

Contents

<i>About the Authors</i>	<i>xv</i>
<i>Acknowledgments</i>	<i>xvii</i>
<i>Introduction</i>	<i>xix</i>
CHAPTER ONE Taking the Seven Steps to Sales Success	1
Step One: Be a Salesperson, Not an Order Taker	2
Step Two: Get All the Education You Can	4
Doing It My Way	4
Easy In, Easy Out	5
Read, Read, Read!	5
Step Three: Spend Money to Make Money	7
Invest in Yourself	7
Borrow If You Must	8
Step Four: Follow in the Footsteps of Success	8
Success Stands Out	8
Mentors: The Essential Ingredient	9
Following in the Footsteps of Zig Ziglar	10
Success Leaves Big Footprints	10
Don't Be Too Proud to Ask for Help	11
My Shadow Program	12
A Million Questions a Year	12
Step Five: Nurture Relationships	13
Know Your Product or Service	13
Sell the Benefits	14
Your Client's Success Is Your Success	14

vi **Contents**

Step Six: Master the Tools of Your Trade	15
Identify the Best Tools and Technologies	15
Adopt New Technologies Gradually	16
Seize Change	16
Step Seven: Stick to It	16
Your Chapter 1 Checklist	17
CHAPTER TWO Motivating Yourself with Goals and Rewards	19
Setting a Goal	20
Keeping It Realistic . . . or Not	20
Setting Deadlines	21
Breaking Down Your Goal into Milestones	21
Choosing a Reward	22
Envisioning Your Future Achievement	23
Share Your Goal with Others	24
Create a Goal/Reward Collage	25
Evolution of My Goal/Reward Collage	25
Rewarding Yourself in Advance	26
Your Chapter 2 Checklist	27
CHAPTER THREE Becoming Accountable through Personal Partnering	29
Choosing a Partner	30
Identifying Areas for Improvement	31
List Your Lesser Strengths	31
Obtain a Sales Skills Assessment	33
Obtain Input from Fellow Salespeople	33
Ask Your Clients for Input	34
Ask Your Boss	35
Prioritize Your Areas for Improvement	36
Writing a Partnering Plan	36
Meeting with Your Partner	37
Agree on the Ground Rules	38
Keep Each Other on Track	38

	<i>Contents</i>	vii
Review One Another's Performance		39
Celebrate Your Mutual Success		40
Your Chapter 3 Checklist		40
CHAPTER FOUR Stop Hunting, Start Farming		43
Choosing Your Farm		44
Leverage the Built-In Customer Base		44
Research Potential Farms		45
Get to Know Your Farm		45
Press the Flesh		46
Sowing the Seeds of Future Business		47
Build a Robust Database		48
Keep in Touch		49
Give Memorable Gifts		49
Support your Communities		50
Surviving the Transition from Hunter to Farmer		51
Your Chapter 4 Checklist		51
CHAPTER FIVE Catering to Marketplace Diversity		53
Exploring Different Demographics		54
Identifying Generational Differences		54
Selling to the Physically Challenged		59
Green Is the Only Color You Should See		60
Breaking the Gender Barrier		61
Letting Your Customer Take the Lead		63
Getting Curious		63
Your Chapter 5 Checklist		64
CHAPTER SIX Hiring Your First Assistant		65
Everyone Needs at Least One Assistant		66
Why We Hesitate		67
Start Small, Grow Large		67
Adding More and More		68
Knowing Whom to Hire		69
Visual or Virtual?		69

viii **Contents**

Hire the Best You Can Get	70
Avoid Snap-Judgment Hiring	71
Assign Meaningful Job Titles	71
Train Them, Then Trust Them	72
Pay Them to Keep Them	73
Be Kind to Them—They’re Only Human	73
Your Chapter 6 Checklist	74
CHAPTER SEVEN Assembly Line Selling	77
Breaking Everything You Do into Steps	78
Identify Procedures	79
Break Procedures into Tasks	79
Break Tasks into Steps	80
Delegate the Work	80
Tracking Transactions: A Case Study	80
Green Folders, Red Folders	82
Keeping Me Out of It	82
Expanding Your Business with Systems	83
Plan the Work; Work the Plan	84
Beginning to Change	85
You’re a Business, Not an Employee	86
Not Perfect, but Good	87
Your Chapter 7 Checklist	87
CHAPTER EIGHT Hosting Your Own Hour of Power	89
Hour of Power Origins	90
The Goal: Pearls Called <i>Referrals</i>	90
No Selling!	91
No Interruptions	92
Make the Commitment	92
Keep a Tally Sheet	93
Just Do It!	93
Force Yourself into the <i>Zone</i>	94
Extend Your Hour of Power to Other Tasks	94

