



A to Z

How to Master the Sales Game

Why is this important?

In the old days, salespeople were in power because they had information buyers needed. Today, buyers are in charge because everything they need to research products, services, and companies is freely available on the web.

- *New selling models are required.*
- *Are you playing by the new rules?*
- *Do you know there are now new rules?*

"Transform your sales results and give you a real edge in today's market."

If you are looking to close more sales then this book is a must-read, it provides a great new perspective on and a lot of usable solutions to one of the oldest challenges in selling—closing the deal.

These strategies work!

- *Selling has never been a gentle sport, but these times require a flawless system.*
- *Coming second in the sales game is an expensive way to learn you need to know more than you ever did.*

Most businesses don't succeed because they don't know how to effectively sell, this book lays out a sales system that is easy to follow, that will help you close more deals ethically without ever seeming salesy and that will help you build deeper relationships. If you need a new approach that will work, read this book. It has worked with many of my clients for years and this systematic and disciplined approach has been a critical component to their success. If you want to increase your sales, don't just read this book, apply everything that's in it.

If you want to learn how to close business deals in today's market, this comprehensive sales guide will put you ahead of the competition.

"Most people reach the limit of their belief well before they reach the limit of their talent"

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Success occurs where preparation meets opportunity!

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Times have changed...



In today's technology-driven world, information is cheap. The Internet has changed everything for prospects. No longer do they need the big sales pitch explaining all of the features and benefits of a product. There's a website for that—and probably many of them. Ninety-eight percent of Australians with a total household income of over \$75,000 use the Internet. Of the Internet users, 78% look for information online about a service or product they are thinking of buying. Prospects are savvier than ever, now that they're armed with so much information on our products and services.



There was a time when it was a sales person's job to provide information, but that's simply no longer the case. A sales person's job now entails helping prospects identify whether they're the right fit for a particular product or service.

This is why I've developed a new way of looking at selling; the game has changed, and so must the rules. Sales people have been struggling with a changing sales environment over the past twenty years. In all that time, there have been no viable alternatives to information selling.



Since I began helping companies deal with their sales challenges, I have found myself constantly drawing on my experiences to come up with solutions. As successful General Manager and business owner, I learned to confidently navigate a field of competitors by being distinct, developing repeatable strategies, and executing a plan with commitment and passion. With the right strategy and the right attitude, victory is possible.

My sales method is called Sales Mastery Game Plan because today's successful sales team—like the starting line-up on any championship team—needs to know the rules, develop its own unique strategy, and follow through with the plan to achieve its goals by.

- Distinct from the competition, being
- Systematic for every aspect of selling, and having a
- Prospecting Playbook to live by.

In this guide...

I have hand-picked different concepts in order to ensure that you exceed your sales goal.

As you begin this process to improve your sales, you will undoubtedly face moments of uncertainty and trepidation. It can be difficult to step out of your comfort zone and learn a new and better way to sell. But if you're willing to take those first steps outside of your normal sales routine, you will discover a world of selling success that you otherwise may never have known.

This is a personal journey as well as a professional one—I learned early on that success in sales is all about meeting personal goals. The more you sell, the more you can afford to have what you need and want in life. The only question is whether you have the determination to see the journey through.

Before you start, here is a statement that will either cause you to move forward or put this guide in the bin.

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“Sales people don’t fear failure, the actually fear success because it is easier to justify failure (blame and excuses) than do the work required to be successful.”

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By simply reading this guide, you have already joined a successful group of people: those who are willing to face their weaknesses, open their eyes, and explore what is possible beyond the status quo. Congratulations on taking your first step toward the excellence that accompanies Sales Mastery Game Plan!

Having said that, don’t forget the most important tip of all.....

TAKE ACTION

The most successful sales people out-earn, out-perform, and can work fewer hours than all other sales people because they take action. As you read this Book, implement the ideas that are shared. Don't put this off till tomorrow, do it now! Once you are in the habit of taking consistent action, your sales will dramatically increase.

I want you to know how happy I am that you're investing your time in this guide. I want you to succeed and experience what's out there beyond old-school selling techniques.

