

ACCELERATOR

EDITION 1

The Sales Success Newsletter from

philmjones



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- ONE SIMPLE TIP TO BUILD YOUR BUSINESS.
- THE SECRET OF SALES MANAGEMENT.



DIARY DATES

AUGUST

Reaching New Heights Workshop
17th August

SEPTEMBER

Reaching New Heights Workshop
1st September

Success Masterclass
8th September

Reaching New Heights Workshop
15th September

Summit
24th September

OCTOBER

Reaching New Heights Workshop
12th October

Success Masterclass
19th October

Reaching New Heights Workshop
26th October

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TO THE FIRST EDITION OF ACCELERATOR

I AM DELIGHTED YOU HAVE TAKEN THE CHOICE TO SHARE IN THIS INFORMATION AND CONTINUE TO EMBRACE YOUR OWN POTENTIAL. ACCELERATOR IS A MONTHLY PUBLICATION BRINGING YOU TRIED, TESTED AND PROVEN TECHNIQUES THAT WHEN APPLIED TO YOUR BUSINESS WILL GUARANTEE RESULTS.

I set a goal early in my business life to both succeed and to share that success. Winning is rewarding, its great fun and its infectious. My goals from Accelerator are to share with you relevant and up to date support and advice on taking your business from where it is now to where you want it to be. Each month we will share with you a number of simple techniques that will generate instant results.

I hope you enjoy this read and hope you pass it on. Sharing knowledge makes us grow and improve efficiencies. So enjoy your read and more importantly enjoy the successes it helps you create. I look forward to seeing you all soon.

PREPARATION IS THE VITAL INGREDIENT

OFTEN MISSING IN THE MAJORITY OF BUSINESSES IS THE CORRECT STRATEGY TO PREPARE. THE SALES PROCESS CAN BE DEMANDING, CHALLENGING AND PROVIDE A VARIETY OF UNEXPECTED OBSTACLES. HOWEVER, THE AREA OF PREPARATION IS WITHIN OUR COMPLETE CONTROL.

Being prepared is vital and it is often said that the person going nowhere usually gets there. Be honest with yourself and audit your own performance. Understanding your target customer is essential in both finding new customers and setting you apart from the rest.

A detailed knowledge of the customers you would like to have, the prospects you are working on and your existing customers is a necessity in maximising your success. The important thing to remember though is that people buy from people, not organisations.

Understand what is important to the key decision makers within the business you are prospecting. Find out their interests, their hobbies and their personal circumstances as these help you understand about the person behind the job description. The length of time they have been involved in their business, other key decision makers, their competition and their plans for the future are all facts that will give you both increased confidence and the added edge in the marketplace.

It may sound like a drawn out and time consuming process to gather this information, however I promise this information is easily available if you choose to look for it. The internet is full of useful information. Company websites give facts, yet, personal profiles such as facebook, linked in and twitter often provide a wealth of valuable information. You can also find out great information from the people you know. Contacts within the business can provide valuable information about your prospects and this will bring you a significant competitive advantage. If you receive referrals in your business then please take the time to question your referral source in order to gather information that may be useful.

I cannot underestimate the importance of this information and having it will set you apart from your competition and help you to win more business.

WHY GO TO MEETINGS?

Planning your desired result before attending meetings is a significant factor in both maximising your time and improving your chances of success. If you don't have a plan then you may well be part of someone else's.

- To gather information?
- To find out the key decision maker?
- To make the sale?
- To establish the size of the opportunity?
- To win a second appointment?

Starting with the end in mind is a perfect approach to meetings. I can highly recommend just getting your goals for any meeting, face to face or over the phone, clearly documented before you get started.

BUSINESS BUILDER – A SIMPLE TIP TO INCREASE REVENUES THIS MONTH

There is an old saying that if you don't ask you won't get. The reason this is an old saying is because it is true. Closing techniques are an art form that given time can be practised, fine tuned and then mastered.

Not asking is actually the most common reason for people not winning the opportunities they hope for. Start asking for the business and you will be amazed by the results.

My tip this month is simply to review your supplier list, make contact with each of them and ensure they are spending with you and if not, ask them why.

9 GREAT OPENING QUESTIONS

Have you ever met some one for the first time and struggled to open conversation? If so try

1. What are your plans for the future... ?
2. So what makes you different from... ?
3. How do you help people... ?
4. What do you most enjoy about... ?
5. How do you know... ?
6. What brings you to... ?
7. Why did you want to meet today... ?
8. When were you looking to... ?
9. What makes you interested in... ?

