

ACCELERATOR

EDITION

10

The Sales Success Publication

philmjones

helping your business reach new heights



Learning from the Big Boys

Are novel methods clouding your strategy?

WORLD EXCLUSIVE

Thousands of UK businesses assisted
Simple methods to bring **new life** to the economy

Magic Words
Looking for a **guaranteed** outcome?

Prove it!
Methods to prove your **worth** to future customers

Guest Author
Dr Joanna Martin
Make it Big with **speaking**

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WELCOME

Welcome

The year is flying by and it will be Christmas before we know it! Have you reviewed the goals you set at beginning of year? And are you on track to achieve them? If not, think- what could you do differently to get the result you wish for?

We're taking **Reaching New Heights** down under in September and so, sticking to the Ozzie atmosphere in our office, I'm pleased to introduce our Australian guest author Dr Joanna Martin – one of the world's most successful and inspirational speakers.

If you know of a guest author you'd like to hear from, or have any feedback from using our tips, we'd love to hear from you; drop us a message on enquires@philmjones.com

Enjoy your read and take action,

Thanks a million



Who is Phil Jones?

An award winning business educator, Phil Jones is committed to helping organisations grow to their true potential.

His vast experience in a variety of sectors has resulted in him being recognised as an authority of **sales psychology and negotiation, for increasing corporate turnover and profitability, and for drastic business development.** A motivational, enthusiastic and inspiring speaker, coach and author, Phil has helped thousands of business owners and sales professionals to realise their route to success and how best to set out to achieve their goals.

Founder of **Reaching New Heights** and **forum Business Development Network**, Phil continues to provide an excellent support system to the local business community – the heart of the UK economy.

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PROVE IT

Methods to prove your worth to future customers

Many of us are great at what we do and the very fact that you are reading this article demonstrates your desire to continue to grow. However, many of us do a great job of keeping our fantastic track record a secret from our potential customers.

Sporting greats are judged by what they achieve, and clubs recruit new managers based on their previous results. The same can be said when looking for new suppliers.

If you can demonstrate that you have done a fantastic job for others in the past it goes a long way towards suggesting you will do a good job for them too.

This is more than having testimonials hidden away on your website, in a filing cabinet or in folder in your bottom drawer, along with your customer letters. In today's age, social proof is one of the best convincers you have and growing your social proof can be a huge contributor in helping you win more business.

Now, the distribution of your social proof is important. However, before you can show case it you must ensure that you collect it. The first bit of advice I would give is that if you don't ask then you don't get. We are all busy people and taking the time to say nice things about each other in a usable way is rarely top of the list; therefore, we have to help jump it up the list.

Asking after you have delivered your product or service is likely to bring you a better response than after that moment has passed.

Asking in a format that makes it easy for them is also highly likely to bring a better return. The two forms that have worked well for us are video and of course, LinkedIn.

Just asking will bring you huge results but being prepared will help even further. The ability to record video on the spot will have you leaps ahead of your competition and asking at every opportunity will give you heaps of great video to showcase what others say about you. Once you get good at asking you'll have so much content that you'll want and need to get in front of people.

This is some of the stuff that we do which has had fantastic results, and could work for you too:

- **Point people from emails to your linked in profile to read recommendations**
- **Leave written testimonials in a folder in the office reception**
- **Photograph written testimonials and post on Facebook**
- **Distribute video testimonials across the social networks**
- **Encourage others to post their positive comments on Facebook and Twitter**
- **Update website testimonials as often as possible and ensure they are easily visible**
- **Utilise the words of others in marketing literature**

The simple lesson in all of the above is to put your social proof in front of as many people as possible. However, the real trick is to ensure that every testimonial can be traced back to its source.

Ensuring that your future customers can see the credibility in the source of your social proof will add to its effectiveness which is the bit that makes it all worth while.

BIG BOYS

Learning from the Big Boys

continued overleaf...



As technology develops and new 'trendy' methods of advertising become available, we are often looking at revolutionary ways of building our business and trying to find the newest tricks to win more business. Could the multitude of novel methods be clouding your strategy?

Experience has taught me that to succeed you simply have to follow what successful people do. This logic surely applies to businesses too, and I am amazed by the simple lessons applied by major corporations, that bring great results and can be simply applied to your business too.

There are only three ways to build a business.

1. Find more customers
2. Get your customers to increase their order value
3. Increase the frequency that your customers shop with you

BIG BOYS

Learning from the Big Boys *...continued*

What can we learn from the **Big Boys** that can help us acquire new customers...?