Also, be sure to contact me at www.Predictablesuccess.com.au if you have any questions about my sales coaching programs for sales people and entrepreneurs, my sales training for companies, or my speaking programs for associations and corporate functions.

How to stand out from the competition?

Everyone in sales wants to stand out from their competition for one simple reason—when you are perceived as similar to all other sales people, you are perceived as valueless. In this market, if we don't show value, we don't sell.

Here are simple tips to stand out from the competition:

NO MORE PITCHING

Most sales people are jumping immediately into their pitch at the beginning of a prospecting meeting. Prospects don't need a pitch, they need your help to identify whether your product or service is in fact a good fit for their challenges. Rather than starting a sales meeting with a pitch, seek to understand what challenges the prospect is facing.

GET RID OF THE ENTHUSIASM

Have you ever walked into a store only to have the sales person say, "Hi! How can I help you!?!?!?"

It's annoying and insincere. The reality is that old-school sales training has been teaching sales people to be super-duper enthusiastic. But, after eighty years of that same played-out technique, prospects have caught on to the shtick. Rather than being enthusiastic, stand out from your competition by just being genuinely interested in helping the prospect.



QUIT PERSUADING

Persuasion is the number one most common term used in the past eighty years of sales training literature. Every sales person is out there trying their best to persuade prospects to work with them. When you start persuading prospects, you instantly look like every other sales person out there. Plus, the other problem with persuasion is that it assumes that a prospect is the right fit for you—rather, ask good questions to understand if there is, in fact, a fit.

Remember, when we are perceived as similar to other sales people, our value to the prospect plummets. Use these three simple tips to stand out from the competition prospect after prospect.



Break Down the Barriers | How to Instantly Connect with Your Prospect

Old-school sales trainers have told us for an eternity that we need to develop a rapport with prospects. However, in today's much more competitive market, excellent sales people must go deeper than just some surface-level rapport. Great sales people must develop a connection with their prospects. Here are three simple tips to instantly connect with your prospect:



BE VIEWED AS SIMILAR

Who is the most important person to any prospect? Himself! It's the way humans are wired. We connect with those that we perceive to be similar to us. So, act similarly to you prospects. You can accomplish this by matching your prospects on three levels: visually, vocally, and in vibe. You should stand and sit like your prospects; you should sound like your prospects in volume and tone (not accent, you weirdo!); and you should present a similar vibe to that of your prospect.

BE GENUINE & REAL

Prospects are so used to the overdone enthusiasm, and it immediately puts up walls. Just imagine answering the phone to someone saying, "Hi Ms. _____. How are you today?!?!?" Immediately, you check out. Don't let this happen in your selling situations. Simply be genuine when talking to your prospects. Show that you actually want to learn about their challenges and issues.

HAVE A STRONG DESIRE TO UNDERSTAND

When a prospect feels that you really want to understand their situation, he will open up and let you in. Of course, this requires a genuine desire to help and understand a prospect. However, if you show that prospect that your first goal is to understand what is going on in her world, then the prospect will start to open up and you will develop a connection that goes far beyond surface-level rapport.

Remember, great sales people aim to go deeper than just rapport. They want to develop a strong connection with their prospects. Apply these three tips to create that deeper connection with prospects.



Not All Prospects are a Fit for Your Business | How to Easily Qualify Every Prospect

So many sales people are running around wasting their time following up on prospects that are never going to do business with them. The tragedy of it all is that they could have easily known that information in the first 30 minutes of their first interaction with the unqualified prospect. Knowing whether a prospect is in fact qualified can save you infinite time and pain in sales. Here are three tips to easily qualify every prospect in sales:

DISQUALIFY TO QUALIFY

I hear lots of sales trainers telling their clients that they need to qualify—I tell them the exact opposite. Great sales people want to think in terms of a disqualification mindset. When you meet with a prospect, don't assume that he is qualified and try to prove yourself right. This will come off as salesy and will lead to wasted hours. Instead, start with the mindset that you don't know whether the prospect is qualified and be comfortable if you have to disqualify him in the end.

HAVE A DOCTOR'S MINDSET

When you walk into a doctor's office with a problem, what happens after you briefly explain your problem? Does the doctor jump into her pitch about the top five reasons that you need a certain solution? "I have the perfect solution for you!!!!"

