

ACCELERATOR

The Sales Success Publication from
philmjones

EDITION 9



Fishing in the same pond

Tricks to find more red hot prospects.

What are you leaving on the table

How much are you missing out on?

I bet you're a bit like me...

Learn to get people to agree with you every time.

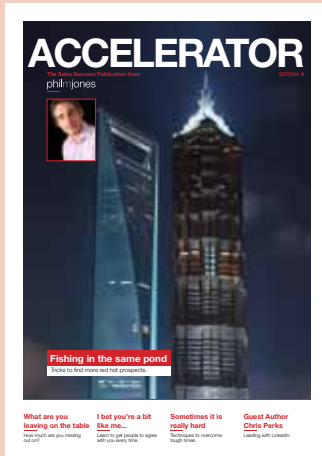
Sometimes it is really hard

Techniques to overcome tough times.

Guest Author Chris Perks

Leading with LinkedIn.

Diary Dates



June

- 7th Success Masterclass
- 9th & 10th Reaching New Heights Induction Training
- 16th Reaching New Heights Seminar - Stratford
- 22nd & 23rd Reaching New Heights Induction Training

July

- 1st LinkedIn Masterclass
- 12th Success Masterclass
- 14th Summit- The Event for Business - Worcester
- 21st Summit- Reaching New Heights Launch Event - Devon



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Accelerator has gone monthly- from £4.97 per month.

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WELCOME

Now please remember what this magazine is all about. This is about giving you simple bite-size pieces of information that you can consider, put into practice and achieve results. It is the actions you make that will lead to your success so please enjoy your read and, more importantly, take action.

Thanks a million





FISHING IN THE SAME POND

Most of us are looking to grow our business in some way and high on our priority list is the acquisition of new customers. Finding new, qualified prospects is one of the most difficult parts of the sales process and to conquer this there are many ways that we can fast track this process...

I am not sure about you but if there is a slow and difficult way to finding more customers versus a quicker and more rewarding way I know which one I would pick.

The tactic in question is the approach of developing strategic alliances. This is working coherently with like-minded businesses, who have the same target market as you yet are typically not in competition. I am continually putting these relationships together and always on the look out for such relationships for ourselves.

The lesson of the power of forming strategic alliances was strongest when developing our property business. We had an investment property product that was an alternative to a pension and resulted in a fair size investment to be made by the customer for some significant long term rewards. Finding people for this product from traditional advertising and digital media was inconsistent at best and brought very unpredictable results. This lead us to consider which business professionals have access to a good number of our target customers. Defining our target market gave us the understanding that our potential customers were typically successful business owners and

high salaried employees that were already valuable customers of Financial Advisors, Accountants and Solicitors.

This allowed us to change our sales process entirely and take control of our results by forming countless small partnerships with these professionals who could introduce us to their customer base. Just imagine the difference it would make to your business if you were receiving tens of referred appointments with personal recommendations...

