

# ACCELERATOR

EDITION

11

The Sales Success Publication

philmjones

helping your business reach new heights



## Forward to Basics

The 7 biggest mistakes and how to avoid them

## SPECIALS

**What face are you wearing?**

The simplest trick to win business

**Keep your chin up**

Tips to get you through the tough times

**It's worth it!**

Get that appointment and never, ever give up

**Guest Author  
Mark Tonks**

How to make yourself more effective

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# WELCOME

## Welcome

We're all really excited about the growth of our business internationally – not only is Australia building momentum, but our **forum Business Development Network** is now helping businesses in New Zealand too!

This edition brings a fantastic guest author and a great friend, who will share some great lessons on maximising your personal and team productivity. I have some important lessons to help us through the difficult times, as well as some great nuggets that can give you some significant quick wins.

Please remember that **this is your publication**, and I will soon be bringing back our question and answer section. So please email your questions to [phil@philmjones.com](mailto:phil@philmjones.com) and you may feature in a future edition.

Enjoy this month's lessons and remember – results come from actions.

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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# FORWARD

## Forward to basics

Many years ago, the world of sales training was blessed with a series of videos in true comedic fashion that employed the services of John Cleese to demonstrate how not to do things. We have then had decades of being informed secret techniques that will revolutionise your business and have enjoyed countless acronyms to help us find increased business success.

For me the true reasons for underachievement are either a lack of skill or simply missing the fundamental basics.

As such this article is not taking you back to basics but forward to basics, in order for you to maximise your success in the sales process.

With all the businesses I have worked with I am still to find a truly unique challenge. The repetition of mistakes is abundant, so much so that reaching diagnosis is typically a straight forward exercise.

You have probably heard the old saying

**Don't just put out the fire –  
go find the man with the match.**

With this in mind I am going to share with you the 7 most common mistakes and more importantly how to avoid them. This will give you the edge, provided **you take action**.

### 1. No planning

Most businesses reach a certain level of success based on the individual brilliance of the business owner. This is good news but can rarely be duplicated, certainly can't be modelled and encourages complacency.

Let me give you an example: Who has a prospect list? A 'no not today' list? A system to manage the customer accounts? If not – you are missing out.

**The person going nowhere usually gets there. The bigger the list, the bigger the business, so get all your prospects on the list. Especially the big ones!**



## 2. Tunnel vision

Many sales staff and business owners are programmed to do exactly as they are told and have acquired tunnel vision. They will only see the opportunity that they are told exists. They just provide a quote for exactly what they are asked for or answer the exact question posed.

**To reach sales excellence you need to open your senses and think beyond the obvious.**

The job is selling and not telling, and it is our role to help our customers to buy. Use the question “why?” more often, we are fishing for more opportunities all the time. Our success is a direct correlation to the number of problems we can resolve for our customers. The more problems or challenges you can uncover, the more opportunities you get to help with and the more success you will have earned.

## 4. Over selling

**Stop it! Stop it! Stop it!**

Ok, what we do is of great interest to us and we like talking about ourselves. However once a customer is convinced then stop convincing. As sales people we are professional mind maker uppers so once they have made their mind up then continuing to talk will raise more questions and can only result in giving your prospect reasons not to buy.

Be honest, if it sounds too good to be true then it probably is. The goal is to undersell and over deliver. Most complaints received in business result from over sold products or services.

**You are good enough to sell  
it for what it is.**

## 3. Trying to rush

Our individual brilliance often gets us to the required solution for our potential customers before they are ready. **Closing too early is a massive turn off and is often the reason that sales people are referred to as pushy.**

**An exceptional sale is like a romance – going straight for the end result will only bring certain levels of success.**

The fun for both parties is in the journey. Prospects must receive value and hence must be courted; the flirting catches their attention, you then find commonality and have fun, you then ask questions only then do you make your move. **At which point, your chances of both initial success and longevity of relationship are significantly increased.**



## Forward to basics

...continued

### 5. Not explaining yourself properly

When we explain our products and services we list its features and sometimes give some benefits. This is what we have been programmed to do. However it is the results of what we do that encourages people into sales decisions.

**People make buying decisions based on emotion and not logic. Demonstrating how you help people gets to the emotion and gives people reason to buy from you.**



### 6. Lack of follow up

We spend loads of time creating opportunity and finding people to speak to. Then if they don't answer our first call or email and maybe our 2nd or 3rd attempt to call, we give up. We may even get a meeting, a chance to send a proposal or quote. We send it, and if we don't hear back, after a brief attempt to follow up, we give up.

