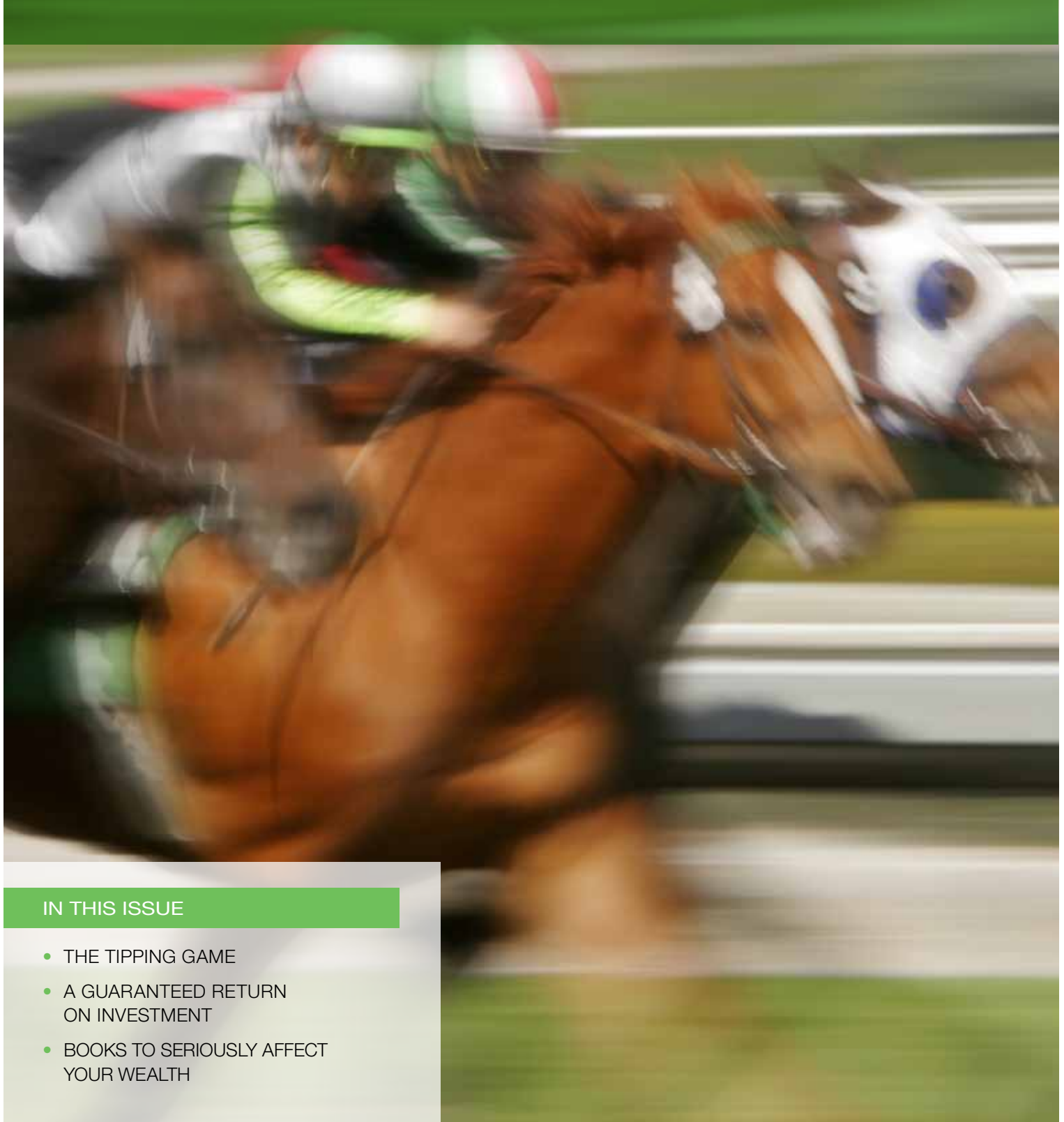


ACCELERATOR

EDITION 3

The Sales Success Publication from

philmjones



IN THIS ISSUE

- THE TIPPING GAME
- A GUARANTEED RETURN ON INVESTMENT
- BOOKS TO SERIOUSLY AFFECT YOUR WEALTH



DIARY DATES

OCTOBER
Reaching New Heights Workshop
12th October

Communication Workshop
presented By Lorna D Sheldon
21st October

Reaching New Heights Workshop
26th October

NOVEMBER
Reaching New Heights Workshop
9th November

Communication Workshop
presented By Lorna D Sheldon
11th November

Success Masterclass
16th November

Reaching New Heights Workshop
23rd November

DECEMBER
Reaching New Heights Workshop
7th December

Success Masterclass
14th December

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WELCOME

THIS ISSUE OF ACCELERATOR TACKLES THE CHALLENGE OF GETTING IN FRONT OF YOUR TARGET AUDIENCE. WE CONTINUE TO BRING YOU GREAT GUEST WRITERS AND HOT TIPS THAT, WHEN APPLIED TO YOUR BUSINESS, WILL GUARANTEE RESULTS.