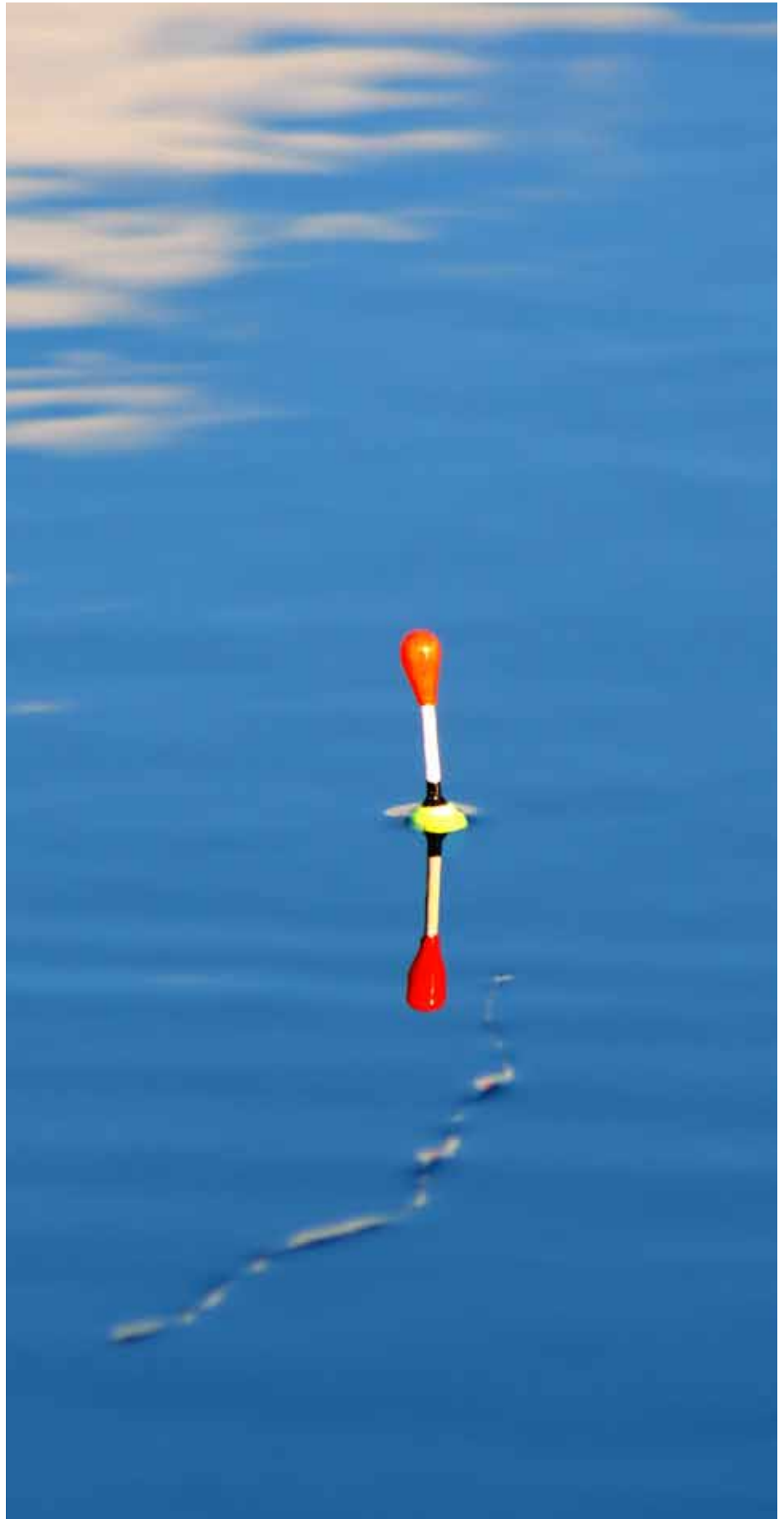
Achieving this is within your control if you follow some simple steps;

- **Define your target market-** Understand exactly who your ideal customer is and hence what their current spending habits are.
- **Identify potential partner industries-** Take care to consider all avenues of potential product and service providers that already have a trusted relationship with your target market.
- **Make a list-** List the names and contact details of the people in the organisations that you would like to speak with.
- **Create a win/win scenario-** Successful strategic alliances will only work if both parties are happy

with the rewards for the effort. Financial reward is only one form of motivation so consider what else you have to offer. Expertise, data and introductions are all immensely valuable.

- **Create appointments to build relationships-** Get face to face with the people who you are looking to refer you and your business. We would always prefer to introduce a human than an organisation. It is more rewarding for the introducer.
- **Look for first action-** It is easy when discussing potential alliances to get excited by the big picture. The idea will then “grow legs” and will soon become a massive job. Experience tells me that if you make the change too significant nothing will happen. As such, start with something small, I would typically look for just the first introduction.
- **Communicate like a pro-** When you receive introductions you must understand that you are being trusted with someone else’s most valuable asset. Act accordingly and communicate with your introducer every step of the way.
- **Say Thank You-** 2 of the nicest words to hear together in the English language are “Thank You” take time to show your sincere gratitude for each introduction you are passed regardless of results.
- **Over deliver-** Whatever you promise to your introducer you must over deliver. A big goal is to get the contact introduced to thank your introducer for the introduction. If you can gain this result then expect a good number of further introductions.

Why not start thinking today about who could be passing you a steady stream of business? Given the choice of finding customers one at a time or utilising someone else’s hard work and receiving them in multiples I know what option I would choose.



Sometimes it is really hard

The world of business is a rollercoaster with plenty of ups and plenty of downs.

It is a huge challenge and certainly not for everyone. However, for many, the rewards are seriously worth it.

