

Sales Mastery®

'Lead the Pack Sales Training'



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Howls are a complex form of wolf communication that can send many kinds of messages. What messages are you sending when you are communicating?

Turning the Gatekeeper into Your Friend

A major challenge when prospecting is getting past the gatekeeper to the Decision Maker. Gatekeepers take many forms including, administrative assistants, voicemail, switchboard operators, or even a temporary answering service.

A few tips to follow for working with the Gatekeeper and obtaining a new friend include:

- 1) Treat the gatekeeper with respect, humor and compassion. When they say, "He's tied up right now." You can respond with, "Will he get untied before 5." Using humor gives them the opportunity to connect with you and remember that you are different from all the other callers they are screening.
- 2) Call at different times if your initial attempts are rejected. Learn the decision makers' schedule and moods. Some people are morning people, some people work better later in the afternoons. Also, many decision makers work long hours and feel less pressured before/after hours.
- 3) Gather information with every call you make, whether or not you get through. Ask appropriate questions and gather pertinent information about the decision maker and his or her schedule. Don't forget to get additional and relevant information about the department and company. Gatekeepers are vital to your information gathering efforts. The more you know, the more reasons you are likely to find that will entice the decision maker to take your call.
- 4) Don't use the phrase "returning his/her call," unless you really are returning a call. Rather, when asked what this is about, say "I was hoping we could sort that out," or "We need to clarify that," which is what you are doing when qualifying.
- 5) Finally, remember to keep your messages short and sweet. Don't use up the entire voice mail with a long winded message. They will only hit the delete button sooner. The Gatekeeper will appreciate your thoughtful consideration in taking a short, specific message.

When making calls, always respect each and every person you speak with and make a positive impression. As you take time to establish rapport with *each* person you speak with, you will be remembered by everyone in the company courteous, respectful, and admirable to all personnel, including your new friend the gatekeeper.

SALES MASTERY™ ■ LEAD THE PACK SALES TRAINING

UPCOMING EVENTS

Please contact us for registration information.

303.462.1277

SALES MASTERY™ CLASSES & SALES MASTERY™ ADVANCED

View our calendar at:
www.LeadershipConnections.com

SALES MANAGERS' WORKSHOP 1:30 PM—5:00 PM

September 12, 2007

Sales Managers: Developing Accountability and Eliminating Excuses

"Success cannot be guaranteed, but it can be deserved!" -Winston Churchill

Business is not a solo act, and organizations must rely on their members to work together and accomplish goals. Learn how to establishing a culture of accountability without conflict and hostility. Avoid common mistakes, recognize the victim mentality, and learn five steps you can immediately implement.

Professional, Leading Edge, and Effective.... Prospecting Refresher

Join us to learn how to experience less screening when prospecting, learn how to reach more decision makers, positively work with voice mail, avoid greetings that doom the call, build rapport & trust immediately, have more engaging conversations, eliminate rejection, lower defenses, set more appointments, increase business & have more fun!

Thursday, September 20, 2007

8:30 AM—4:30 PM

Classes held at Leadership Connections Training Ctr,
2420 W. 26th Ave., Suite 445D Denver, CO

303.462.1277



The Tonality of the ‘Nice’ Customer

You know me. I am a nice person. When I get lousy service, I never complain, never kick, never criticize, never have negative tonality, and I wouldn’t dream of yelling. I’m one of those nice customers.

And I’ll tell you what else I am. I am the customer who sometimes doesn’t come back. I take whatever you hand out, because I know I am not coming back. I could tell you how I feel, but in the long run, I just keep quiet and then quietly leave. You see, a nice customer like me, multiplied by others like me, can close the doors of your business. There are plenty of ‘nice’ customers. When we get pushed far enough, we go to one of your competitors.

And remember, the next time, one of your customers is willing to address their concerns with you, it’s important to realize—they trust you, they are willing to confide in you, and they know that you are going to help them solve a problem. In reaching solutions together, you have a greater chance of a satisfied, returning customers. Getting to really know your customers, knowing their likes and dislikes, is a vitally important task in the role of a salesperson.

Leadership Connections
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Denver, CO 80211
www.leadershipconnections.com/articles.htm



Craft a compensation plan that works for everyone

Is your sales compensation plan inspiring or lacking motivation? Sales compensation plans draw scrutiny from all levels within an organization. One of the most common reasons sales professionals give for changing employers is injustice or perceived injustice in commission and compensation plans.

There are four common mistakes in compensating salespeople. (1) They are assuming money is the only motivation, (2) creating a plan incongruent with company goals, (3) lack of clarity in the plan, and (4) changing plans without adequate notice.

- Do not assume that money is the only motivation for salespeople.
- Avoid creating compensation plans that are incongruent with company goals.
- Lack of clarity and misunderstanding of the pay plan creates problems.
- Changing plans without adequate notice is another sure method to demoralize any sales team, unless of course the payout is going to increase.

There are pros and cons to the most common compensation plans. Both salespeople and managers will benefit from Garry’s article on compensation plans published in the Denver Business Journal. (www.denver.bizjournals.com)