This month I have had the great pleasure of commencing work with Richard Denny, international best-selling author, business growth specialist and an inspirational business speaker. Richard has been kind enough to say:

“Phil has an outstanding track record as a super-seller, winner of business and, most importantly of all, keeping the client. I would recommend him to any business that is seeking help or advice in growth and achieving more sales.”

“Having read the first two issues of Accelerator I can say they are really excellent. What really appeals is the very sound business advice and tips that, when put into practice, will result in generating more business and making money. I also like the fact that each issue is quick and easy to read particularly these days where there is so much information overload.”

Thanks for your participation in making Accelerator a great read, filled with solutions to business issues and challenges. Please continue to supply your thoughts and questions as we endeavour to make Accelerator a great source of real-life information. We need your help to deliver and develop a publication that answers the true need of the business community.

Have a great October.

Accelerator is a monthly publication with annual subscription available for just £64. To receive your copy call 0808 1080 103 email enquires@philmjones.com

THE TIPPING GAME

MANY OF US RECEIVE REFERRALS FOR BUSINESS OPPORTUNITIES FROM CONTACTS AND CUSTOMERS. FOR MOST OF US THIS IS OUR PREFERRED METHOD OF WINNING NEW CUSTOMERS AND IDEALLY WOULD BE THE ONLY WAY TO DO BUSINESS.

The reason referrals are favoured is simply that a door has been opened by a third-party, making your chances of success significantly higher. This referral and its success are based on trust. Your success in winning business as a result of an appointment depends on the quality of the introduction. Also, you are benefiting from the trust your prospect has in your referral source.

By doing your homework you can replicate this trusting relationship with stone cold prospects. All you need to do is follow these simple steps:

1. Find out the names of your prospect's existing customers.
2. Find out your prospect's fiercest competitor.
3. Find the name of a local or national figure who is a mutual, well-respected acquaintance of your prospect.

Once armed with this information ensure your meeting includes the following:

1. Start with an open discussion on how you both know or have an interest in the mutual acquaintance.
2. During conversation mention the businesses you work with that are the same as, or similar to, organisations your prospect works with. If there is no common ground, name drop your most recognised contact.
3. Towards the end of the meeting you must subtly elude to a further meeting with their competitor.

By following these simple steps, your mutual acquaintance builds rapport and starts to develop trust, your relationship with like-minded business reinforces that trust and finally your acknowledgement of their competition provokes the biggest decision catalyst of all – fear of loss.

Give it a try. You will be overwhelmed with the results.

BOOKS TO SERIOUSLY AFFECT YOUR WEALTH

EACH MONTH I WILL SHARE WITH YOU MY THOUGHTS AND FEELINGS TOWARDS SOME INCREDIBLE BOOKS THAT HAVE IMPACTED ON MY LIFE AND THIS MONTH IS NO EXCEPTION.

The richest man in Babylon by George S Clason

This book was introduced to me as a 'must read' by the late Jim Rohn. It was written in 1926, yet shares fantastic lessons on money management and, more importantly, wealth creation.

You can read it from cover to cover in just a few hours and will finish feeling infinitely better educated on the subject of financial freedom.

If you are serious about being completely free of money worries then this could well be the best investment you ever make.

Trust me and read it!

If any of this is of interest to you, then you can order your copy for just £7.99 by emailing admin@philmjones.com



TRY SAYING THIS INSTEAD

1. Don't say if – say when

2. Don't say problem – say opportunity or challenge

3. Don't say cost – say investment

4. Don't say sign – say autograph

5. Don't say when I sell – say when you own

6. Don't say cheap – say good value

COMMUNICATE YOUR WAY TO PROFIT

Lorna D Sheldon

HAVE YOU EVER THOUGHT, WHILST WATCHING A REALLY GOOD BUSINESS PRESENTER, THAT GOOD SPEAKERS ARE BORN WITH THOSE QUALITIES THAT SEEM TO MAKE THEM OUTSTANDING?