The truth of it is that we will all face tough times and we will all question if it is worth moving forward. These challenges are normal and all part of the journey yet for many it can be seen as time to give up.

Over the years I have learnt some simple processes that can really help smooth out the tough times and today I thought I would share them.

- **Have clear written goals.** From the lessons of LMI and many others, the power of goal setting has been drummed into me from a very young age. I have regularly heard that goals are dreams with deadlines, and this could not be more true. We all dreamed as kids and if we take the time to dream today but then put a plan to achieving those dreams we have clear written goals. The trick is to have not just the “What” you are going to do but the “Why” you want to do it. If the “Why” is strong enough then nothing can stop you.
- **Celebrate your successes.** Most of us focus on all the things that we are yet to do or where we have failed. A few years ago I started to write a Victory Journal. Each time I achieve something significant I take the time to sit and write about it in my Victory Journal. Then if I am ever having a bad day I can sit and read it and remember what I have achieved.
- **Pick your friends wisely.** Not everyone you mix with will support and aid you in tough times. Often those who are closest care so much but are not always best positioned to advise. Have great support mechanisms, a coach or mentor is a great way of having consistent, positive and professional support.

That gives you a few simple processes to support you in the tough times but please remember that the only person in control of your life is you. Remembering that gives you the right to celebrate when you succeed, given the pain you will have been through on the way. Nothing happens unless you make it happen.

Books

To seriously effect your wealth

Chicken Soup for the Soul

Jack Canfield and Mark Victor Hanson

Not so much a business book but a series of stories and poems collected at the request of the authors. Many of which are only a page or two long yet they are all so powerful.

Our greatest asset and biggest enemy in life is our mind. Self-belief is essential in running a business and the stories in this book offer so much. Short stories to re-assure, humble, give inspiration and help motivate are in abundance.

Taking time out to imagine and think about how others behave and think allows you to open your mind, which can be so empowering. This book sits next to my bed and is regularly picked up, often for just a moment or two, and each time I read a story it's like a “shot in the arm” to help me continue on my quest.

This for me is an essential piece of kit for all in business and at last count the series had sold nearly 100,000,000 copies and that many people can't be wrong.

The Script

A simple script that will win you more appointments

“Hi (Insert name), My name is (Insert name) and in a conversation with (Insert name of mutual contact) he mentioned you and I would really like to get together. We have some exciting things happening in our business at the minute and I have some ideas that I would like to bounce off you as I really value your opinion. It will only take a few minutes and I am free (Insert day) and (insert day) and I just

WHAT ARE YOU LEAVING ON THE TABLE?



Every one of us is missing sales and business growth opportunities every single day.

Every one of us is missing sales and business growth opportunities every single day. Whether from face to face appointments, telephone conversations or marketing messages we are bi-passing huge potential for enhancing our sales success.

I can imagine that a number of you are challenging what I have just said in your mind right now and consider that your sales conversion rates are high and business is buoyant. This, however, is not about being competent or just above average but is about taking each and every opportunity and maximising it.

For many of us we simply have two potential outcomes from a sales opportunity; success or failure. What I am asking you to consider is to remove the option of failure and replace it with different levels of success, this is about “raising the bar”.

What this means is you need to plan your levels of success before each opportunity and consider what there really is on offer. You might have an appointment with someone who has shown interest in one particular product or service. Open your mind; think what else could this person provide you with?

Things to consider are as follows

- Additional sales - The easiest time to sell something else to someone is immediately after making the first buying decision.

- Further appointments - Increasing the frequency of transaction is a fantastic way to grow a business and planning the next appointment keeps you in control of this.
- Referrals - Asking for referrals should be part of your daily routine
- Cost Savings - If you spend with these people too they may be able to improve their offer to you. If you don't ask then you don't get.
- A cheeky request – Many of your customers will have a database of customers and send them regular newsletters. If you ask to be included in this they may well agree. Again- if you don't ask then you don't get!

So please consider where your bar is set for your sales opportunities. Consider what success looks like to you and go and achieve more of what you know you are capable of.

LEADING WITH LINKEDIN

My view of networking is simple, when you get out there and talk to people about what you do, things happen, right? You make new contacts, you find a few prospects, you build some worth while relationships and you eat more than you should in greasy breakfasts.



Chris Perks

When we use LinkedIn, we somehow forget the key element to networking...talking to people. You know what I mean, we hit the accept button on the incoming connection request, or we spend a couple of hours importing our address book, and looking up the people we used to work with, and that's it.

