

Best Tips From
Driving For Results!

*From The Driving For Results! Presenters
Eight Experts On Getting Business Results*



Bellevue Chamber of Commerce
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Featuring advice from:

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©2006 by Michael Port, Judy Thomson and Gayle Hallgren-Rezac,
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Introduction

No matter where you are in your business career – seasoned sales professional, recent college graduate, business owner, customer service representative, or chairman of the board, The Driving for Results program was created for you.

As a constituent of The Bellevue Chamber of Commerce, located in Bellevue Washington, we encourage you to dive into this event attendee “extra” which can help your business grow and thrive. It can help you as a leader.

Our experts were selected based on their subject matter expertise and come from the U.S. and Canada. They have worked in Fortune 500 companies, helped small businesses to grow, and spoken to tens of thousands of people over time in groups of 2 to 1000. Their backgrounds span many industries throughout the world.

We hope you find this information helpful in your business career and life in general. We welcome your feedback, and encourage you to share this book with friends and colleagues who might benefit by it.



Visit a Bellevue Chamber of Commerce event or call us about becoming a member. If you are outside of the area, please keep us in your plans when you are in town on business. We'd love to get to know you.

Enjoy!

The Bellevue Chamber of Commerce
Driving for Results Team

Betty Nokes, President & CEO
Lori Richardson, Event Chairperson

Self-Confidence is the Key to Personal and Professional Success

By Michael Port, Author of the national bestseller *Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling*

It's often said that there are only two reasons for any business problem:

- (1) You don't know what to do.
- (2) You know what to do but you're not doing it.

Clearly this statement is cliché and may be an oversimplification of business problems. However, there's truth in every cliché. I have seen too many business dreams abandoned because the business owner didn't do what they knew they needed to do to be successful.

Learning is easy...accumulating knowledge is easy. There are lots of people who know what you need to know and are willing to share the information with you. There are books you can read.

There are courses you can take. So, why don't we do what we know how to do?

➤ Learning in action is the key to success when venturing into uncharted territory. You can't wait to have all the answers. ☞

Not enough self-confidence.

You may have developed high levels of confidence about some of your talents and skills but not others. However, in order to achieve new goals, the proportionate amount of confidence is needed to achieve the goal at hand.

Think about it this way...it takes a certain level of confidence to give a speech in front of 5 people. It takes an altogether higher level of confidence to give a speech in front of 500 people and again, a higher level of confidence to speak in front of 5000. Sure, someone with a low level of confidence around speaking could present in front of 5000 people, if they were forced onto the stage, but it's unlikely that they would seek out that kind of opportunity.

If you're not working on developing your confidence and thinking bigger about who you are and what you offer the world, you very well may not put yourself in situations where you'd have an opportunity to achieve the big goals that you only dream about.

There are two principles that can help solve this profoundly important problem:

- (1) Learn in action
- (2) Actively build your confidence

First, learn in action. Learning in action is the key to success when venturing into uncharted territory. You can't wait to have all the answers. You certainly don't want to go out in the world half-baked but you don't need a doctorate in thinking big to create awareness for the solutions that you provide.

This is a big challenge for many people—waiting until they are sure they have all the answers and know everything there is to know before they'll try something. It's just not effective and stems from a lack of self-confidence. Instead, learn in action. Learn as you go.

Second, if you do nothing else as a personal and business development strategy, actively build your confidence so you'll be able to do everything that you say you want to do. How? Oh, that's the easy part. Simply have a mad passionate love affair with yourself. Love, embrace and believe in yourself.

I know how realistic it is to become wildly successful. You too can create an abundant, joyful and prosperous business life – if you build your confidence and do what you know you need to do.

Michael Port is the Founder & Chairman of *Book Yourself Solid Worldwide* and author of the national bestseller *Book Yourself Solid, The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling*.

To download a free chapter of his book go to:www.BookYourselfSolid.com

Why Positive Networking® Works

By Darcy Rezac with Judy Thomson and Gayle Hallgren-Rezac

We recently received a notice from our trademark agents that the term positive networking has been accepted as a registered trademark. Why did we go to the trouble and expense to trademark the words positive networking? It's because we believe that positive networking is a new way of thinking, and doing, when it comes to networking. The truth is that most people don't like networking. They don't like being approached by 'networkers' and they don't like being thrown into a networking pond full of croaking frogs and a few networking toads lurking in the weeds. How do we know this?

