

A PRODUCT OR SERVICE'S USP, OR UNIQUE SELLING PROPOSITION, DIFFERENTIATES THE OFFERING FROM ITS COMPETITION.



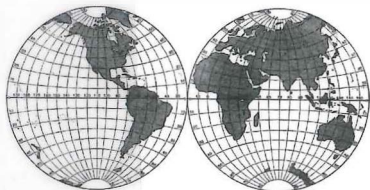
A QUOTA, OR SALES GOAL, IS THE AMOUNT OF REVENUE A SALESPERSON IS EXPECTED TO GENERATE OVER A GIVEN PERIOD OF TIME, AND MEASURING IT IS THE EASIEST WAY TO DETERMINE COMMISSIONS.

A  
*CRASH COURSE*  
IN  
**HOW TO SELL  
ANYTHING!**

# SALES 101

FROM FINDING LEADS AND CLOSING TECHNIQUES TO RETAINING CUSTOMERS AND GROWING YOUR BUSINESS, AN ESSENTIAL PRIMER ON HOW TO SELL

WEBCAM, OR VIDEO, PRESENTATIONS ALLOW YOU TO PITCH TO POTENTIAL CUSTOMERS ANYWHERE IN THE WORLD.



SOCIAL MEDIA NETWORKS LIKE *LINKEDIN* AND *FACEBOOK* ARE GOOD PLACES TO LOOK FOR NEW BUSINESS CONNECTIONS.



COLD CALLING REMAINS AN EFFECTIVE SALES PROSPECTING PRACTICE EVEN IN THE DIGITAL AGE, AS SALESPERSONS REACH OUT OVER THE PHONE AS WELL AS THROUGH EMAIL AND SOCIAL MEDIA.

WENDY CONNICK

pbp  
4965

สำนักหอสมุด มหาวิทยาลัยเชียงใหม่

61655464  
01252974  
12250295X

---

# SALES 101

FROM FINDING LEADS AND CLOSING TECHNIQUES  
TO RETAINING CUSTOMERS AND GROWING YOUR  
BUSINESS, AN ESSENTIAL PRIMER ON HOW TO SELL

---



สำนักหอสมุดมหาวิทยาลัยเชียงใหม่  
CHIANG MAI UNIVERSITY LIBRARY

WENDY CONNICK

Adams Media  
New York London Toronto Sydney New Delhi

# CONTENTS

## INTRODUCTION 7

### **CHAPTER 1: SALES BASICS . . . . . 9**

IS SALES RIGHT FOR YOU? . . . . .	10
BASIC SALES SKILLS . . . . .	13
BEFORE YOU START SELLING . . . . .	17
THE SEVEN-STAGE SALES CYCLE . . . . .	22

### **CHAPTER 2: PROSPECTING . . . . . 27**

BEFORE YOU START PROSPECTING . . . . .	28
FINDING LEADS . . . . .	31
ASSESSING LEADS . . . . .	35
LEAD GENERATION TECHNIQUES . . . . .	39
LEAD MANAGEMENT . . . . .	42

### **CHAPTER 3: MAKING APPOINTMENTS AND QUALIFYING LEADS . . . . . 47**

REACHING YOUR LEADS . . . . .	48
GETTING LEADS TO RETURN YOUR MESSAGES . . . . .	52
SELLING THE APPOINTMENT . . . . .	58
MAKING APPOINTMENTS VIA EMAIL . . . . .	62
GETTING PROSPECTS TO KEEP APPOINTMENTS . . . . .	66
CRUCIAL QUALIFYING QUESTIONS . . . . .	70

### **CHAPTER 4: SALES PITCHES AND PRESENTATIONS . . . . . 73**

BASIC PRESENTATION TIPS . . . . .	74
BENEFITS VERSUS FEATURES . . . . .	81

PREPPING FOR PRESENTATIONS . . . . .	84
COMMON PRESENTATION ERRORS . . . . .	88
VIRTUAL PRESENTATIONS . . . . .	92
HOW TO PROVE VALUE . . . . .	95
<b>CHAPTER 5: HANDLING OBJECTIONS . . . . .</b>	<b>99</b>
OBJECTIONS ARE A GOOD THING . . . . .	100
THE "NOT INTERESTED" OBJECTION . . . . .	103
THE "WE ALREADY HAVE ONE" OBJECTION . . . . .	107
THE "I JUST BOUGHT FROM YOUR COMPETITOR" OBJECTION . . . . .	111
THE "THAT'S TOO EXPENSIVE" OBJECTION . . . . .	114
THE "I NEED TO THINK ABOUT IT" OBJECTION . . . . .	118
<b>CHAPTER 6: CLOSING THE SALE . . . . .</b>	<b>125</b>
WHAT IS CLOSING? . . . . .	126
HOW TO CLOSE WITH CONFIDENCE . . . . .	132
USING CLOSING TECHNIQUES . . . . .	135
CLOSING A STALLED SALE . . . . .	139
<b>CHAPTER 7: ASKING FOR REFERRALS . . . . .</b>	<b>143</b>
THE IMPORTANCE OF REFERRALS . . . . .	144
AFTER YOU GET A REFERRAL . . . . .	147
WRITING REFERRAL REQUEST LETTERS . . . . .	151
REFERRAL GROUPS . . . . .	156
BUILDING A HEALTHY REFERRAL CYCLE . . . . .	159
<b>CHAPTER 8: COLD CALLING—WITH OR WITHOUT A PHONE . . . . .</b>	<b>163</b>
COLD CALLS VERSUS WARM CALLS . . . . .	164
SCHEDULING YOUR COLD CALL SEQUENCE . . . . .	167

COMMON COLD CALLING MISTAKES . . . . .	170
ALTERNATIVE COLD CALLING METHODS . . . . .	174
COPING WITH COMPETITORS . . . . .	177
COLD CALL OPENERS AND CLOSERS . . . . .	180

**CHAPTER 9: NETWORKING . . . . . 185**

BASIC BUSINESS NETWORKING . . . . .	186
NETWORKING EVENTS . . . . .	190
BUILDING A NETWORK . . . . .	193
COMMON NETWORKING MISTAKES . . . . .	197
SOCIAL MEDIA NETWORKING . . . . .	201

**CHAPTER 10: QUOTAS AND SALES SLUMPS . . . . . 207**

HOW SALES QUOTAS WORK . . . . .	208
STARTING A NEW SALES PERIOD . . . . .	211
GETTING OUT OF A SALES SLUMP . . . . .	215
BUILDING WALLET SHARE . . . . .	219
SELLING DURING A RECESSION . . . . .	222
RESOLVING QUOTA PROBLEMS . . . . .	225

**CHAPTER 11: MOVING INTO MANAGEMENT . . . . . 229**

SALES MANAGEMENT BASICS . . . . .	230
WHAT MAKES A GOOD SALES MANAGER? . . . . .	234
HOW TO COACH SALESPEOPLE . . . . .	238
COMMON SALES MANAGEMENT CHALLENGES . . . . .	241
HOW TO HELP YOUR TEAM SUCCEED . . . . .	245

**INDEX 249**