

ACCELERATOR

Issue 8



IN THIS ISSUE:

Key networking skills
Understanding Social Media
Our guest author

The Sales Success Publication From
philmjones



WELCOME

The year is flying by and I am sure that all your best laid plans are now well into action. We have had a really busy start to the year and have launched our new website so you can now enjoy the benefits of viewing this edition and all future editions online as well as in the traditional paper format.

I am also delighted to bring you Jim Kukral as this month's guest author who has some very straight talking advice on making more money that I am certain will help a lot of you.

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

DIARY DATES

The Opportunity Launch

April 29th

May

10th – Success Masterclass
12th – Reaching New Heights- Gatwick

June

7th – Success Masterclass
16th – Reaching New Heights

July

14th – Summit: The Event for Business
28th and 29th – The Retreat

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DON'T TALK TO STRANGERS

When many of us are looking for new business we can find ourselves in the mysterious world of business networking; but for most, attending open networking events is a less than enjoyable experience.

We all know that to find new customers we must speak with more people, so why do so many of us find this such a daunting task?

The reason we find this difficult is that we were all conditioned as children by a simple sequence of words - "Don't talk to strangers". The first challenge is to defy that conditioning and I've found that the easiest way to resolve this is to understand that pretty much everybody else is feeling the same as you. Getting over the initial 'fear' is one thing, however, to succeed in a network here are some simple rules that have worked for me, and I am sure if you choose to employ them they could have significant benefit to you too.

Have a plan.

Regardless of the size of the event it is unlikely that you can develop lasting business relationships with all in the room and I am certain that there will be some people who will be of considerable more value than others. Set a goal and stick to it, it may be to make a number of new connections or to set a meeting with a specific person. Just turning up and seeing what happens is leaving your success to chance.

Know what you are going to talk about.

Starting a conversation is the hardest thing to do when entering a room full of strangers. To open conversation the easiest place to start is talk about a subject that you all have in common. The one subject that you all have in common is the event you are at. As such plan a series of questions related to the event.

Talk of how you help people.

"So what do you do then?" This is a question that you are almost guaranteed to be asked yet each time I witness it the receiver of the question looks startled and bemused and hesitantly gives their job title or profession as the answer. Your goal from this question is to open a conversation by being interesting to them. So when asked this question please rephrase it in your head to "How do you help people?" And answering that question instead.

Sell to the room.

This goes against what you are often told when networking yet is based on the simple reality that your best referrals come from existing customers. Therefore to gain a quantity of referrals you need a good number of customers within your network. Now this does not mean forcing your products or services on people but simply having a simple entry level offering that makes it easy for people to try your offerings. By utilising some if not all of the above tips I am sure you will reap significant returns. Good luck in your networking!



A woman with brown hair is shown from the chest up, wearing a light blue shirt. She is pointing her right index finger at a digital interface. The interface features a central icon of two people labeled 'social network' and several smaller icons of a single person labeled 'friend' arranged around it. The background is a soft, out-of-focus purple and blue gradient.

The world is shrinking!

With technology moving at such a rapid pace, yesterday's technologies being out of date by tomorrow, to stay at the head of the game we must embrace this change and move with it.

The biggest change in the way we now communicate globally is the revelation of social media. Its impact has been so huge that we can now communicate across the planet with such ease that our marketplaces have got significantly bigger and our networks are now much easier to reach.

For those unaware of what the term 'social media' relates to, it is the collective term of platforms such as Facebook, LinkedIn, Twitter and YouTube and these forms of media are changing the way that we now communicate. This shift in communications sounds drastic, and for many we are fearful of change - particularly when there is technology involved. However, this is nothing new; this is just modern day word of mouth and as a tool for building business is like stepping back in time. This is about building relationships with your customers and community, as well as understanding what others are saying about you, to build your brand and grow your business.

In this article I want to give you the basics in a simple process that all can follow, get you off to a great start with social media and ensure that it can start to help you and your business. One thing I am not is an expert. However I have used social media to great results for both my own business' and for clients and I am happy to share those lessons with you.

First Impressions Count – Just like in the real world; you never get a second chance to make a first impression when it comes to social media. Before you open for business I would seriously recommend that you take the time to complete your profiles fully.

Cont >

On LinkedIn this means completing all fields from start to finish. It serves as your online CV and if you were looking for a new job then you would certainly make sure that your CV shared the right message and was complete. On Twitter you only have a few characters so ensure that your biography delivers a strong message that intrigues people to find out more.

On all platforms the visual appearance is also critical. You can use certain areas to apply your brand identity and convey your business message- this can be done simply and easily by speaking with your designers to create the correct sized artwork. Consider your photography. These are social platforms so images should be warm, friendly and not too corporate, and I believe should always include the image of a person and not just that of a company logo.