	<i>Contents</i>	ix
Focus on Dollar-Productive Activities		96
Your Chapter 8 Checklist		97
CHAPTER NINE Dating Your Leads before Someone Else Does		99
It Takes Five to Seven Contacts to Make a Sale		100
Implement a Foolproof Lead Follow-Up System		100
Receiving Leads		102
Categorizing Leads		103
Importance of Being First		104
Launching a Drip Campaign		105
Remain Persistent without Being Overbearing		108
Your Chapter 9 Checklist		109
CHAPTER TEN Building a Brand through Shameless Self-Promotion		111
The Emphasis Is on <i>Self</i>		112
Comprehensive and Unrelenting		113
Comprehensive		113
Unrelenting		114
Discovering Your Unique Brand Focus		115
Designing an Attractive Marketing Packet		116
Doing Regular Press Releases		118
Prepare Your Press Release		118
Release Your Press Release		121
Establishing a Strong Internet Presence		122
Generating Free Publicity and Positive Press		123
Make Yourself Available to Reporters		123
Earn a High Profile in Your Communities		124
Investing in Paid Advertising		125
Marketing through Professional and Personal Networks		127
Market through Professional Networks		127
Market through Existing Clients		129
Your Chapter 10 Checklist		130

x **Contents**

CHAPTER ELEVEN Blogging Your Way to Credibility	131
Understanding the Basics	132
Add a Style with Design (Presentation) Templates	133
Build Community	133
Understand the Two Main Components	134
Test Driving a Blog for Free	135
Choosing a Blog Host and Platform	135
Free, Hosted Platforms	136
Keep It Simple with Turnkey Solutions	136
Do It Yourself with a Standalone Platform	136
Get the Best of Both Worlds with Remote Hosting Options	138
Avoiding the Temptation to Advertise	138
Earning Higher Search Engine Rankings	139
Post Fresh Content with Key Words and Phrases	139
Add SEO Title Tags to Blog Entries	140
Add Links to and from Your Blog	141
Register Your Blog with Blog Directories	142
Contribute to Other People's Blogs	142
Your Chapter 11 Checklist	143
CHAPTER TWELVE Tapping the Power of Social Media Marketing	145
What Constitutes Social Media?	146
Grasping the Pros and Cons of Social Media Marketing	149
Taking Advantage of Social Media Marketing	150
Your Chapter 12 Checklist	153
CHAPTER THIRTEEN Creating and Maintaining Your Own Web Site	155
Securing Your Own Domain	156
Planning Your Web Site	157
Hiring a Professional Web Designer	160
Promoting Your Web Site	160
Your Chapter 13 Checklist	163

CHAPTER FOURTEEN Blasting Out of Your Sales Slump	165
Hold Yourself Accountable	165
Figure Out What's Changed	166
Set a Goal and Reward	167
Surround Yourself with Positive People	168
Focus on the Fundamentals	169
Pick up the Phone	169
Grow Out of It	170
Ramp up Your Marketing Efforts	171
Shadow a Top Producer or Hire a Coach	172
Start Now!	174
Work on Today's Business, Tomorrow's Business, and Future Business	175
Your Chapter 14 Checklist	175
CHAPTER FIFTEEN Building and Managing Your Own Sales Team	177
What Is a Sales Team?	178
Taking a Lesson from Your Dentist	179
Identifying the Benefits of Sales Teams	179
Knowing When You Need a Team	181
Drawing up Your Team Roster	182
Keeping Your Sales Team on Track	183
Honing Your Team Management Skills	184
Your Chapter 15 Checklist	187
CHAPTER SIXTEEN You're Fired! Firing Your Worst Clients	189
Identifying Your Best Clients	190
Retaining Your Best Clients	190
It's Not You; It's Me—Letting Them Down Easy	191
Adding Better Clients	193
Your Chapter 16 Checklist	194

xii **Contents**

CHAPTER SEVENTEEN	Becoming a Lifelong Learner	195
	Attend Industry Conferences	196
	Read Industry-Related News and Reports	197
	Read a Book	197
	Listen to Audio Books	198
	Take a Class	198
	Explore New Technologies	199
	Obtain Advice from a Mentor or Coach	199
	Spread the Word	200
	Your Chapter 17 Checklist	201
CHAPTER EIGHTEEN	Partnering Your Way to Unlimited Success	203
	Tapping the Synergistic Power of Business Partnerships	204
	Forming Partnerships to Fill the Gaps	206
	Three Steps to Partnering Your Way to Success	207
	Drawing Up a Partnership Agreement	207
	Forming Unique Business+Business Partnerships	209
	Your Chapter 18 Checklist	211
CHAPTER NINETEEN	Scaling Your Business with Virtual Assistants	213
	What Is a Virtual Assistant?	214
	What Can an Experienced Virtual Assistant Do for You?	215
	Advantages to Having a Virtual Assistant	222
	How Do You Know You Need a Virtual Assistant?	223
	Deciding What to Delegate to Your Virtual Assistant	224
	Finding a Qualified and Experienced Virtual Assistant	224
	Gathering Information from Your Virtual Assistant	227
	Providing Your VA with Essential Information	228
	Communicating with Your Virtual Assistant	230
	The Times, They Are a-Changing—and So Should You!	232
	Your Chapter 19 Checklist	233

CHAPTER TWENTY Making Rain: Taking on the Role of Rainmaker	235
Embracing Change	236
Changes in What Customers Buy	237
Changes in How Customers Shop	238
Changes in Your Industry	239
Viewing Problems as Opportunities	240
You Are the Visionary	241
Keeping Track of What Works and What Doesn't	241
Maintaining a Steady Rainfall	241
Final Thoughts	242
Your Chapter 20 Checklist	243
<i>Index</i>	245