The Eighty Percenters

We regularly poll our audiences, asking them how many consider themselves good networkers. It's usually fewer than ten percent. Then we ask, "How many people here really enjoy networking?" Less than twenty percent put up their hands—eighty percent don't like to do it. They associate it with having to sell themselves or their product at social gatherings and this makes them uncomfortable. It is estimated that fifty percent of people are shy, and so it is no wonder so many people don't like getting out there and networking.

⌘ Networking is not all about you; it's discovering what you can do for someone else ... This secret is what creates and sustains strong personal and business networks. ⌘

World's Best Definition

The ethos of positive networking, described in *Work the Pond! Use the Power of Positive Networking to Leap Forward in Work and Life*, is based on the tenet that, done right, networking is not about asking for an order, or closing a sale. It is about discovering what we can do for others. Guy Kawasaki, a managing director of Garage Technology Ventures, best selling author of *The Art of the Start* says that ours—positive networking—is the world's best definition. "It's the key to building long lasting connections." He goes on to say that once you understand this simple ethos, 'that's eighty percent of the battle. The rest is just mechanics.'

The Sales Caveat

Positive networking does not operate in opposition to sales. It is a complimentary process. There are few successful sales that are not based on building a trusted business relationship. What networking allows you to do is meet more people and start building and maintaining those relationships.

Added Bonus: Conversation Starters

For many people a challenge of networking is how to carry on a conversation with a stranger. Practicing the secret of positive networking eliminates this challenge. It takes the stress out of networking. That is because discovering what you can do for someone else is a process of learning about people. It creates natural conversation fire starters because you want to find out something about the other person.

Further Bonus: Personal And Professional Happiness

Tom Donohue, CEO of the three-million-member US Chamber of Commerce, is a positive networking champion. In the foreword to *Work the Pond!*, he writes, “For me, the most rewarding aspect of networking is the personal happiness it has brought. My own life has been greatly enriched by the hundreds, if not thousands, of people from all backgrounds I have gotten to know and had the opportunity to help”.

Always Practice Positive Networking

It’s a brilliantly simple concept that takes all the pressure off that old-fashioned style of hard-sales networking. Networking is not all about you; it’s discovering what you can do for someone else. Will your business benefit from building a reputation as a positive networker? Most certainly, because people do business with those they know and trust. This secret is what creates and sustains strong personal and business networks.

Darcy Rezac, Gayle Hallgren-Rezac and Judy Thomson are the principals and founders of Shepa Learning Company, a training and development company whose mission is to raise everyone’s network *shepa* or awareness. Using a trademarked 7-step process (The Network Dance: N.E.T.W.O.R.K.®), they teach the leadership and communication skills of Con-

nectors. To find out more about more about their book, branded tips booklets, workshops, keynotes and highly interactive conference program – LEAP START™ visit: <http://www.workthepond.com>.

Based on the book *WORK THE POND! Use the Power of Positive Networking to Leap Forward in Work and Life* (Prentice Hall Press 2005)

Affection[↻] The Antidote For Defection

Creating Customer Nurturing Experiences

By Jim Cecil

Valentines Day. What a rare day in many parts of the world to say Thank-You to your best customers, best friends and those you love the most. My friend, Bob Valentine, retired president of Valco Graphics in Tukwila, Washington, had a natural way of saying Thank You.

Each year, as a printing firm, he produced an elegant valentine greeting and sent it to his best customers with a note that said, “With a name like mine and customers like you, every day really is Valentines Day”.

Okay. Sure, it’s easy enough for a guy with a name like Valentine, but how do

↻ I advise our clients to plan a minimum of nine, yearly, ‘relationship-building touches’. ↻ you express the appreciation, respect and affection you feel to your best customers? It’s easier than you might imagine. All it takes is an intention to mold stronger ties with key individuals — a willing administrative assistant to help with the details like memory and production, and making the time and patience to sit down and write a few simple letters.

Research has shown that frequent contact between key executives of key customers is the hallmark of a healthy and growing business relationship and it seems to prove true across all cultures and all ethnic customs. As time grows progressively scarce, finding the opportunity to make frequent, positive, intelligent and personal interactions (experiences) with even your top 20 customers is tough.

It’s one of those critical but frequently postponed responsibilities of every customer- focused executive. I advise our clients to plan a minimum of nine, yearly, ‘relationship-building touches’, evenly spaced over a period of from two years to life to ensure that the fundamentals of relationship management are covered.