They are confident, look good and are at one with the audience. They speak clearly and their voices are used in such a way that you are held, totally absorbed, listening to every word. The messages they give are clear, easy to follow and straightforward, which means you can understand exactly what they are talking about. When you leave the room their words are still ringing in your ears. You know you are going to get to know them better. You know you would like to do business with them. You may even say to yourself, “if only I could present that way I would get more business.”

The answer to my first question is that brilliant communicators and presenters are not born that way; they are usually trained or have spent some time watching good speakers and presenters and have picked up on what they consider to be successful techniques and what appealed to them most.

The answer to the last question, relative to your own presentation skills, is that anyone anywhere can be a good and confident speaker, presenter and communicator. You simply need the skills and techniques to be able to achieve this position.

Let us first take a look at what spoils a good presentation. The

speaker looks untidy, if wearing a tie it is not up to the top of the collar, maybe the top button is undone. If female, your neckline may be too revealing, which is great for a night out but not for a business presentation. Perhaps there has been no consideration of what the audience would expect in the form of the image of the speaker. Remember, whether we like it or not the first impression is based entirely on how we look. That evaluation moves quickly from our hair, face, clothes, shoes to movement. Is the body language positive or negative?

Invariably if you are nervous, apprehensive, unsure of your audience or unrehearsed, your body language will show exactly how you feel – and your feet are your biggest give away. Stepping back and forth or from side to side, swaying and even micro dance routines are signs that you are not comfortable. Tip one: during your introduction only – stand completely still.

The second impression is made when you open your mouth. The way you speak will make huge statements about your ability, your professionalism, your authority, your knowledge of a product or service and of course, your confidence.

The third impression is related to the content of your presentation and how the audience receives delivery of that information.

The fourth impression is related to the design and content of your presentation support and use of a slide show and materials.

The first three might be working well but this final element can ruin the whole presentation regardless of other well-established areas.

Knowledge of the specific eight skills and techniques required to give you a sound, confident delivery can be learned in just one day. This includes how to manage body language and how to deliver strong, positive statements that underpin the overall verbal message.

In relation to the voice, the speed of speech delivery is crucial. Speak too quickly and people get lost along the way and your audience will switch off. Speak too slowly and they are bored within seconds and again switch off. That might lead you to think that somewhere between the two should be about right. Tip two: the answer is that all three speeds are required to form a simple pattern. This technique controls the listening for as long as you are speaking. Powerful stuff don't you think?

The final obstacle takes place when visual information appearing on the screen is read out rather than supporting the presentation or there is too much information on each slide. Diagrams, graphs, pie-charts, arrows and flashing images will make the audience feel dizzy. You think it looks great, but your audience is confused and distracted when they should be focused on you – the speaker.

A book by Dunkeld and Parnham named, The Business Guide to Effective Speaking, state that:

“The great danger is that presenters place the major emphasis on visual aids and relegate themselves to the minor role of narrator or technician. You must remember that you are central to the presentation. It needs you, your interpretation, your explanation, your conviction and your justification to be successful”.

Work to continually speak to the audience and not to the slides. They are there to support your message; they should not be the complete message.

I appreciate that there is sometimes a need to explain complex issues which may require detailed diagrams, but I would ask that you try to simplify each slide as much as possible. Statements,

colour and powerful images will win the PowerPoint stakes more often than detailed diagrams.

In today's challenging marketplace, your ability to communicate your message effectively is vital. Whether you are speaking across a meeting room table, networking in a bar or standing on a platform in front of a large group of people, the time you invest on improving and enhancing your personal presentation and communication skills will ensure that you and your business will stand out from the crowd and benefit from continued and new business.

Work on the necessary skills and techniques on a daily basis and when you stand up to deliver your presentation you can concentrate totally on your content and you will be excellent.

You can communicate your way to profit.



Lorna D Sheldon A.L.A.M., F.I.T.C.Ict., P.S.A. UK/SA

The Complete Works International Ltd

Lorna has been working in the area of public speaking, presentation skills and effective communication for 30 years and is a qualified public speaker. She trains, coaches and presents to the global corporate market and has completed assignments in 24 different countries.