**The sales process is about control.  
Persistency wins –  
so never, ever, ever give up.**

### 7. Sales is a numbers game

Ever heard that every 'no' is just one step closer to a 'yes'? This is a myth. Every 'no' hurts and – trust me – I wear the scars.

Sales is not a numbers game. Sales is a learning game. If it were a numbers game, in a large sales force everyone would have the same results. This myth is an excuse for failure. Be honest with yourselves, we all make mistakes – make sure you learn from them.

**Take time after each successful and failed opportunity and remind yourself what worked well and what you would do differently. Only a lunatic would continue doing the same thing and expect a different result.**

So that's it – the seven most common mistakes and my take on how to avoid them.

I hope you found that useful?

If so I urge you to do something about it and let's continue to strive towards realising the potential we all know we are capable of.

# MAGIC WORDS

## Phil's Magic words

Our role as sales people, or 'professional mind maker-uppers' is to provide our customers with enough information to make a decision and then invite them to take the next step. An undecided customer is not a good thing. It can lead to endless follow ups that take up your valuable time and efforts, which could be employed elsewhere to generate you more business.

When customers are stuck in the land of indecision, we have to help them to make their minds up and, in my experience, it's best to take a direct approach to reach a decision quicker. We have to make some **direct statements or ask some direct questions** to get them off the fence. This is difficult to do and, for fear of appearing rude, we choose not to ask and step away from the opportunity.

To soften these direct approaches, I have developed a simple sequence of words that makes asking a lot easier. Simply by prefacing your questions with the words **"Just out of curiosity..."** you will instantly feel more comfortable when making strong points – without appearing confrontational.

Examples would be:

**"Just out of curiosity,  
what needs to happen for you to commit to this?"**

**"Just out of curiosity,  
is this something that you are serious about?"**

**"Just out of curiosity,  
what exactly is it that you would like to think about?"**

Prefacing with these words will drastically improve your results because you will feel more confident in asking things that you would have otherwise avoided.

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.



“So, just out of curiosity, what is stopping you...?”

# SMILE

## What face are you wearing?

Building rapport is a crucial skill when you are looking to attract new customers and it starts with one simple action that is often overlooked. The first thought someone makes when they meet you for the first time is **“Do I find you attractive?”** and we are all proven to be more attractive when we are smiling.

The wondrous thing about a smile is that it is infectious. If you smile at someone, they can't help but smile back! Think back to the times you have been dating in the past or, dare I say it, flirting. This all starts with a smile. Smiling is the best ice-breaker we have when starting new relationships and it is rarely laboured enough to enforce its impact in the sales process.

We don't just smile with our mouths – a smile can be transferred in so many ways.

**You are probably thinking that you are a pretty happy person most of the time... sometimes we just forget to tell our faces!**



- **Facial expressions**

Smiling is something that we do with our whole face. We have all seen a child's face on Christmas morning – this is the best example of a complete smile. How often are you wearing yours?



- **Body language**

Understanding we smile with our whole body is a key lesson when attracting people to you. Open body language and a positive stance will attract people to you.



- **Voice**

Anyone who sells or has bought over the telephone will know that you can hear a smile. In the first few seconds of a call you can hear the warmth in the voice which allows you to make an instant decision on your like or dislike towards the person.



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- **Company image**

I believe it is also important to consider the “Smile” your whole company makes. From your logo, to your dress code, to the way you answer your phones – all demonstrate your company's personality and all can help to attract new customers.

As creatures of habit, reminders to turn on our “happy face” when we are in the market place can be the nudge we need to smile more. When I speak on stage, I remind myself to smile by writing the word across the top of my notes. When we opened Debenhams stores, we put mirrors on the doors that opened onto the shop floor with signs saying “smile you are on stage.” **What prompts do you have to make sure you are showing yourself at your best?**



# CHIN UP

## Keep your chin up

Running your own business is tough. It comes with a list of challenges and obstacles that many of us never even knew existed before we started in business. It's certainly no easy ride; from the sleepless nights to the cash flow challenges, we have all faced them, and all of us reading this now are still moving forward and still in business.

I don't have a secret formula for overcoming these challenges, but over the years I have learnt some simple skills and techniques that have really helped me to work through them and continue to build a successful business.