While Valentines Day is a wonderfully appropriate time to begin, nurturing

touches are welcome all year round. I can think of at least nine letters that every executive could sign. Start with a Thank You letter and then at about 60-day intervals, send the following:

- ✂ A Customer Satisfaction Inquiry
- ✂ Some New Service Opinion/Preview
- ✂ An Executive Book Summary Gift
- ✂ A Referral Offer to Help
- ✂ An Article of Interest
- ✂ An Invitation to Event
- ✂ Your 21 Best Tips
- ✂ Your Core Values

Like a gentle, spring shower, such contacts reinforce and articulate your values, your market position and your unique differentiation in an intelligent and respectful manner. One that says you consider them to be an “A” customer. Begin today. Start with a list naming the key person in each of your 20 best customers.

Say Thank You. In your own words — tell the person how much this business relationship means to you personally and invite a dialogue on ways to even strengthen the bond.

Say How'm I Doin'? It's not necessary to send a massive customer opinion survey. Just a sincere letter that tells them why you are asking the five questions you'd like addressed. You pick the questions — what do you really want to know? Make the scoring simple as 1 – 5 or A, B or C. Assure the reader you will personally review and act on any comments they make.

Say What do you think? Ask their opinion about products or services before you change or add them. They'll tell you the truth and will usually become your earliest adopters.

Say I thought about you today. Send a hot, visionary book or even an executive summary as a gift. A simple, brief note that says “I read this the other day and thought about you (or our customers) and wanted you to have a copy.”

Say How can I help? Offer to refer or introduce them to your contacts. Ask them to profile an “A” prospect from their perspective and allow you to suggest appropriate introductions. A basic law of the harvest suggests you feed before you reap and the law of reciprocity almost guarantees the favor will be returned.

Say Have you seen this? Stay on the lookout for articles, books, or even individual press mentions. A brief note attached to the article says volumes in a short space. It's a relevant touch that reminds without pressure.

Say Come Join Us! Invite your top 20 to an event at least once a year. It can be an appreciation luncheon, a new product launch, an introduction to a VIP event or virtually any reason to ask people to join you and to feed them. It's an ancient and proven ritual that fuses people together.

Say Here's 21 Tips. Every firm has developed, over time, their own unique compendium of great tips, tricks, solutions, ideas, clues to solving major problems for their customers. Have a list of these nuggets compiled, edited and printed. They make a useful, intelligent and appreciated gift that keeps you in front of their mind often.

Say We're here for you. Find unique ways to express your values without your having to say them about yourself. I found a great little book called "Whatever It Takes", and in 128 pages, there are over 300 powerful quotations on the topic of the simple value of going the extra mile. Naturally, as the sender, you get your name anchored to the values enclosed and with every reading, you reinforce on their mind one of your key attitudes about your relationship — doing whatever it takes.

While every day it rarely feels like Valentines Day, every day our key customers need tangible reminders that we care and that we take them seriously. Like an ardent suitor, a campaign of personalized contacts will allow you to pursue, persist and inspire customer loyalty with professional and appropriate persistence.

Make this Valentines Day the day you commit to intentionally touching at least your top 20 customers, your most valued employees and even your key suppliers and alliances, and make those contacts ones that matter. If words fail you, you can find letters like these and many more at www.nurturemarketing.com.

Jim Cecil consults marketing teams on customer nurturing.

For a free electronic copy of his eBook, *A Cure for the Common Cold Call, 101 Best Nurturing Tips*, visit www.nurturemarketing.com or call 800-474-7951.

Driving For Results With Organizational Focus

by Lisa Haneberg, Author of *Focus Like a Laser Beam: Ten Ways to Do What Matters Most*
www.lisahaneberg.com

If you asked me to help you determine whether your team or organization is focused on what's most important to the business, I would look at six indicators. They are all individually important, but together paint a comprehensive picture of focus. I can tell a lot of things about an organization from analyzing these indicators.

Rate your team or organization from 1-10.