A GUARANTEED RETURN ON INVESTMENT

ON MY TRAVELS I AM OFTEN ASKED HOW TO FIND MORE OF QUALITY PROSPECTS SO THAT TIME CAN BE SPENT SOLELY WITH PEOPLE LOOKING TO INVEST RATHER THAN WITH TIME WASTERS. PEOPLE TRY TARGETED ADVERTISING CAMPAIGNS AND HIGH VOLUME DIRECT MAIL TO CREATE OPPORTUNITY; BUT THEY ARE OFTEN DISAPPOINTED WITH THE RESPONSE RATE AND EVENTUALLY REALISE THERE IS NO SHORT CUT TO SUCCESS.

Yes, these techniques have their place and each bring a level of success. However my biggest concern is that if they do work better than anticipated the business may not be in the position to service the response.

When I question business owners looking for more customers, the desired growth rate in relation to number of customers is often a very sensible number. In most circumstances just 1 or 2 new customers a week would revolutionise a business. So what could 100 new customers do for your business?

If you are serious about this level of growth then I have a tried and tested strategy that will guarantee success. Before I share it with you please let me explain my 3 key concerns with all forms of traditional marketing.

1. They all go looking for people that have already decided they are interested in your product and service and hence have a strict brief for their requirements.
2. Prospects will typically shop around so you do not have an exclusive opportunity.
3. There is no way to control the results.

With this in mind the job of persuading our prospects they should do business with us can become extremely difficult as they have developed too many pre-conceived ideas.

My route to market is completely different. I believe that there is no fast track to the perfect opportunity and often the missing ingredient to the success you

desire is a little extra activity and a lot more direction. I urge you to try my simple technique for just 4 weeks and measure the results.

- Define your target market. By target market I do not mean perfect customer but rather people in a position to buy your product or service. For many this could be all UK businesses, of which there are around 4 million, yet for others it will be a little narrower. The trick is not to be too specific and to have the largest target market possible.
- Create a list of all local contacts who are not currently customers with aim of a minimum of 50 names.
- Make phone calls to arrange appointments with as many contacts from your list. The purpose of the appointment is for two local business owners to have 15 minutes together over coffee and see how you can help each other.
- You will get at least ten appointments. During your appointments, first establish how you can help them. Then ask questions to establish what requirements they have for what you do and look for simple solutions. Do not try to sell to them. You are simply looking to establish if there is a genuine business opportunity.
- At least 5 of your meetings will highlight a requirement for what you do. Then say these words: "I am not sure if this is for you, but do you know anyone who ..." and introduce your products and services. By presenting your business this way it is completely rejection-free and makes it easy for your prospect to answer.

- If done correctly at least 2 of your prospects will buy from you. The good news is by using this technique those who don't buy will typically refer you to someone who may. They find it easier to pass you on than give you a reason why they don't want to buy. Then you simply start the process again.

The trick to this method is to get the appointment without being too prescriptive. Yes, you have a lot of meetings. However, if 2 new customers a week could change your business then getting 10 appointments a week is surely worth trying. Meetings typically last less than an hour and you may just find it is the best way to invest 10 hours a week.



YOU DON'T ALWAYS GET YOUR WAY

Business is simple, but not easy. The difference between average and great is typically achieved in the last 10% of the process, which is quite often the time when most people give up. The ability to negotiate effectively when you do not get your own way contributes significantly to your success and is infinitely more rewarding. There are 9 simple steps to help you become a master negotiator and ensure people come round to your way of thinking more often.

- Arguments end with losers.
- Nobody wants to be a loser and the problem with arguing in a sales environment is that if you are the winner then your prospect is the loser. Avoid disputes at all costs.
- Show respect for the other person's opinions.
- You don't have to agree with them, but they are entitled to their opinion. Understand their reasons for their point of view and look to understand.
- Admit when you are wrong.
- By admitting that you don't know or that you are wrong adds weight to anything you do know.
- Encourage the easy Yes.
- Asking multiple simple questions that lead to "Yes" answers will bring prospects round to your point of view and they will find it easier to continue saying Yes.
- Talk Less.
- The biggest reason for a misunderstanding or failure to

communicate effectively is not listening. Please rearrange the letters of the word listen and it spells silent.

- Let the other person believe that it is their idea.
- Introduce your ideas as questions rather than statements. Your prospect will adopt and accept your point of view.
- See things from the other person's perspective.
- It is vital to show empathy when negotiating. Put yourself in their shoes, it will help you understand why they think the way they do and this angle will add substance to your case.
- Dramatise your ideas.
- Whether selling a product, service or an idea, enthusiasm will help to convince your audience. If you become more charismatic when presenting your viewpoint, you will make it far easier for others to agree with your line of thinking.
- Throw down a challenge.

Always finish your negotiations with a challenge or ultimatum. For example: "This can be done today. Are you able to confirm the order now?"