SALES IS A PHILOSOPHY AND NOT A DEPARTMENT

IN EVERY BUSINESS I HAVE EVER BEEN INTRODUCED TO THERE HAS ALWAYS BEEN A CLEAR DIVIDE BETWEEN THE SALES AND THE OPERATIONAL SIDES OF THE ORGANISATION.

Most people believe that the responsibility of winning and maintaining business is simply that of the sales team. Now I do not just disagree with this approach but believe it to be the failing of many businesses year after year.

If you are building a business that looks to connect with its customers, offer fantastic levels of service, get referrals from its customers and stacks of repeat business then this article is just for you.

This fact was greatly reinforced to me during my time with Britain's leading furniture retailer, DFS. My time with DFS served as my apprenticeship to underpin the true power of adopting sales processes through every area of an organisation. Once this is achieved you can sit back and admire the success it creates.

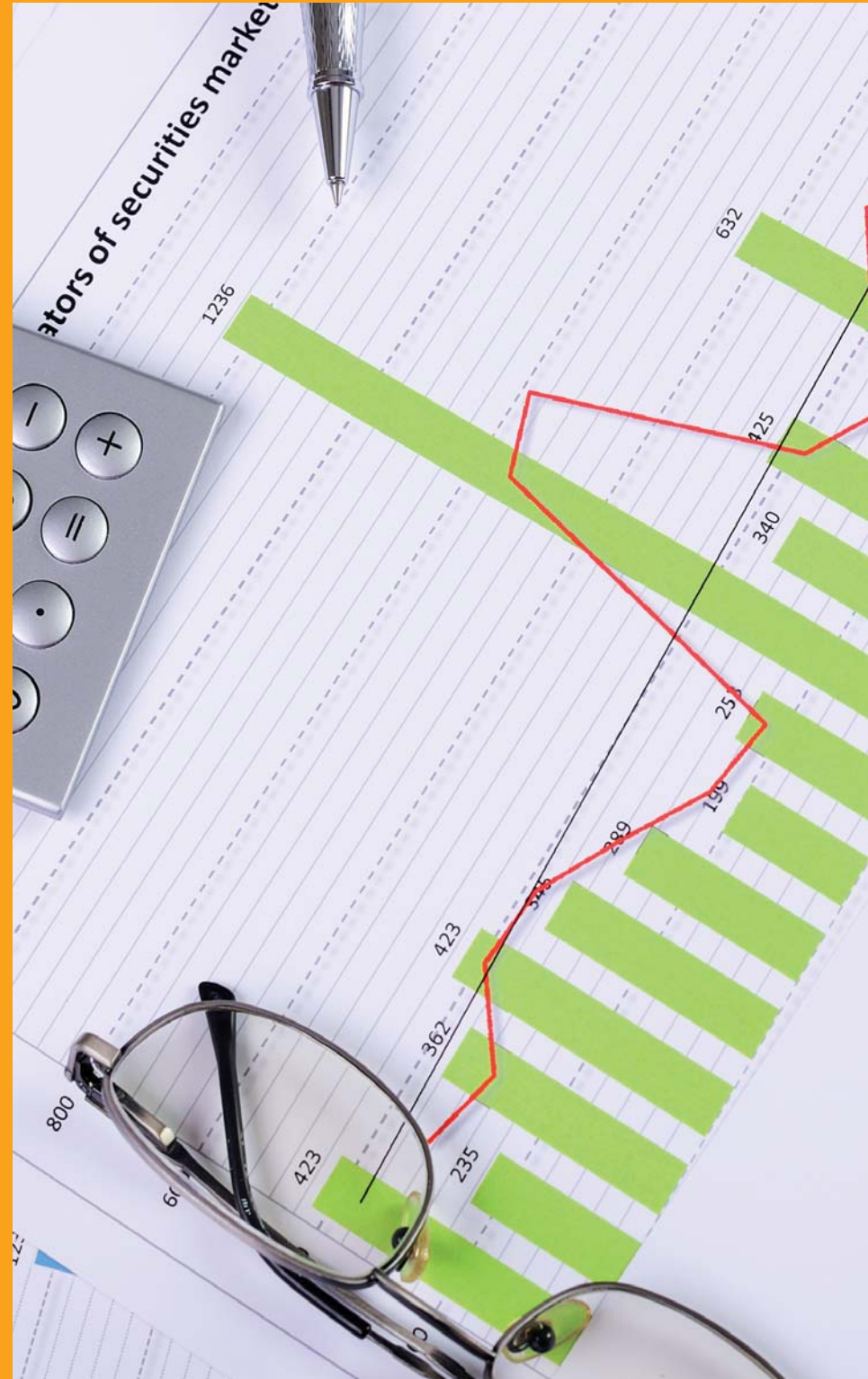
Getting this right brings such significant results it's astounding. This very principle was the key factor in increasing turnover by millions of pounds and all by not having any more people through the door. This may sound great when applied to a large multi national retailer but how can this apply to your business?