Build Audience – Once you are all set up most people start to worry about their outbound content. Now your content and posts are important yet only when people are listening. Social media is particularly useful as a communication tool to the people that already know you so I would start there. If using it for business then my first action would be to connect with as many of your existing customers and contacts as possible. You can do this by uploading your contacts as a database and sending out an invitation. Additionally you should look to use all current communication tools to let people know that you are active on social media. This means adding social media icons to your e-mail signature and stationery, informing all your customers when you write to them, making it a news story on your website and adding leaflets or posters in the view of your customers to entice them to your profiles. To actually get them to your profiles is harder than just asking though so running a competition or great offer to reward them for visiting your

Books to seriously affect your wealth

Rich Dad Poor Dad
Robert Kiyosaki

Given that reading this book had a huge impact on both me and this month's guest author, it only seems fair that it takes the spot of this month's recommended read. This book turns the traditional mentality of work hard at school, gain a good job, get promoted and get rewarded with benefits and a pension, into a far more realistic approach to wealth creation. It will feel more like an educational book than a typical business book and is crammed with diagrams in addition to some very straight talking concepts that really pack a punch, and encourage you to take notice and (more importantly) action.

These lessons are cleverly weaved into the true story of how Robert was being advised by two elder figures; one being his real dad and the other the father of his best friend, and how both sets of lessons helped him reach significant levels of success. A must read for all who are serious about achieving financial security.

profiles, and connecting with you, will drastically improve your chances. Remember that investing in this audience is critical in achieving social media success as without an audience your great work could be wasted.

Be interesting – When it comes to content the key is to remember that these are social platforms. Very few people are enjoying times on social media because they want to be sold to. To be interesting you need to be varied with your communication and show yourself as human. If your message becomes monotonous you become boring and people stop listening so keep your outbound content varied. For me this means posting in 3 areas.

- Firstly commenting on or sharing useful information relating to your wider industry as a whole.
- Secondly presenting your products and services but only with customer focussed offers relating to the action that precedes the sale and not the sale itself. For example; if you were a car retailer you should provide an offer to get people to visit the showroom and not to by the car.
- Finally be human. To succeed in Social Media you must be prepared to share some personal information. Life and family events as well as successes and failures are great ways of starting dialogue.

Please remember the aim of posting content is to start a conversation or encourage debate. Starting conversation with your contacts opens you up to their contacts and then your network grows. That should be enough to keep you busy for a while and I am planning to give some more detailed information in the forthcoming editions of Accelerator.

6 great opening questions for a networking event!

Have you been here before?

Where have you travelled from today?

What bought you here today?

Do you attend many events like this?

How are you enjoying the event?

What type of people are you hoping to meet today?

GUEST AUTHOR – SIMON ZUTSHI

The biggest success secret of all time!



I have been investing in my own personal and business development since 1999 when I realised that the easiest way to achieve what I wanted, was to learn from those who had already achieved great success. I know many people who like to learn by their own mistakes which I agree can be very valuable but I think it is far better to learn from someone else's mistakes. After all, why reinvent the wheel?

Last June I was fortunate enough to meet and have some time with Robert Kiyosaki author of the international best seller "Rich Dad, Poor Dad". I asked Robert, if he would share with me the single biggest factor responsible for his incredible success. Robert smiled at me and said "Persistence. Most people give up too soon!"

How simple but so true. It is such a shame that many people give up, often just before they get the success they desire.

Truly successful people never, ever give up. Of course they have problems and challenges but when they get knocked down the just get up again, learn from their mistakes and keep going until they get what they want. It is this resolve and determination that many people lack, but it is one of the most important success factors of all time.

When you face challenges, as inevitability you will, you need to keep going! Rather than struggling yourself this could be a wise idea to get help and advice from someone who has already overcome this particular challenge. It can be overwhelming facing hurdles on your own and this is why many people give up. But help is at hand if only we know where to find it and how to ask for it. This is where working smart, rather than working hard is critically important to your personal success. Whatever you do, don't give up!

Robert smiled at me and said
“Persistence. Most people give up too soon!”

Unfortunately, we live in a microwave society where most people seem to crave instant gratification. I have seen this so many times. People try a new business, or venture but when they don't get the results as quick as they like they give up and move onto the next shiny penny! How do I know this? Well I am honest enough to admit that I used to be like that in the past. I would get impatient if I did not get the results I wanted quickly.

One of the reasons this happens, is because part of human nature is that we compare ourselves to other people. If we see other people who seem to be incredibly successful and we mistakenly believe that they have achieved this success really quickly, we can feel frustrated if we don't achieve success as easily. This may lead us to doubt our own ability or believe that maybe what we are doing is not the right thing to give us what we want. In reality we just need to be more persistent. In reality overnight successes don't happen. We don't see all the work, time and effort that has gone in behind the scenes.

To be successful you need to decide what you want and importantly, why you want it. Once you are clear on this, you need to focus and commit to put in the necessary time and effort to achieve your goal. I am not talking about hard work here. There are plenty of people who have worked hard all their lives but die poor! Hard work alone won't make you successful.

Simon Zutshi is one of the top wealth creation strategists in the UK. His book "Property Magic" is an Amazon No 1 best seller. And he is founder of the Property Investors network, which is the largest networking organisation in the UK for property investors. More details at www.joinpin.co.uk





CAN I HAVE A DISCOUNT?

‘Sticking to your price and more importantly being proud of it suggests it was the right place in the first place and that everybody gets the same deal.’