1 = Does not describe my team, 10 = Highly descriptive of my team

- [] The mission, goals, and top priorities are known and understood by all employees. ✎ It is helpful to notice your organization's most troubling barriers and see how these connect to the six indicators of focus. ✎
- [] The desired drumbeat is clear. The desired pace, speed or work, and sense of urgency is known and shared. Natural cycles are understood and managed.
- [] People are spending time on relevant work (relevance means that tasks support what's most important).
- [] The organization is aligned. We are set up for success. Our structure, roles, systems and processes optimally support our goals.
- [] The organization is self-correcting. Problems are caught quickly and failures don't often blind-side us.
- [] We achieve great results without overstressing the organization.

I would not expect all ones or tens, as most companies struggle with a few of these indicators. It is helpful to notice your organization's most troubling barriers and see how these connect to the six indicators of focus. I link these

indicators to focus because they affect how people make choices about how to spend their precious time.

Bring this checklist into your next staff meeting for a lively and helpful discussion that will help you determine which improvements will most help you and your team focus. You can also use this tool to assess the health and focus of your customer/supplier relationships.

Lisa Haneberg is the author of *Focus Like a Laser Beam: Ten Ways to Do What Matters Most*.

To download a free chapter of her book go to:
<http://www.lisahaneberg.com/books/focus-like-a-laser-beam/>

When Should You Negotiate And When Should You Sell?

The Fine Line Between Selling And Negotiating

by Jeanette Nyden, President of J. Nyden & Co., Inc, a negotiation skills training company based in Seattle

A client asked me, when should you sell and when should you negotiate? My answer: They go hand in glove. Sometimes you are selling someone on a product, then you might switch to negotiating when the price and terms are discussed. The differences between selling and negotiating are very subtle.

The very subtle difference between selling and negotiating

Great sales people and great negotiators are alike in that they try to convince people to take a certain course of action. There are two subtle differences, however, between selling and negotiating.

⇒ Negotiation is about weighing options against your BATNA and it is about timing. ⇐

(1) Weighing the Agreement Against Other Options

The purpose of negotiating is to determine whether you are better off continuing to negotiate an agreement, or whether you are better off pursuing some other course of action, like walking away. A BATNA is a Best Alternative to a Negotiated Agreement. The BATNA analysis is an essential tool in a savvy negotiators toolbox. To start thinking about alternatives ask yourself, what are my options and what can I do that would be better than negotiating with them?

Too often, people walk into a negotiation with the intention that they must convince or be convinced; in other words, prove that their way is right or lose. Rather than going in thinking that you must convince someone of something, enter a negotiation with the intention of exploring your options. Sounds very sales like I know. But wait, there is one more thing to consider. When you are negotiating do not try to overcome obstacles. Instead, weigh

your options of working this agreement out against other options, like pursuing other business opportunities.

⁽²⁾ *Timing*

Negotiations traditionally come some time after the buyer has decided to purchase. Now that the buyer has made her decision, she will need to work with you to create an agreement to meet some very specific needs, such as price, payment terms or delivery scheduling.

When you are negotiating terms and conditions, it is no longer appropriate to sell the buyer on how wonderful your product or service is; it is time to sync your delivery and billing with the customer's accounts payable and receiving schedule.

This can be a perilous time in the process. You are feeling confident that you can provide a great service or product, yet there are all these nit-picky details that seem to create tension, and anyway, you are off to another prospect anyway. STOP. Negotiating requires that you have the back and forth conversation to reach an agreement. Do not rush through this part in the sale with assurances that your product or service is terrific because that is not what the buyer wants to hear. She wants to know that you and she are on the same page with all the details.

It's a Fluid Process

The sales/negotiation process is very fluid and you could find yourself using sales techniques one minute and negotiation techniques the next. Keep two things in mind though: Negotiation is about weighing options against your BATNA and it is about timing. Be sure to know yourself well enough to know when you need to shift from selling someone on something and negotiating a profitable deal for your company.

Jeanette Nyden is president of J. Nyden & Co., Inc, a negotiation skills training company based in Seattle. She can be reached at 206.723.3472 or by email at jn@jnyden.com.

Free Negotiation Articles at www.jnyden.com

Success Does Come in CANS!

By Ryan Walter, former NHL player, professional speaker and author

Many pundits agree that the most difficult championship to win in professional sport is the first one, because even professional players must first *believe* that they can achieve the championship before they CAN actually accomplish this success. Isn't this, in fact, most of life? Someone has suggested that life is the opposite of school, because most of the time "life" gives you the *test first* and the *lesson later*.