### 1. Take the time to establish WHY you are doing what you are doing

Your business should be your vehicle to help you achieve all that you wish for in life. Write a detailed list of all the things that you wish to have, all the events you wish to experience and all the qualities you wish to possess. In understanding your reasons as to why you are putting in all of your efforts, you will find the determination that will help you plough through those challenging times.

### 2. Consider who you take advice from

We are all conditioned from the very first moment we're born and those who we spend our time with have a massive impact on our lives. I have countless lessons of this where I have experienced both extremes; from very positive to very negative conditioning. However, the people we need to be most considerate of are those that are closest to us. Our loved ones, our families and our friends all have significant feelings, and their duty of care and safety is often portrayed by them adding doubt and caution to your plans. As a result of this, I very rarely speak about business with my family as they are conditioned by a very different world.



### 3. Visualise your achievements

Most of us have still got countless items on our never-ending to-do lists. Trying to complete this impossible task can be tiresome at best and I often counteract this by considering all the things that I have achieved in my life to date; this includes an achievement list. The things that help me most are often very visual things such as trophies and awards I have won, photos from key moments and framed images of special events that we have delivered. Remembering what you have achieved in the past gives you confidence to counter any self-doubt.

### 4. Have a mentor

Choosing someone that can bring you their experience, help answer questions, and ask you the questions you are too afraid to ask yourself, is a great aid when dealing with challenging times. Remember that it is your job to choose the mentor rather than them choosing you.

### 5. Win when you are winning

It is very easy to take your foot off the gas and enjoy the limelight when you reach a level of success. However by continuing to push on when you are in this peak state you will add further success and you will reach levels you did not realise existed.

**Sorry I have no magic pill to make life as a business owner any easier. All I know is that by adopting these principles; my passion, belief and ability to continue to build an international brand are intact and I will continue to jump over every hurdle that this journey presents.**

# WORTH IT

## It's worth it!

We all have dream customers and will have made several approaches for great opportunities that have not resulted in success. We take lack of success in sales very personally and feel bruised by our failure, often taking this rejection as a forever decision – never to re-visit again.

As consumers our circumstances are changing all the time and the same is true with our customers. Whenever is considered 'the wrong time' by our potential customers, it could change to the right time as soon as the day after. Once we understand this, it is paramount that we keep ourselves in the minds of our customers and never ever forget a prospect.

This includes communicating to them in the following ways.

- Regular emails or newsletters
- Adding them to your social networks
- Popping in to say "Hello"
- Picking up the phone



Today I want to focus just on my final point – picking up the phone. It continually amazes me what can be achieved by simply picking up the phone and speaking to the people you wish to do business with.

A recent example from my experience would be when I secured a top personality to conduct an interview for me and write for this magazine. I then got asked how I managed to get her to agree. The answer...?

### "I just picked up the phone"

A good friend and mentor of mine tells a great story of persistence and how it helped land the largest training contact he had ever secured, which has supported him and his family for a good number of years. He called his dream customer every week at the same time for 18 months and continually got no further than the personal assistant. However, not put off from achieving his goal he continued to call, and after building great rapport with the PA finally got put through to the owner and won his appointment. This resulted in revolutionising his business and without question was worth the effort.

**My advice is to never, ever, ever, ever give up!  
You might just get lucky.**



# GUEST AUTHOR

**Mark Tonks**

*continued overleaf...*



Mark specialises in business performance improvement through the development of people.

Following a successful 20 year career in sales, sales management, distribution management and business management Mark has worked with over 500 clients during the last 10 years helping improve their personal and professional success.

After experiencing the unique LMI process himself he was so impressed with the results he joined the organisation in 2001. His passion is to help people realise their potential of achieving extraordinary things.

To find out more about Mark visit

[www.lmi-uk.com](http://www.lmi-uk.com)

In any economy and environment for that matter I believe there are 3 key areas where businesses must excel:

- **Firstly** – there is a need for strong, focused and inspiring leadership;
- **Secondly** – there is a requirement for truly effective, productive and motivated people; and
- **Thirdly** – a continual quality sales pipeline.

# GUEST AUTHOR

## Are you as effective as you could be?

...continued

Of course there are many more aspects of business that must be taken care of, such as financials, quality, process and procedures, however without good leadership, effective people and sales – no business can survive.

Leaving sales to Phil's expertise, and leadership to another time, I would like to take this opportunity to explore the second of these key issues, namely the need for all members of a business, from the boardroom right the way through an organisation, to be truly effective, productive and motivated.