Most of us are simply looking to win market share from our competitors. Our most precious assets are our existing customers and these can be our strongest ally in the quest for winning new customers. Two international brands that do this better than most are **Next** and **Sky**. Both of these businesses, at nearly every opportunity, invite their customers to introduce them to their friends and family. Sounds simple; and you will often here me say:

“If you don’t ask, you don’t get.”

But by creating a “win-win” offer, these global brands are acquiring new customers from their competitors. Are you asking your existing customers to recommend you? If not – start today and you will be amazed by the results.

In terms of helping customers to increase their order value, the Jedi masters are all on the high street. Fast food outlets like **McDonalds**, and Supermarkets like **Tesco**, make huge impacts on their bottom lines by drastically increasing the size of their average order values. They do this in some very simple ways...

- Supermarkets place everyday necessity items in far reaching corners of the store to ensure that you walk past the maximum number of offers on route. How could you put your offers in front of your customers more often?
- Several multi-buy offers are positioned on the ends of aisles to encourage you to buy more than you require. What offers could you create to encourage your customers to increase the amount they buy from you?

- Products that compliment one another are strategically positioned together to promote link purchases. If McDonalds can offer “fries” with every burger then what should you be offering alongside your product/service offerings?
- Convenient additions of new products, that are desirable to your current customers, can prevent them going elsewhere. What are your customers buying from someone else that they could buy from you? McDonalds produced a veggie burger and Tescos started selling clothes. What could you add to your portfolio to make your customers life easier and safeguard them from your competition?

We all know that it is easier to get more business from an existing customer than it is to find one from scratch. So, what can we do to keep them coming back? Understanding what big businesses do to encourage this leaves a trail of clues towards strategies that can work for us.



The underlying factor to continue to get your customers to return time and time again is to be genuinely great at what you do. If your service standard is below par then the techniques that follow will not work.

What we are really looking to achieve is loyalty. Repeat business is based on loyalty and in the first instance this must be earned. Once you have earned loyalty to your business, I see 3 main areas where you can influence the frequency of customer transactions:

1. Controlling the process

One of the finest examples in the world at doing this is the Hairdressing industry. Upon delivering their work they will rarely let a customer leave the salon without booking their next appointment. **How could you further control the next transaction your customer makes?**



2. Membership / retained income

This is practiced by health clubs and gyms to great success; however an example you can also consider is that of the football club season ticket. A season ticket gives its owner access to all the league home matches and priority on all cup matches and away games, all for a slightly reduced investment than the combined cost for all the scheduled games. It also gives the owner a guaranteed seat at all games that results in a feeling of belonging and privilege. These are the qualities you should look to replicate if you are to create a membership product. These customers will be your most raving fans and should receive your very best level of 'rock star' service. They will be the first to buy additional products and services and should not be taken for granted.

All service-based businesses could offer a retained service for a fixed monthly fee, but remember to undersell and over deliver.

3. Communication

Getting people back to shop with you is largely a case of being able to effectively communicate with them. This can only be done if you understand your customers and have their contact details. Great examples of this come from our nations banks. They are obliged to send us monthly statements and letters. In each of these communications we are encouraged to shop again with these service providers. Another great example of this just last week came to me from **Pizza Hut**. A few weeks ago I ordered a pizza for delivery and they requested my mobile number. The pizza was delivered, paid for and very much enjoyed. Two weeks later, at 4pm on a Friday, I received a text from Pizza Hut with a great offer to use that night. As such we ate pizza again, however, without that text we would have eaten elsewhere. **How could you better communicate with your existing customers to keep them coming back?**

In summary, I am hoping you can clearly see that the challenges that we face in growing our own businesses are being addressed every day by some of the biggest brands we know.

It can be lonely in business, but we are in the market place every single day- from sitting in traffic staring at the back of a bus to watching TV in the evening.

Successes leave clues. Keep your senses open to what others are doing around you, learn from their actions and then take action for yourself.

SUCCESS

Are you showcasing your true potential?

We all know the world of business can be a lonely place. Often you have massive potential and excellent business ideas but can lack the confidence, structure or skills to maximise your opportunities.

A sporting professional would never reach the top of their game without a coach. Why should business be any different?

In business there are two things that get done:

1. The things we enjoy doing
2. The things we are checked up on

The problem is, as business owners, who checks on you...?

This is where the role of the coach lies. A business coach is there to motivate and encourage achievement. There's no better feeling than actively achieving goals and acknowledging when it happens!

What are you doing?