For example, experts suggest that by the time the average teenager has reached his or her 18th birthday has heard "no" or "YOU CAN'T" 148,000 times. The irony of-course is that parents then ask these same teens to take initiative, be confident and BELIEVE in themselves and then are surprised or upset at their hesitation inaction and SELF DOUBT.

⇒ Creating a consistent forward movement away from the "I CAN'T" attitude toward believing "I CAN" is key to energizing the quality of our life. ☞

From teenagers, to professional hockey players, to professionals in business, creating a consistent forward movement away from the "I CAN'T" attitude toward believing "I CAN" is key to energizing the quality of our life.

Choose to Believe "I CAN"

After several years of trying to persuade grocers to carry his new brand of popcorn called Red Bow, the creator was deeply discouraged. "Was I, at the age of 63, pursuing a foolish dream?" he wondered as he drove gloomily back to his Valparaiso, Indiana, office. Were his many years of researching, cultivating, and perfecting the new, better popping corn leading him to a marketing dead-end, he wondered.

A Chicago marketing firm recommended the product be marketed as Orville Redenbacher's Gourmet Popping Corn, featuring Redenbacher's picture on the label. Still uncertain about their advice, Redenbacher decided to test-market their idea. He approached the largest retailer in the Midwest, Marshall

Field's Department Store in Chicago. After learning the name of the manager of their seventh-floor gourmet food department, Redenbacher sent him a case of the newly labeled product to his home. Redenbacher did not enclose a note or return address. A month later he phoned asking, "Did you like it?"

"Like it?" the manager responded. "We want to stock it!"

Today Orville Redenbacher's product is the bestselling popcorn in the world. However, his success began as he was reaching the age when most people think about retiring. Although he could be called a late bloomer, Orville Redenbacher and many others like him are living proof that it's never too late to start an adventure.

There are, of course, many other important choices for us to make as we journey through life. But, the important thing is that we are intentional, self-directed in our choices and in our self BELIEF rather than simply being people who drift with the flow.

Choose to think "I CAN".

Experts again tell us that we generate between 15,000 and 66,000 thoughts per day but the exposing issue is that 95% of them are the same thoughts that we had yesterday. 95% of the time, are we telling ourselves either "I CAN or "I CAN'T". When patterns of "I CAN" get ingrained into our habitual life journey and they create the corresponding personal success.

Vicktor Frankl is right when he says... *"The last of the human freedoms: to choose one's attitude in any given circumstance, to choose one's own way."*

Choose to live "I CAN".

Many times in my life have wrestled with the internal struggle over "I CAN'T" and "I CAN". During my NHL training seasons in Junior Hockey in Western Canada I look back on many potentially defining life and career moments. One of these moments came as a 16 year old playing in the play-offs for the Kamloops Chiefs in the Western Hockey League. Driving with the puck around a Victoria Cougar defenseman almost heading to the net on a break away that same defenseman swung his stick in desperation and took out my skates flinging me hard into the opposing net. The problem with this

scenario was the way that in the old days goal posts were cemented into the concrete under the ice. Obviously the posts did not move (like they subsequently do now) rather my knee moved and in a very ugly way.

After many hours of surgery by Dr. Poulsen and Dr. Smillie, both doctors were concerned that the damage to my knee was significantly sufficient to be worried about the future opportunity for me to continue to play hockey. But I had a dream - , this busted knee was only a speed bump on the way and not a road block. The reason that I share this story is first of all to thank both doctors, and secondly to better understand that mustering the “I CAN” attitude is about connecting this triangle of *Believing* and *Choosing* and engaging our personal *WILL*. With an “I CAN” attitude and countless hours of hard rehabilitation I was able to move forward and skate 15 NHL seasons and 1003 NHL games as a player.

George Bernard Shaw suggests that *“People are always blaming their circumstances for what they are. I do not believe in circumstance. The people who get on in this world are the people who get up and look for the circumstances they want, and if they cannot find them, make them.”*

To look at life through this type of “proactive lens” we must choose a certain quality of belief... an essential quality, so that independent of the circumstances that we find ourselves in, we find ourselves shouting “I CAN”!

Ryan Walter was an NHL player for 15 seasons, has a Masters Degree in Leadership/Business and now speaks professionally to corporations and organization on how to “Fuel and sustain their team’s HUNGRY spirit”. Call him at 1 (866) 728-3603 or visit his web site at www.ryanwalter.com .