Expert negotiation comes with practice. You must not give up too easily and believe in yourself. Typically it is mix of skill and confidence that wins a negotiation and coaching can help with both of these aspects.

10 THINGS I HAVE LEARNED THIS MONTH

1. Not speaking and pausing is often the best way of closing a sale.
2. When you have got something that your customer wants, let them choose the price and terms.
3. If you ask the advice of experts, one day you will be an expert yourself.
4. Experience is not always measured in years.
5. If it works on paper the only thing stopping it working for real are the people.
6. If you do more - you get more.
7. The price of something is of greater concern to the seller than the buyer.
8. Work should be fun.
9. Keep stretching yourself and you will grow. You will be amazed at how little of your potential you have realised.
10. When looking for the answer, sometimes any answer will do. At least then you can just get on with it.



A SIMPLE TIP

Take notes during every sales meeting. It is advisable to ask permission first, however doing so helps you remember vital information that will be valuable during the sales process. Note taking aids your memory, demonstrates you are listening and shows your prospect they are important to you.

BUSINESS BUILDER

Often the easiest time to sell something more to an existing customer is straight after they have agreed to the previous order. Once they are in the mood for shopping, why not ask them what else they might like?

YOUR QUESTIONS ANSWERED

EACH MONTH WE INVITE YOU TO SUBMIT YOUR QUESTIONS AND CHALLENGES TO PHIL AND WE WILL PUBLISH THE ANSWERS IN FUTURE EDITIONS OF ACCELERATOR.

How can I increase price without offending or losing existing customers?

Price is always a very sensitive issue. To change a price you always need a reason and the best reason is that the product or service has changed. First make a slight change to your offer which will still make the product or service attractive despite the price increase.

How do I decide when to stop giving free advice and when to start charging?

Those that know me will often hear me say, "the most important part of the sales process is control". The trick here is keeping it. A very reliable way of achieving control is by establishing the rules from the beginning. It is important that your clients know where they stand. Give enough information to demonstrate your ability then close your presentation by explaining the next stage of the process while asking for your prospect's commitment. It is at this point your service becomes chargeable. Typically you should not go to a second meeting without some commitment.

What is the best approach when calling existing clients to ask for more business and how often should I call?

The trick to this challenge is to call your customer on time at every mutually agreed occasion. Your job is to educate them on what happens next in your process. Before finishing each conversation tell them when they can expect to hear from you next. Always call them when you promised. From then on you are fulfilling your promise each time you call them back. Never let any of your account management phone calls come as a surprise to your customers.

We have a good existing customer base. What incentives can we offer to encourage more regular spending or referrals to other contacts?

Incentives are very dangerous territory. People are all different and what motivates one can embarrass or insult others. In my experience what is more beneficial is to show genuine gratitude to your existing customers by staying in touch and saying thank you.

You can encourage more referrals by saying thank you in a bespoke and well chosen manner. Often a well written thank you card is enough. If you wish to do more then take the time to ensure your gift is appropriate to the individual. In summary, the trick is to make your customers feel truly valued.

When asked to quote, pitch or submit a tender, how do we know all proposals and submissions will be treated fairly, equally and without bias?

The truth here is that you can't. In the majority of occasions no two quotes or proposals are the same and there are many variables. The key to success is to deliver the document in person and be the last person to do so. Never post or e-mail your proposal or quote. In addition, look to educate your prospect early on in the process. Explain that companies recommend different specifications and make them aware of the pitfalls of adopting a poor or unsuitable specification.

Please send your questions to enquiries@philmjones.com

philmjones

helping your business reach new heights



COMMUNICATƏ delivering your message with impact

Three of the regions premier training organisations have secured one of the UK's leading professional speaking coaches to provide a one day workshop delivering incredible results. Lorna Sheldon has perfected her craft over the last 25 years developing countless senior public and business leaders. The course is expertly designed to give confidence when presenting whether to small groups or large audiences. The skills of effective communication are vital in business and are often the missing ingredients in achieving greatness.

- After this workshop you will have the techniques and skills to motivate people in order to get a more positive result
- You will see an immeasurable growth in confidence
- Improved interaction and relationship building
- Your message will be remembered
- You will stand out in the marketplace as a high level professional presenter
- Your voice and body language techniques will be improved.

“ I owe a large percentage of my speaking success to the lessons Lorna has taught me. Anyone serious about developing their business should learn the art of effective presentations and for me Lorna is the best in the business ”

To confirm your place contact us by

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