New businesses are often started based on a passion, with the founder bursting with motivation and enthusiasm, before realising that they could be focussing their efforts in to the wrong areas. For example; a specialist web designer could produce the most amazing websites when sat behind their computer, but when it comes to finding customers for this outstanding creation, they simply don't know where to start.

We all know that wearing many hats in business can be a struggle and one of the key factors in growing a successful business is investing time in the right areas. It's all too easy to get consumed by the outstanding work load which results in a lack of direction.

To help clarify what it is you should be doing – **STOP.**

Take a step away from your desk and figure out what you're doing, what you need to do and why. Where you see the need for improvement, seek help. Think of ways you can learn new skills that will help you in the areas of business you struggle with.

Taking the time out, to work on your business and to learn new skills, will allow you to poke your head above the parapet and focus on the most important actions to drive your business forward.

TESTIMONIAL

"I first became aware of the **Reaching New Heights Workshop** when a business associate highly recommended the course, having attended it themselves. I was equally impressed. The concepts discussed are simple, easy to implement, at times obvious and just require practice. My business saw an instant ROI after attending the workshop by implementing only 1% of the techniques picked up on the day. It is a great course for anyone wanting to develop their Sales processes and teams. As my business grows, this course will be a mandatory part of the induction process for all Sales professionals.

Our training investment didn't stop there and we went on to utilise one of the business coaching programmes available. This proved to be an incredibly fruitful step too. The growth of the business has surpassed all projections, with an increase in turnover of £100K+ in Year 1. All this has been achievable through the strategic planning and creativity of the coach. Be warned, don't embark on any business coaching programme unless you want real growth and results that create even more opportunity!"

Paul Rhodes,
Managing
Director,
22 Blue



NEW LIFE

WORLD EXCLUSIVE

Thousands of UK businesses assisted

Advertorial

Simple methods shared to bring **new life** to the economy.

Business owners and sales professionals throughout the UK are struggling in attempts to grow their businesses. They often lack skills, direction and focus; their efforts, ambition and enthusiasm are in abundance however are frequently invested in the wrong areas. Phil Jones, founder of **Reaching New Heights**, sighted this issue and set out to help businesses and sales professionals maximise their potential.

Many training organisations train from text books and how-to manuals. The team at Reaching New Heights bring knowledge, experience, passion and empathy to the table. They share tried and tested techniques that worked yesterday and will certainly work tomorrow. The team are business owners who have been there, enjoyed the highs and the lows and now share winning techniques that often take a lifetime to realise.

Simple workshops, open events and one to one coaching sessions have proved popular; most return for more. Backed up by some astounding products such as '**ACCELERATOR – the sales success publication**' and the '**Reaching New Heights Audio programme**' this specialist team help to drive, motivate and focus on goal achievement.

Excellent value for money is guaranteed for all; whether a business owner in an established business, a new start-up or completely new to the daunting world of customer relations.

Many businesses are started on a passion to provide a product or service to the marketplace yet continually struggle to find more customers. Reaching New Heights will continue to go out and provide simple skills, help build plans and make their customers accountable for the actions required for them to achieve their dreams and goals.



REACHINGNEWHEIGHTS
the route to sales success

reachingnewheights.co.uk

The Reaching New Heights team are specialised in and are proudly supporting the heartbeat of the UK economy, working with local businesses to make subtle improvements that make a significant difference.



GUEST AUTHOR

Dr Joanna Martin

Make it BIG with speaking

Dr Joanna Martin is an internationally acclaimed speaker and a sought-after educator, who has taught over 55,000 people across three continents.

She is one of the worlds most successful and inspirational speakers, having taken her own speaking business from stand still to 7 figures and two countries, in her first 12 months alone.

You can find out more at:

www.joannamartin.tv



How to position yourself as the expert and present yourself and your message for maximum profit and impact.

Gradual improvement is great but if you're impatient and want to make a quantum shift in your business you need to be seen as the expert within your industry.

Now, many of us balk when we see the word 'expert' and we wonder how we could possibly position ourselves as such. Surely we haven't studied enough, learnt enough, or we simply don't know enough to be perceived as the expert. But this thinking is flawed because becoming the expert is easier than you think.

**Let me ask you this question:
When you go to a conference WHO does
the speaking? The answer is an expert.**

So it makes sense that one of the fastest ways to be perceived by your prospects as an expert is to start speaking on your topic. Many of us get stuck in the trap of thinking we can only do business on a one on one level, but when you step on the platform or even in front of a small group of 5 or 8 people you're automatically seen as the expert simply because you're the person delivering the presentation. It doesn't matter what industry you're in. You can be seen as the expert as soon as you start speaking and I'm not just talking about speaking from the stage.

