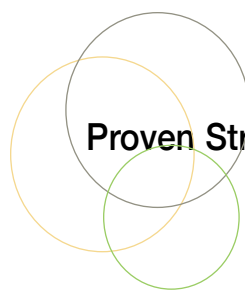
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*'You can only have two things in life, Reason and Results. Reasons don't count.'*





## **"Be able to generate Value Added Ideas for each major member."**

- List 10 Value Added ideas that will help impact your business.

### **Interpersonal**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **Business**

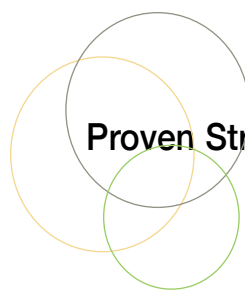
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### **Create Your Own**

7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

\* Good service is not Value Added...Become a Value Added Sales Professional.

*"Value Added means exceeding expectations."  
"Value Added means giving your customers something they don't expect."*



## "Look for the Best Solution, don't look for the Adequate Solution."

- Describe a situation where you delivered more than the client asked for.
- What are clients looking for in a contract offering?
- Why should they do business with you?

Reasons Why

Benefit

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

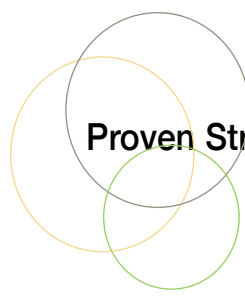
4. \_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

*"Success is simply a matter of luck.  
Ask any failure."*

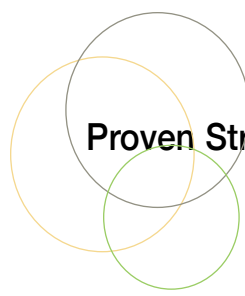


## **"Develop a business relationship with top executives in all major accounts."**

- List ways to do this and why.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

*Take Risks! "The biggest risk in life is not risking."*

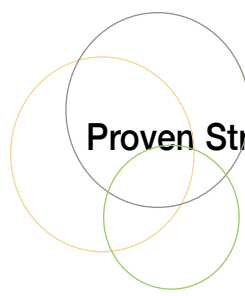


## **"Have a written plan for each sales call."**

- List the critical steps to cover in your written plan.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

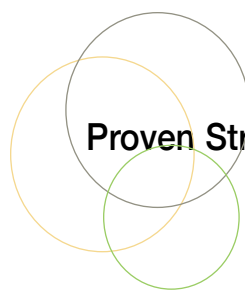
*"If you've made up your mind you can do something,  
you're absolutely right."*



## **"Develop a Belief System that always allows you to win."**

- What is your Belief System programmed for?
- Do you have great products?
- What is your Belief System saying about your company?
- Do you believe you can increase your income substantially next year?
- Do you take risks with new clients consistently?
- Does your Belief System say you are at the top in your profession?
- Do you believe you will win when you attempt the sale?
- Do you have a great sales territory?
- Are you comfortable with your present income?
- Do you believe your customers feel good when you call on them?
- Do you know you cannot fail?

*"They can because they think they can."  
— Vergil*



**“Use leverage to maximize sales effectiveness.”**

- List your top three clients.
- List five ways to leverage the account relationship.

Account

Ways to leverage account

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

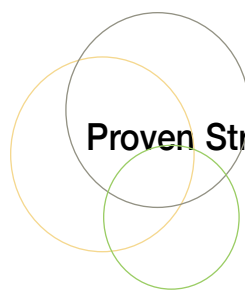
3. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

*"Less effort creates more results."*

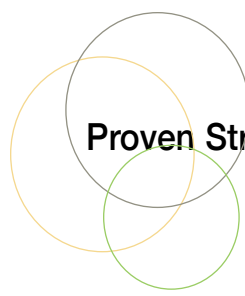


## **"Develop a strong relationship with all group influences in your market."**

- Groups are my friends?
- Philosophy in groups are my enemy.
- Where are the opportunities?
- List five ways to work within groups.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

*"They're not what they seem,  
They are what they are."*



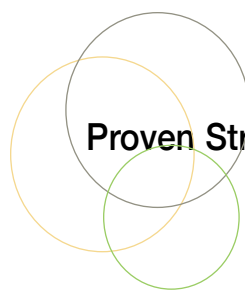
## **"Develop a Long Term thinking process for yourself regarding your business."**

### **LONG TERM ISSUES:**

- **Customers-How many do I have a good relationship with?**
- **Company-Are they focused for growth?**
- **Market Changes-Do we have good action strategies?**
- **Income-?**
- **Peer Group-Do we help each other?**
- **Repeat Business-Is it vulnerable? What's your strategy?**
- **Referral Growth-How is it? Are you growing?**
- **Purpose of Selling-What is my purpose? Mission?**

*"The will to win is worth nothing unless you have the will to prepare."*





## **"Under commit and over deliver in all dealings with customers."**

- List situations where you have done a good job but couldn't deliver results.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
8. \_\_\_\_\_
10. \_\_\_\_\_

*"People forget how fast you did a job—but they remember how well you did it."*