When we're in a face to face networking situation we don't just say "Hi" to people and move on, we try and find out more about them, tell them about us and see if there's any synergy to meet up and do business. But not on the Business networking behemoth LinkedIn, we just seem to say "Hi"

Well enough of this "connection collecting" We want connections that turn into conversations, that may, I don't know, say, turn into an opportunity to do business. These next steps will help you do just that, but you have to put in some effort first.

Make It Personal

When you send a connection request make sure you do it from their profile page. Don't send bulk invitations as there's no opportunity to personalise the message. Think about it, when you get a connection request from

someone on LinkedIn you barely know and you see "I'd like to add you to my professional network on LinkedIn" you don't exactly feel special, and those people don't stand out to you.

Instead give them a reason for connecting like "nice to meet you at the trade show yesterday, lets connect here and keep in touch" or "Hi Bob looks like we know a bunch of the same people, we clearly move in the same circles, let's connect here and get to know each other better" In my experience personalised messages get about a 60% better accept rate than standard ones, make sure you put the effort in.

Reply to People

Because most people aren't making the connection between LinkedIn, and building relationships, it's down to us to put the effort in and start the conversation. You know when you get that email from LinkedIn saying "Congratulations! You are now connected to Bob" Well now's the time to continue the conversation. Try something along the lines of "In the interests of networking why not tell me a bit more about what you do" Then offer to do the

same for Bob. You must start that conversation, not wait for it to happen.

Communicating in Group Mailings

Most people overlook group mailings as a great way to get people talking to you. Now, you can only send group mailings to 50 people at a time, which is one of the reasons why you don't get much spam through LinkedIn, and one of the reasons that LinkedIn emails have a higher open rate. Ka-ching!

If you want people to ignore you, or disconnect from you then send an email about how great your latest product is, or even better bore them to tears about your new website, client list, press release, or beg them to fan you on Facebook. I've seen them all and been guilty of a few myself.

Instead why not send them something that adds a bit of value. Try sending an email to your contacts (50 at a time) saying something like "Hi Guys, just seen this great article on how you can achieve xxx, thought you would find it useful here it is [link] Also I have been reading this awesome book on how to get more from



networking it's called XXX by a guy called XXX it's packed full of great advice. Speak to you all soon. Chris" You will be amazed at how many people email you to say thanks, and ask you questions. Sounds like a conversation starting to me...

Get Them Off LinkedIn

One of the questions I get asked most often is "How much business do you get on LinkedIn" or something similar and the answer is always...NOTHING. You see, I've never written one penny of business on LinkedIn, and probably never will. I get a load of leads from LinkedIn, which I always force off the platform as quick as I can. Why? Because it's far easier to develop business relationships over the phone or in person. Clients can't spend money with you on LinkedIn, so take them to where they can.

When you get to the point that you can see there is synergy between you and your latest connection, position them away from LinkedIn as soon as you can. I usually do this after 2 or 3 email communications. I have found the easiest way to do this is by saying in the last email "You know what Bob, I think I can help you with XXX I'll give you a call on Thursday at 11am. If Thursdays not good for you just let me know an alternative time that suits you better. Feel free to contact me before then on 07891 999 999" The next thing you know you're talking to a key prospect that you already have a relationship with. Forget the 80's cold calling model, trying desperately to get past gate keepers, begging them to tell you when Bob is back in the office. Bob is not only expecting my call, he is looking forward to it. Why? Because I can help him achieve his goal.

These steps will make it easier for you to build new profitable business relationships on LinkedIn rather than just collecting connections. Lead with LinkedIn but don't let it lead you. Personal introductions, reply to people and get the conversation going, communicate to groups of people at the same time, and get them off LinkedIn as soon as you can.

Until we connect on LinkedIn,
<http://uk.linkedin.com/in/chrisperks>

Internet geek, digital addict, speaker and internet marketer, Probably best known for his social media & internet marketing insights as well as speaking out against poor and unethical practices in the online marketing industry.

10 Things

10 Things I have learned this month

- We are all only realising a very small amount of our potential
- Persistency often wins out
- Leads are incredibly precious
- Trusting others brings new challenges
- Seeing others grow is immensely rewarding
- Kids are the best sales people
- If you keep looking over your shoulder you stop looking forward
- Having time to think can generate great results
- Remember to praise those who are most loyal
- Give your best every day

A Simple Tip

Keep your diaries and review them.

