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One Minute Ideas

Every Sale Has 5 Basic Objections:

1. No Need.
2. No Money.
3. No Hurry.
4. No Desire.
5. No Trust.

Zig Ziglar

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Achieving Potential

September 2011

The theme of this month's edition of our monthly newsletter "Achieving Potential," is SELLING vs RELATIONSHIP BUILDING.

People do not like to be SOLD but they love to BUY. So how do you develop sales and marketing success? Read on...

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Identify the Ideal Target Market Audience with These Five Tips

Narrowing your focus to one primary group of people is often difficult for small business owners. They want to help everyone and very often their product or service can help a variety of people.



It also goes against human nature to narrow your focus in order to grow a business. Common sense seems to tell us if we want to grow our business big, we need to appeal to more people. In reality the opposite is true. When we narrow our focus to a particular group of people, we become an expert in solving their particular problems. We get to know them very well and we can develop additional products and services to fill their needs.

So how do you decide to whom to market?

Following are five tips:

1. Think about the type of people who can MOST benefit from what you have to offer.
2. Think about who you would most enjoy helping or working.
3. Think about the type of people who will be easiest to reach, AND who will be most receptive to what you are selling. These will be people who KNOW they have the problem you can solve and are LOOKING for a solution.
4. Know that just because you select a particular group of people to focus your marketing on, does NOT mean you can't help others who may come to you. It only means you're going to focus your proactive marketing efforts on the target group you select.

5. Lastly, don't over-think it. Listen to your gut, pick a group you feel you can really help, and proceed with the development of your marketing plan. Marketing is a fluid process. The important thing is to start. You can always refine your audience and your plan later as you learn more.

When was the last time you looked at your strategic business plan?

Trust is Better than Selling in Cold Calling

I'd like to introduce you to a radical new thought. In the old sales mindset, you've probably been trained to focus only on making the sale. You approach your cold calls with the idea of moving things towards a sales event.



But think about what this does to your cold calls. Before you even say "hello," you have an agenda. You want something. Your prospects can sense this immediately, and they put up their guard. As people, whenever we know that someone wants something from us, we automatically move into a defensive place. You probably do too if you're talking with someone who has an agenda.

Can you see that your sales focus actually destroys the possibility for a genuine, trusting conversation? It is focused on yourself and your desire for a sale and not on the other person.

Salesmanship vs Relationship

It is time to re-think the way you approach cold calls. When your strategy is to make a sale, then you're someone who has to be "watched." You're not weighing what's important to the other person. And so to them, you can't be trusted.

It's much better to build a trusting relationship into your cold calling process. When people feel you're relating to them, there's no need to be suspicious and defensive. There can be a pleasant, productive, truthful dialogue about whether what you're offering makes sense for them.

So, it's really about trust and relationship. Why? Because when given the choice, people always prefer to do business with someone they trust.

Here are two fundamental shifts you'll need to make if you want to move away from the old "sale-focused" mindset.

1. Release the Need for Control

Whenever you're trying to control the outcome of your cold call, you're not allowing the conversation to have a natural rhythm and flow. You're trying to maneuver things in a certain direction.

You're not building a relationship; you're trying to build a sale. You're focused on things like getting information, finding the decision maker, scheduling an appointment, or closing the sale.

All of this sets off "alarms" for people. Prospects can sense that this kind of interaction is somewhat of an impersonal, pre-ordained process.

They know it really hasn't much to do with them.

So how can you shift into something more positive? Begin by consciously surrendering to the outcome of your cold call. When you do this, you're no longer trying to manage things. You can be relaxed and helpful.

This is subtly but powerfully felt by people. When they recognize you're not "pushing" for a certain outcome, there's an opportunity for mutual exploration, and you can be viewed as someone who is trustworthy.

2. Focus on the Other Person

When you start your cold calls by talking about your product or service, most people "shut down" right away. You're talking to someone who doesn't know you, and you're trying to get them to step into your world.

Instead, try stepping into their world. Think about what matters to them. Put yourself in their shoes.

The best way to do this is to think about what kinds of problems they may be having. For example, let's say you provide invoice management systems. You might start with something like, "I'm just calling to see if you'd be open to exploring new ways to solve revenue loss from unpaid invoices."

Now you've started your cold call by focusing on the other person's issue right away. You're not talking about yourself. You're "tuned into" their problems and difficulties. This feels really good to the individual, and you'll more likely share an open, trusting conversation.

When you don't have strategies and "pitches" built into your cold calling agenda, you can be a real person talking to another real person. Now there's an opportunity to explore together in a more trusting way whether what you're providing is a fit for them. The difference will astonish you.

One Powerful Word that will Boost Your Sales

What if I told you that there is one single word that can improve your sales exponentially? This single word is so powerful that not only will it change your sales, but it will also change your lifestyle! You will finally learn how to market to your customers the RIGHT way!

What is this magical word? The word is "You!"

What is so magical about the word "you?" Using this word on your websites makes your customers come first. It makes them feel like their needs are put first, and they will inevitably buy your product if they are made to feel like they are the reason that you have created it.

Every consumer is selfish. I admit it. I'm a consumer. I'm selfish too. I want to know, "what's in it for me?" if I'm going to buy something. If you want to properly market to your customers, you need to tell them what's in it for them. Direct the sales pitch to "you" and make it seem that you're talking to them one-on-one.

Don't write in "business-speak." Avoid saying things like "our company has been in business for 25 years and we strive to find a turnkey solution to the industry of ..." Your potential clients are more interested in hearing how you can help them. Leave your company information for the "About Us" section and make your front page about

the customer and their needs.

Tell them how it will improve their life. Don't sit there and list the features of your product, list the benefits of how it will change your customers' lives! An example is if you were selling "noise canceling headphones." A feature of these headphones is that they filter out outside noise. However a benefit is: "When you're commuting on the noisy subway, put on these headphones and get whisked away to your favorite relaxation music."

Once you understand that your customers want to know why they should buy your product and how it will improve their lives, and then you've mastered the biggest, most important concept of marketing!

Sell to "you" not to you!

Portions: Resource Associates Corporation

Motivational Quotes

"If you help enough people get what they want, you will get what you want."

-Zig Ziglar

"For every sale you miss because you are too enthusiastic, you will miss a hundred because you are not enthusiastic enough."

-Zig Ziglar

"All business success rests on something labeled a sale, which at least momentarily weds the company and the customer."

-Tom Peters

For results **YOU** can count on, contact Performance Development Strategies, LLC at 914-953-4458 or Email: grant@pdstrategies.com

Make it a GREAT day,

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