There are many platforms from which you can share a powerful message that will have you be seen as the expert:

- Speaking at seminars, networking events and Chamber of Commerce meetings
- Running teleseminars or webinars
- Doing radio or television interviews
- Doing podcasts
- Making YouTube videos

All of these media platforms are areas where you can start delivering effective presentations, in order to build your position as an expert in your area, but also to increase your sales.

MAKE IT BIG

So as you position yourself as the expert, what should you speak about in your presentation?

What I want to do is give you a simple **3-step recipe** you can apply to craft a presentation. Before I share these 3 steps the first thing you need to do however is be really clear what action you want your audience to take at the end. This is not about getting you a round of applause, remember – this is about getting you more business.

So what do you want them to do?

- Buy your product or service on the spot?
- Book in a consultation with you or one of your sales people?
- Join your mailing list?

Get really clear in your mind what the outcome from the presentation is and then it's as simple as these 3 steps to influence.

Step One: Involve

Just be yourself. Involve your audience and create connection with them right from the beginning. Meet them where they're at and make sure you're ready to **take them on a journey**.

Step Two: Inspire

This is 80% of your presentation. Teach them some great quality content but make sure as you're teaching them great information that you're inspiring them about the possibility of the future. Paint out a future which inspires them to **take the next step** with you.

Step Three: Invite

In this section you give them exact details of the next step – how to take it and why they should take it. Remember to build the benefit of taking the next step and invite them to **take action right now**.

Follow these three simple steps and you've got a basic foundation of building a presentation which doesn't just get you a round of applause but which gets you more business.

In tough economic times we can't afford to stand still with our marketing. Our business needs to always be growing or we're dying and more than ever before you need to stand out from the crowd. Do that by committing yourself to being a speaker and mastering the tools of an effective presentation and the good news is you'll never again have to chase another client down because they'll be chasing you down.



When you're the speaker you become magnetic. I look forward to seeing you on the platforms of the world.

TESTIMONIALS

A simple script for asking for testimonials

Hi [NAME],
I was wondering
if you could do
me a massive
favour?

(Pause and wait for
a positive response)

If you are happy with
the work that we have done
for you then I would
be delighted if you would
be kind enough to take
a few moments and share
it in writing?

(Pause and wait for
a positive response)

Thank you
so much
for that.

We will obviously
look to use your words
in our marketing and share
them with potential new
customers and I look
forward to reading your
comments soon.

Thanks
again.

TIPS

Ten things I have learned this month

1. Check, check and check again
2. The best ideas are often the simplest
3. Loyalty is hard to come by
4. Seeing others develop and grow is the greatest achievement of all
5. If you're not planning your success, you are either drifting, or falling
6. Doing is the best form of learning
7. One day can change your life
8. Hard work, in the right areas, is definitely worth it
9. Common sense is not that common
10. (Every month I remind myself) If you don't ask then you don't get!



BOOKS

to seriously affect your wealth!

Purple Cow by Seth Godin

This is a book that has been recommended to me several times over the past few years but that I have only just got round to reading.

I got from cover to cover in just two evenings and found its simple fact-based lessons to be quite profound.

Understanding the importance of creating a “purple cow” is incredibly relevant; as the market place moves back towards word of mouth, fighting back against aggressive and expensive marketing campaigns.

Whether you're launching a new product, unsure what move to make next in your business or looking to grow your team, reading this short book will leave you buzzing with ideas to take action on.

A simple tip

Every day we have great ideas enter our head, yet very few we go on to action.

By keeping a notepad and pen to hand, or using the notes on your phone, you can document these brain waves where ever and when ever they occur. You can then plan the time to review them and – more importantly – take action.



Business Builder

If you find yourself repeating or duplicating activities in your workplace then chances are a system will help you.

Whether it is simply setting document templates or emails to avoid repetition, writing a process to allow your team to act on their own, or embracing technology to allow labour to be better employed developing processes that avoid repetition; each of these actions will allow you to scale your business faster and more effectively.

MAGIC WORDS

Looking for a guaranteed outcome?

I am always intrigued as to how simple changes in language use can drastically affect the result of communication. In sales, we are often looking to win people round to our way of thinking and help them to make their mind up.

Through years of practice I have developed simple sets of words that have guaranteed results. One of these sets of words can help ensure that whoever you are communicating with believes and trusts, with complete conviction, the outcome that you are going to present them with.