Of course not, the doctor asks you lots of questions to understand where you are hurting and what might be causing it way before ever suggesting a solution. We sales people must have that same mindset in selling situations.

HAVE YOUR SCRIPT OF QUESTIONS

Just like a good journalist has the same questions that she asks everyone she interviews, so should great sales people. The best sales people are not creative about the questions that they ask. They ask the same questions of every prospect time after time after time. By doing this, you no longer have to wing it in a selling situation, and can start to focus exclusively on whether the prospect is qualified or not.

Remember, your goal in a selling situation should be to determine as quickly as possible whether they are a fit for your business and you are a fit for theirs.



Come Get Your Magic Elixir!

| How to Close the Sale Without Being Salesy

So many sales people tell me about how uncomfortable they feel when it is time to close the sale and they don't want to sound salesy. Old-school sales training would suggest you use some kind of Kung Fu closing technique like, "So, should we plan to start this week or next week?"

But this is transparent and just puts pressure on a prospect. Knowing that we don't want to be salesy, what should we do after we have determined that the prospect is qualified? Here are three simple tips to closing the sale without being salesy:

PRESENT CASE STUDIES

Often, sales people will try to bombard prospects with every single feature and benefit of their product or service. However, in this new market, where prospects are far more savvy, they don't need an education on your product or service.

Prospects need to see that you can help them achieve their desired outcomes by solving their challenges. By presenting them with case studies or past examples similar to their story, you can show how you will help them without bogging them down in every single feature and benefit.

GET FEEDBACK

During the presentation phase of a sale, it should not be a one-way conversation. Throughout your presentation, you should constantly be checking in with the prospect to make sure that she is on-board with what you are presenting. For example, after you share a particular part of your service, ask, “Does that make sense for your situation?”

The prospect will then give you feedback. Ask quick questions like that throughout your entire presentation. Do you agree with that?

SHUT UP & LISTEN

During presentations, many sales people begin to talk and talk and talk. Stop that. Your goal is not to give the prospect an MBA in your product—it’s to close the sale. There is no need to do a lot of talking. Present to the challenges that your prospect has, and then shut up. If a prospect interrupts you during your presentation, stop talking and let the prospect talk. What he has to say is always more important than what you have to say. Even if you are naturally chatty in your personal life, don’t bring that over to your selling situation. You control the sale by keeping the prospect talking throughout.

Remember, great sales people don’t need to use some fancy close technique because they have done a strong job throughout the sale. In the end, just follow these steps and close those sales.



Sales Starts to Flow! **| How to Generate More Customers than You Thought Possible**

There are strategies to getting more customers that require a complete change of process, and then there are ninja techniques that are very easy to implement and require little effort. Both are important, but we all love the ninja techniques because a very small amount of effort can lead to huge increases in the numbers of customers. Here are three ninja techniques to open the floodgates to more customers:



REMOVE THE RISK

At the point of sale, it is the prospect who is taking on the risk. What if you turned out to be a snake oil salesman? What if your product is crap? What if your solution doesn't work? All of these questions are running through your prospect's head, so remove all of that risk by offering a total money-back guarantee for the first phase. If your solution isn't exactly what the prospect wanted, then the prospect can have his money back within the first phase of implementation. This will put prospects at ease and will allow you to close more sales. If your solution is great, they will almost never ask for their money back.

COLLABORATE

Find another company that sells a different product or service to the same kind of customer as you and share your customer-bases. You spent years developing your customers, and other companies have also spent years developing their customers. Simply share your assets and you both grow exponentially in a very short period of time. As long as you have complimentary rather than competing products or services, you will only win in this scenario. Find other companies with the same types of customers and become affiliates for one another.

OFFER A SMALL INTRO PROJECT

Often, a prospect needs what you have, but simply isn't ready to make the full investment because he is not fully sold on your solution. At this point, you can throw your hands up and walk away or you can sell that prospect something smaller to just get the relationship started. What is a small introductory product or service that you can offer to prospects just to get your foot in the door? You don't always have to lead with this, but it is a great tool to have when you just want to take a first step in converting a prospect into a customer.