Listen to Ryan Walter speak at www.RyanWalter.com

Build Your Brand Via “Word Of Mouth”

By Brian Walter, of The Effectiveness Institute

So...what do you do? That question is asked in a variety of business and personal scenarios. How it is answered will determine whether A.) The conversation will continue and a relationship will progress....or B.) The conversation comes to a screeching halt due to boredom, disinterest or even confusion on the part of the person who asked the question. In this age of “branding,” one of the most powerful representations of a corporation or organization’s “brand” is it’s employees and what they say. When the question of “So... what do you do? is asked of 10 different employees within an organization, the result is typically 10 different answers, none of which are very compelling. Plus, many of the answers will not reflect how the organization would like to be represented.

For most people, understanding what we represent or do professionally is not a challenge. The challenge is how to explain what we do or represent to a prospect, a friend, a family member or a customer in an engaging, clear and concise way that initiates conversation. Developing a compelling, concise and clear “elevator speech” or brief description of what your organization does will enable you to help strategically position your brand with multiple audiences. When you and your associates and employees are all telling a consistent, compelling story, “word of mouth” becomes a powerful branding strategy.

✎ Developing a compelling, concise and clear “elevator speech” or brief description of what your organization does will enable you to help strategically position your brand with multiple audiences. ✎

By developing an “elevator speech” and integrating it throughout the entire organization, you gain more control over the brand association built through the words and stories used by employees when talking about their jobs and the organization. Plus, through the process, you help employees become crystal clear on the organization’s mission and their role within it. What your employees say about your organization becomes what people remember and

associate with your brand. If there is a pause or stammering in the “answer” the brand association will not be as favorable as if there is a confident, consistent, concise and compelling response every time. Concise is a key. We have only three seconds to hook the listener and get “permission” to keep talking. So that first three seconds must be engaging, intriguing and informative. Once we have permission, we should enter into a game of “verbal ping-pong” to continue the conversation rather than “dumping” the rest of the information onto the listener. Think about how you describe what you do to friends, associates, family members. Do they want you to continue talking or do they politely change the subject or leave the room?

For more information about developing a compelling “elevator speech” for your organization, discover the principles and process developed by Brian Walter, Corporate Humorist and Communications Consultant.

Contact Brian Walter at Brian@effectivenessinstitute.com, 425-641-7620, ext 35

Build A Solid Foundation To Serve Customers

By Lori Richardson, owner of the sales effectiveness organization, Score More Sales

You might have the most beautiful home in your town, however if it does not have solid foundational elements; such as quality plumbing, electrical, framing, and the concrete it's built on, it could have great difficulties once the house is regularly being used.

It's no different in selling – the solid foundation for results and success come from three main elements. Without these, one will likely never differentiate himself or herself, nor will they be consultatively serving their clients.

Become solid in your foundation

You've read earlier about the importance of confidence. It is most critical for success. Add to it the following:

Be There

Dedication – create relationships that are real and genuine. Help those you can, and refer those you can't. Put your heart into your work – if you don't, you should know that people can tell that most of the time. Be a problem solver, not a complainer – take initiative to see things through.

Be Clear

Focus – know what your personal goals are, and know what your company goals are. If you are clear on what you are working toward, you will be happy and willing to make one more call, or book one more meeting rather than settling back and waiting for next month to begin. With focus, you will know who to call on, and what your offer is that is so compelling. You will work on those things that matter every day, and you'll work toward spending less time on unnecessary “fire drills” that are caused by poor planning, and by responding to urgent but not-important issues.

☞ Without these, one will likely never differentiate himself or herself, nor will they be consultatively serving their clients. ☞

Be Open

Learning – the best sales professionals are those who are lifelong learners. They don't know everything, and they are open to learning more. These professionals might have won 90 deals out of 100. The ten they did not win are the ones they want to learn from, so as to not repeat any preventable errors again next time. By the same token, if you are winning 2 deals out of 10, you have even MORE to learn. Find others around you to give you objective input and try to develop your “self-evaluator” so that you can really grow and improve. Remember, feedback is a gift – no matter what it is.

By developing a solid foundation, you'll withstand any and all obstacles.

Lori Richardson runs a sales effectiveness organization called Score More Sales. She maintains two blogs on selling and helps B2B sales teams from 5-50 increase revenues and profits through consulting, training, and speaking. Reach her at lori@scoremoresales.com or (425) 778-0585.

Visit www.scoremoresales.com for free tools, *Selling in Threes™* books, and more information.

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