In business we are often asked for discounts or to change our standard terms. Entering into a negotiation on price is a dangerous game and as such can seriously damage your success. Only a small percentage of people actually buy purely on price but the vast majority buy based on value for money.

I want you to think of something that you have on to reduce the price... perhaps a big purchase, maybe a house or car? Your initial feeling when you succeed in your negotiations is typically joy and achievement. Yet as time lapses you wonder if you could have pushed a little harder could you have got a bigger discount? At the same time the seller is still unsure if they got the best available deal so both parties are less than satisfied with the negotiation.

A second example would be each time that you shop on the high street. In this scenario we typically simply choose our items and pay the requested price with no negotiation yet typically are more satisfied with our purchase.

Our lessons from this are simple. Negotiating on price will result in uncertainty of value for both parties. Sticking to your price and more importantly being proud of it suggests it was the right place in the first place and that everybody gets the same deal. In retail, when something presents great value the tickets get bigger. The value lines are presented on large tickets and in many cases large format graphics and window displays. The more proud you are of your price the better the perceived value for your customer.

There will however be occasions when people are simply looking to improve the deal with you in some way. Before ever considering a discount, first think what you can add. By giving something extra you will often create the same result for your customer but will generate better margins for yourself and, in some cases, will even result in increased business. A recent example that I was involved in that resulted in a huge success was giving away a voucher valued at £100 to secure an order. The voucher was then used against a future order, just 10 days later, of nearly £1500! Giving a £100 discount would have had a very different outcome...

HAVE YOU HAD ENOUGH?

For those that have listened to me speak you all know how I enjoy that simple changes in words can have dramatic differences on results. For any of us that sell on frequency or quantity the introduction of the word 'enough' can sky rocket your average transaction value. Providing you're reasonable, the word 'enough' allows you to maximise your order value and stretch your customers spend.

A recent example is with a printing customer of mine, who typically sold stationary in multiples of 500. By asking "Is 1000 letterheads enough for you?" During sales presentations he has now doubled the size of his average stationary order. Simple – but effective.



10 THINGS I HAVE LEARNED THIS MONTH

- Business friendships are very hard to come by.
- Make decisions with your heart and confirm them with your head.
- We all make mistakes. It is how we react and recover that is the measure of us.
- Nobody will believe in you more than you believe in yourself.
- Every day is a sales day.
- Nothing happens unless you make it happen.
- Anything is possible.
- Written testimonials work in so many ways.
- We are all better than we think we are.
- Trying and failing is better than not trying at all.

A SIMPLE TIP

Listen to your voicemail and check it presents you in the way you would want to be viewed. Be upbeat and positive and keep your message succinct. Plan on making the caller smile and give them something to talk about. Varying your message so it is always current will also help, but always remember to change it before it becomes out of date.

BUSINESS BUILDER

Make all of your products and services available to all of your customers. Just because they feature on your website or your brochure don't believe that your customers are aware of everything you do. Create a matrix listing all your customers and all that you offer and then work through the matrix, ensuring every customer has been offered every service. You will be amazed by the results.



YOUR QUESTIONS ANSWERED?

Each month, Phil will take as many of your questions as possible and answer them right here.

Q. Most of my business comes from referrals from the construction industry and I would like more. However because I have multiple relationships I struggle to refer opportunities back to them. How do I broker a "win/win" relationship and then be able to create more strategic alliances? Brad F – Sutton Coldfield

A. Strategic alliances are very different to referrals and the reason they refer to you is not always because they want business back. The two most common reasons why people would partner with you are; firstly because it will represent them well and secondly for a commercial gain. With this in mind I would position your alliances with a formal introducer's agreement giving a revenue stream back to your introducer.

It is then all about how you treat the referrals passed. Treating every referral with the utmost respect by keeping your introducer fully up to speed with the progress at every stage will impress them. When you win the business treat the customer fantastically and do you all you can to prompt a positive comment to the referral source. Remember to always formally thank the referral source.

With the commercials, offer the fee either to your introducer as a commission or as a discount to their client. That way you play to both possible motivations.

Q. How do small businesses know when to start employing people? Phil C - Cumbria

A. As small business owners we often find ourselves juggling a number of tasks whilst our businesses grow. We then start to sub-contract for specialist and low pay off areas before being faced with the challenge of recruitment. Knowing when to employ is no exact science and is always a risk yet a general rule that I apply is that if someone can make or save me 3 times their salary or more then I will take that risk.

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

Q. People tend to see but don't look at advertising leaflets and posters. How can I make customers want to take in more information, rather than use the advertising paper for scribbling on? This is happening to the beauty therapists at the leisure centre as well as me! Jane D – Worcestershire

A. All forms of customer advertising and posters should talk directly to needs of their target market. There is an abundance of low impact marketing around us that is useful if you are looking to grow brand awareness, yet in most small businesses our advertising is expecting a direct return. Therefore, your leaflets and posters need to be high impact and the expected actions should be easy to do. A great tip- hand your leaflet to a 10-13 year old and ask them to explain your advert and the benefits. If they can't then you must change your message. Leaflets and posters should promote high impact customer lead offers.





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*Karen Williams, Marketing Director,
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