Not all selling strategies have to be difficult to implement. Simply begin using these strategies to bring in far more clients.



Who's Next?

| How to Get More Qualified Prospects

"If I could only get in front of more qualified prospects, I could close far more sales."

I hear this every single day from sales people. It's the magic bullet to making lots and lots of money in sales. Here are three of the best strategies to get in front of more highly qualified prospects:

CALL HIGH

Prospecting with the telephone is still an excellent tool to getting in front of prospects, however it needs to be done properly in order to yield the big results. One of the most critical aspects of prospecting calls is 'who' you are calling. Most sales people spend their time calling lower-level prospects because they believe that it is easier to get their foot in the door. This is simply not true. Higher-level prospects can be just as easy to connect with and, more importantly, they have far more authority to sign off on a deal. Low-level prospects often cannot give you a 'yes,' but they can easily give you a 'no.' During your prospecting calls, call as high as is reasonable in the organization.

GET INTRODUCTIONS

Stop asking for referrals! They are confusing to whomever you're asking. Is a referral a name and a phone number? Is a referral a recommendation? It's unclear when you ask your client for a referral what you are really asking for. But, when you ask for an introduction, it is clear that you want to be introduced to somebody. The likelihood of closing a strong introduction is far greater than closing a weak "Tell Joe I sent you" referral. Hold yourself and your people accountable to asking for just one introduction every single day.

SPEAK TO SELL

What if I told you that there is a way to have the exclusive attention of a room full of qualified prospects? Would you want to learn about it? Well, the good news is that there is a way—speaking. You are a topic expert on whatever you sell. Networking groups, associations, trade groups, and companies all want experts to talk on subjects that can help them. Start speaking to small groups at first. Develop a simple 45-minute speech and use them to set appointments with people in the audience.

Getting in front of qualified prospects does not have to be a mysterious process. It just requires following the right strategies and staying focused. Use these tips and watch your prospecting pipeline bulge.

It's Great to See You Again... | How to Get Your Clients Buying All the Time

So often, sales people tell me how they need to invest all of their time into finding brand new clients. I always ask, "What about the ones that you have worked with in the past?"

Selling is not just about hunting for new clients. It must also include keeping your existing clients around and getting them to buy more frequently. Here are three tips to get your clients buying all the time:

T HAVE AN EMAIL LIST

How many times, as a buyer, have you worked with someone great and then forgotten her name next time you needed her? This happens all the time to your prospects and clients. By having an email list, where you are providing great information to your prospects and clients, you stay connected. Don't let your clients just slip away to the competition simply because they forgot about you!

U CALL YOUR CLIENTS

So many companies are spending their effort calling new prospects, while leaving their existing clients in the dark. This is a huge lost opportunity. As part of your sales prospecting mix, you should be calling your existing clients to check in on them. Maybe call to share something relevant to them. Even offer them a service that they don't currently have. Just stay connected and show that you care.

WRITE PERSONAL NOTES

In the day of emails, phones, and social media, people don't get hand-written notes. This has become a lost art, which leaves open a huge opportunity for the sales people with the initiative to stand out. It's amazing how quickly one can shoot off a quick hand-written note to a client, and it will always get read. Next time you see an article that is relevant to your clients, send off a copy to them with a brief hand-written note. Birthday coming up? Send a quick note. These touches will go a long way.

Don't forget that the foolish sales person forgets about the massive opportunity, which is her existing client-base. Use these tips to sell far more to your existing clients.



Success Occurs Where Preparation Meets Opportunity **| How to Hit Your Sales Goals**

Achieving sales goals is strangely more simple than most sales people think. The problem is that most sales people have put very little time into thinking about their sales goals. A simple process that may take no more than 45 minutes of your time can be the difference between actually hitting your goals and finishing another disappointing quarter.

Here are 3 tips to make sure that you hit your sales goals:

BE CLEAR ON YOUR EARNING GOALS

I often ask sales people about what they would like to earn, and most of the time I get something that sounds like, “Well, I’d like to make six figures this year.”