I am certain that if you took an hour to flick through your diary pages of the last 3 years you will find enough new opportunity to keep you busy for months. Consider all those people you nearly did business with and how their circumstances may have changed?

Business Builder

Develop a simple additional sale for your business that most of your customers will take on. Mine is this magazine, McDonalds "Go Large" and Footwear retailers offer you protective products at the till point. What could you offer to your customers following every transaction that most would agree to buy?

I bet you are a bit like me...

For those that have listened to me speak, you all know how I enjoy that simple changes in words can have a massive impact on your success. As sales people we are in the business of winning people round to our way of thinking. As such I really enjoy finding sequences of words that get people to agree with me every time. One of these sequences is the title of this article and when used to preface a question, providing you are reasonable, you can gain your prospects agreement every time! I bet you are a bit like me and love finding ways of getting your customers to say "Yes" more easily?



Your questions answered?

Each month I will take as many of your questions as possible and answer them on mass.

Using social media, what is the best way to effectively build intrigue and gain interest in your business? I have seen a lot of people gong about it the wrong way (in my eyes!) and not communicating in the right way. Thanks.

James M- Worcestershire

A great question and one I will do my best to answer in brief here. The best way to approach this is first to understand that traditional marketing methods are not beneficial in social media. Imagine that you are at a dinner party or with friends in a bar; if all you did was push your business and product offering then you would lose friends very quickly. To make this work it is paramount that you look to show interest in others and join conversation by asking questions of your contacts or showing praise or recognition. Once relationships are formed you can then "flirt" business related messages to your audience. However they should be customer lead benefits. So as opposed to what they will get, go to the result of what they will get. An easy way to introduce the benefits is to use case studies and 3rd party stories. Talking in terms of how your business has helped others is a fantastic way of gently presenting your offering to potential new customers.

Having been very busy recently, I've wracked up an incredible amount of follow up calls. What's the bet way to go through them and how can I utilise each call to maximise on opportunities?

Dave S- Wiltshire

Follow up calls are very interesting process and my first piece of advice would be to avoid them at all costs. You will always get higher success rates by closing in person so I would always look to take away a decision on the day or if it is a 2 stage sales process I will attend the second stage in person. However where follow up calls are necessary the important factor is to remember that the sales process is about control. To keep control of the situation you must always agree the time for your follow up call as if it was a meeting. By agreeing the time of the call it allows you to open the conversation with the words "I am just calling as promised....." This is a great way to start a conversation. From here you should be able to get to decision very quickly and I would suggest using an alternative close by giving 2 options of a positive response.

I find that any sales training I have had does the same thing - I know what to do but still can't get around to doing it or making any changes. Make it easy for me - show me how you do it differently?

Via Cathy P

Most training courses can be theory based and focus on theory and what to do. Everything seems great in the classroom and then when you step into the real world, routine kicks in and nothing changes. Our courses are taught on real life experience and we are practitioners as opposed to theorists. As such we work on both the "what to do" but also the "how to do it". We take practical examples from your experience and give you ideas how you could have behaved differently to produce a different outcome and can often even give you some exact words to use. This results in clear action steps that result in giving you the belief that you can make a change and resulting in you improving your practices and improving your results. I think they say that "Actions speak louder than words".

If you have a sales challenge and would value Phil's opinion then please send to enquiries@philmjones.com

LinkedIn[®] Masterclass

1st July – 9:30am-4:30pm

Billesley Manor Hotel, Stratford upon Avon

Phil has teamed up with Guest Author Chris Perks to deliver a LinkedIn Masterclass event. Taking place at the Billesley Manor Hotel on 1st July 2011. This Masterclass event will provide you with all the knowledge and skills you need to use LinkedIn effectively to win more business.

Part 1 - Profile Mastery Part 2 - People Persuasion

Part 3 - Target Takedown Part 4 - Building Business

The Masterclass event will be followed up by 2 one hour webinars which have been designed to back up the full day course, give you reminders of the key actions you need to implement to generate more business from LinkedIn and give you a few more golden nuggets of information that you can implement into your online marketing activities to generate results.

12 weeks on from your day of learning you will also have exclusive access to a live conference call with Phil to answer your questions, celebrate your success and check your progress.

Just £297 + VAT per person

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