The magic words are simply **“if”** followed by **“then”**.

You form a conditional sentence using these words in this sequence, allowing you to place an action after “if” letting your prospect to believe that the result that follows “then” is highly likely to occur.

Examples from childhood would include:

**“If you don’t eat your dinner...
then you won’t get any pudding”**

**“If you are not back home by 10pm...
then you will be grounded for a week”**

**“If you don’t take the time to revise...
then you won’t get good grades at school”**

Although the results that follow “then” are not always completely accurate, the success is achieved from the belief that the result will happen. My experience from the above examples was that the “then” was so strong that I certainly did not want to take the risk!

Taking this into your business can allow you to make profound statements and influence consumers in a considerable way. Simple examples would include:

Getting this working in your daily sales language and written copy will start to win you more business so- if you are looking for more customers then you really should try these techniques.



“If you take the time to implement these lessons...
then you will be blown away with the results.”

“If you attended our one day workshop...
then I promise you won’t be disappointed.”

Lessons of a 14 year old businessman

During my presentation at our Summit event I shared some powerful lessons that have served me particularly well in my career to date. In considering when these lessons were first experienced I realised that they were initially served to me in my very first business, as a 14 year old boy.

Like all 14 year olds, I had big dreams and wanted all the finer things in life; including big stereos, the latest games consoles and all the games, the newest trainers, a celeb style wardrobe and the latest Sony Walkman. However the difference was that **I was prepared to do something about it** and not wait around for hand outs.

I initially gained a huge lesson from my father – my dad runs a small local building company and his biggest challenge was finding a reliable workforce. As such, me and my big mouth, offered to go to work with him for the reward of £20 a day. I swept up, tidied tools, cleared away rubbish, mixed cement, made teas and above all else was incredibly considerate of the environment I was working in. By the 3rd or 4th day of working my daily wage had risen to £60 and I received a number of additional tips from customers. The lesson I had learnt was that of value. **You get paid for what you do, not what you say you can do.**

Seeing the world of business as a teenager is fantastic. You are free from experience and therefore full of confidence because you don't know what you don't know. What I did know was that I wanted more, so I set about thinking of things I could do to generate more cash. I wanted something regular, where people would keep coming back and that needed little or no money to get started. I had an idea. I picked up my wallet and visited Halfords to make my investment in my very first business. I bought a bucket, sponge, chamois leather and some car shampoo. I filled my bucket with enthusiasm and set to work, completely unaware of 3 of the biggest lessons I was about to learn.

Knocking on the first door, I had a set of words ready. "Excuse me, I am really sorry to bother you, but would you be interested in having your car washed?" People would answer with one of a number of responses: "No Thank you", "Can you come back next week?",

"Yes please" were all common, however the most popular response was always "How much?", which I very quickly realised meant "I am interested". The main lesson here was:

If you don't ask, then you don't get.

Understanding pricing soon followed. I started charging £3 a car and everyone was happy, so I went to £4 and nobody complained at all. It was in the pricing strategies that follow that taught more powerful lessons. I put the price up to £4.50 and everybody started giving me a fiver! A huge increase in profits for a marginal increase in price. Only in raising the price past £5 did I realise that I had hit my ceiling, as over £5 people stopped saying "yes". When was the last time you visited your pricing?

Business was buoyant for a teenager and I was soon in a position where my income was well in excess of all my fellow students and even exceeding a number of teachers! However with no mobile phone, no advertising and no inbound enquiries I was a little concerned about staying in control of my customers. So, what I did was after every car wash, I simply asked them when they would like it done again.

Booking the next transaction kept me in control and ensured that I maximised the number of opportunities from each customer.

By my 15th birthday I was doing OK – I had all the toys a teenager could imagine, most of the money saved for my first car, and was planning my first holiday without the parents.

Looking back over the 16 years I am surprised by the power of these lessons and what they have allowed me to achieve. They are so simple, yet so effective, and so sadly non existent in so many businesses.



Making your own luck

Phil Jones is a recognised authority of sales
and has a fantastic offer for you to take advantage of...

6 Golden Rules to Win more Business

PROVEN TRIED AND TESTED
tips and techniques

Ideas that will generate
IMMEDIATE RESULTS

SIMPLE YET EFFECTIVE
advice on business growth

You can grab a free copy of Phil's 6 Golden Rules to
Win more Business by visiting www.philmjones.com

Don't delay; get your **FREE** copy today for guaranteed inspiration.

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helping your business reach new heights