What? I’d “like” to make “six figures”? That sentence is spoken by someone who will not achieve his goal. It’s a weak and vague statement. Rather, a winner will respond to that same question with, “My goal is to earn \$110K in the next 12 months.”

This statement is both stronger and crystal clear. Get clear on what you intend to earn.

BACK INTO YOUR SALES GOALS BASED ON PERSONAL GOALS

Many sales people base their sales goal on what their budget is. Really? You’re going to let someone else set your sales goal for you? Weak. Great sales people set their sales goals based on their personal goals. For example, Jane Winner is going to sell \$1M this year, which will earn her \$150K. She wants to earn \$150K so she can put \$20K towards her kid’s university savings, maintain a great lifestyle, and take her family on a trip this holidays. The \$1M in sales is based exclusively on achieving her personal goals.

FOCUS ON PROSPECTING ACTIVITIES

Once you are clear on your goals, then it’s time to focus on the prospecting activities that will fill your pipeline to achieve your desired sales goal. To continue with the example of Jane, she knows that in order to hit \$1M in sales, she must set 10 new prospect meetings per month. In order to set those 10 meetings, she must make 500 dials, ask for 20 introductions, call 100 clients, and go to 4 networking events. By clarifying this, Jane has removed all mystification from hitting her sales goal. All she has to do now is follow her plan on a daily basis. Mission accomplished.

Remember, it does not take long to become clear on your sales goals, tie those sales goals to your personal goals, and finally link them to your prospecting activities. Just follow this process and hit those goals

Ensure You have a Sales Champion in Your Business

WITHOUT A SALES LEADER

You can try to run a sales organization without a sales leader, but you will never generate the results you are capable of without one. All of the problems and challenges that will prevent you from acquiring clients and growing your revenue will stem from the lack of a leader. It isn't a good idea to try to build a sales organization without having a leader in place.

You can build a sales process designed to help you compel change, create value for your dream clients, and win new business. Without a leader to help salespeople learn, follow, and make adjustments to that process, the process is meaningless, worthless. With a leader, a process can provide an excellent framework for winning new deals.

If you want to hire people without providing them a leader, you may as well take the money you would spend on that sales force, pour gasoline on the money, strike a match, and burn the money. Without a leader to set priorities, to set the cadence, to coach and develop them, salespeople will not perform to their true capacity. With a leader, you will have a sales force with priorities, an operating rhythm, and a coach who will improve their skills—and their results.

Maybe you will do others have done before you, try to change the process, train the sales force, install a new methodology, or maybe fire the whole sales force and start over. Doing any or all of these will leave you exactly where these decisions have left the entrepreneurs and executive leaders who tried to change everything instead of hiring a leader. They were left in the same place as where they started, namely, lacking a sales leader.

It is important to get things in the right order. Without providing the sales force with the leadership they need, you are not giving them a fair chance to succeed. Nor are you giving yourself that same chance. Hire the leader first, and then work on building around them.



About the Author

Author of books on sales and motivation, sales coach **Mark Lenthall** has drawn on his years of experience as, professional speaker, business owner, and entrepreneur to create the revolutionary Sales Mastery Game plan.

Mark's mission is to create tangible value for you based on compelling evidence based research, 25 years of experience as a sales professional, managing consultant and sales enablement provider.

Mark has been involved in the building and consistent significant growth of SME's in Australia for over 25 years.

Today, he teaches Sales Mastery Selling to his sales training clients and SME's around the country.

He shares the powerful strategies and techniques in the Sales Mastery Selling system through his writing and his training and coaching programs. Mark travels the country helping organisations, individuals and entrepreneurs transform their sales strategy to align with today's market.

Let Predictable Success help you identify and transform the areas of your business that are barriers to success. We can examine your sales processes and deliver an accurate road map after determining where you're on track and where you need course correction. Then provide a cost / benefit analysis and expert recommendations to improve your sales performance on every level. Together we'll create the foundation for a sustainable business powered by effective processes, strategic vision and a high-performance sales team. Learn to increase sales, conversions and selling skills through effective sales training programs.

Get in touch to arrange a free Two-hour Strategy Session. Contact Mark about his coaching programs, sales training, speaking, and sales services at: www.predictablesuccess.com.au

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