Having everybody pulling together in one direction creates benefits that are so slight when looked at in

isolation, yet, the collective benefit is compounded to a result that can be astounding.

- Increase in Revenue
- Increase in Profits
- No Late Payments
- No Bad Debts
- Preferential treatment from suppliers
- Increased operational efficiency
- Improved staff productivity
- More free time
- Reduced customer complaints
- Improved communication

These are just a few benefits I have enjoyed from adopting these principles. So please consider what you can take from this and see if you could benefit from any of the above. Consider everyone in your business and ask yourself what effect they have on the sales process and how could they improve it? Then look at those who act operationally in your business, consider what challenges they are faced with, and think how equipping them with some new skills will help them with that process. The customer experience is the critical factor in gaining repeat business and getting recommendations. Get this bit right and the results will speak for themselves



HERDING CATS THE ART OF SALES MANAGEMENT

Sales people are often competitive, highly strung, egotistical, outspoken and arrogant. This short list of qualities may just scratch the surface of many sales people and as such they can be notoriously difficult to manage. Control them too much and they will revolt, give them too much rope and they will exploit you. Mastering this art form really is a massive challenge and as such is regularly overlooked. As such I thought I would tackle it head on and give a few short tips that may just help in your situation.

You never get a second chance to make a first impression

Setting the rules when you take on a new member of sales staff is vital if you want to get the best out of them. Cover everything from company culture, to dress code, personal grooming, time keeping, and expectation of performance but also share with them the outcome of underperformance.

Creatures of Habit

Sales people are creatures of habit. Show them what success looks like and they will follow it. However please remember that people do 2 things in business, what they enjoy doing and what they get checked on. As such my advice is to keep the job fun. Creating a routine that generates activity but also creates a sense of team and puts a smile on your face is essential in well managed teams. If meeting weekly is important then consider timing and location wisely. Some of my most successful sales teams met every Friday at 3 pm in the pub for a review of the week and at 8 am every Tuesday for breakfast. Our results were double that of our competitors. Consider what you can do to improve the routine?

Give them a fine reputation to live up to

Sales people are competitive and although they are often employed by your business, they are typically managed by the most demanding boss in the world – themselves. This information is priceless when motivating your team. Use questions when asking more of your team as opposed to giving orders. Challenging them on the results of others either past or present can be very effective. Equally get them to set their own targets but only when in front of others. Use language like “Rob has sold 4 this weekI thought that you were better than Rob” and “ If we started a new sales person next week how many orders should they get in their first 6 weeks? So why have you only got....?”

However please remember that although sales staff may seem thick skinned they are often emotional and nearly always fragile. As such it is essential that praise is loud, lavish and in public yet any genuine criticism must happen behind closed doors. Protect their ego, it's valuable to you.

Manage results but measure activity

We are all in business for results yet often the results can be out of our control. With this in mind simply recording the results of your team's efforts can be misleading. I would encourage you to measure not just the outcome from your team's efforts but also the input. This allows you to reward effort, manage complacency and idleness and most importantly identify development opportunities.

If you start to apply these simple tips to your sales team then I am certain of improved results.

philmjones

helping your business reach new heights

The Success Masterclass

Expertly designed and guaranteed to deliver results, the success masterclass is a step by step approach to develop your own sales process. Using tried, tested and proven strategies Phil will take you through the sales process in detail giving you both the theory as well as the real life practical solutions to achieve your goals. This masterclass will ensure that you master the basics and develop some expert skills, giving you the competitive edge that is so valuable.

“ If you are interested in finding more customers, who shop more often and spend more each time they shop then the success masterclass will show you how. ”

The masterclass will give you a detailed understanding of each of the six stages of the process as well as introduce you to the advanced 7th stage.

If you found benefit in The Reaching New Heights workshop then this really will take you to the next level.

The details of programme are as follows:

- 7 Monthly full day coaching workshops
- Weekly telephone review sessions
- Unlimited telephone and e mail support
- Success Masterclass workbook
- 6 CD Reaching New Heights Audio Programme

Priced at just 7 monthly instalments of £297 +VAT



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