Mark Tonks, LMI-UK Business Development Manager

### What is a company? What makes a company successful?

A company is a group of people organised for the purpose of marketing a product, service or idea for profit. While a company fills many other functions, its primary purpose and need is to make a profit. Obviously there are some organisations and market places where this is less so, but even in a charity the purpose is to raise more income (profit) so it can give more away.

It is imperative to understand that whilst a company is housed in a building, and has equipment and materials relevant to its product, **the singular most important asset to any company is its people.** It is also true to say that a company's largest recurring expense is generally its payroll. Any increase, therefore, in the productivity of its people without a corresponding increase in the payroll will have a direct impact to the bottom line.

### A company can neither succeed nor fail; only people can do that.

As people grow so grows the company, as the company grows so must its people. To accelerate the growth of a company advances in technology alone will not suffice, the growth of its people must also **ACCELERATE!**

A company therefore is not some mysterious arrangement of bricks, mortar, metal, gadgets or computers but rather the hearts, minds, attitudes and potential of its people.

One of my favourite quotations is "In the absence of clearly defined goals we become strangely loyal to performing daily acts of trivia" and it is one that I believe corresponds exactly with the behaviour of thousands of people in thousands of businesses right across the UK on a day to day basis. We have all probably experienced the following scenario: Arrive home from work to be greeted by your wife/husband/partner/mother/father/brother/sister (select as appropriate) with the question "Hi, have you had a good day at work?" We reply "I've been really busy".

When you think about it – that was not the question. There is a huge difference between a good day at work and a busy day at work. Our sense of achievement after a busy day at work is not necessarily at a high level, our sense of worth, our sense of purpose or of making a contribution is not always satisfied after a busy day at work. In fact most probably our sense of worth, purpose, achievement is usually pretty low and unsatisfactory after a busy, tiring day at work. We come home tired, frustrated and unsatisfied.



# ACCELERATE!

What we seek and desire is a good day at work, a day when we have made a difference, contributed, a day when we have achieved something of worth and value. In simple terms we seek days when we achieve our goals and objectives.

The Pareto Principle or the 80/20 principle as it is more commonly known by, suggests that many things follow a certain common pattern. For example, 80% of your sales come from 20% of your clients. Similarly we believe that 80% of your results come from 20% of the things that you do. Therefore, in order to improve results, achieve more, contribute more and make a difference you need to spend more time doing the things that get results. We call these things 'High Pay-Off Activities' (HPAs) and usually there are 5-6 key activities you do every day that deliver results. HPAs are not limited to just the work environment, they transcend into our personal lives too. How many times have we frittered away a weekend by getting bogged down with insignificant 'stuff', just like we do at work? To avoid getting bogged down with 'stuff' or to avoid "becoming strangely loyal to daily acts of trivia" **we must spend our day working on our HPAs, we must schedule our diaries around these key activities, the 5-6 things that get results.**

How often have you heard business consultants, managers and directors talk about 'driving efficiency' in the work place? I agree wholeheartedly with efficient work practice, it makes total sense and should form part of any organisations plans, however, **what does efficient mean?**

In simple terms efficient means doing things right, doing things with the least effort, least cost etc. This does not however guarantee we achieve our desired results or goals. Consider the possibility of having completed a day's work doing everything really efficiently only to find out they were all the wrong things! I'm sure you have all experienced a day like that. How do we feel? Unsatisfied, frustrated and demotivated, all that work for nothing. What we must do are all the right things, the things that get results; what we must become is effective.

## Effective really means doing the right things in order of priority.

Whether a small or large company, for profit or otherwise, organisations that allow their people to contribute to the plans, make decisions, set objectives and goals; the company framework will benefit from productive and motivated people.

Individuals who plan each day around their own HPAs and goals will achieve more, stay more focused and remain energised for longer.

Some simple steps:

- **Identify your HPAs** – 5-6 things you do each day that get results
- **Build your daily plan around your HPAs** – plan them in your diary system
- **Schedule daily activity in to blocks of time** – focus on one thing at a time
- **Create an imperative and important list** – prioritise what must be done and do the imperatives first
- **Set deadlines for everything** – you and your activities
- **Do, delegate, dump** – get rid of the rubbish, delegate the other stuff
- **Choose the best time** – if you can't delegate do the lesser jobs at a more appropriate time
- **Plan your communication** – write it down before you make a call, you won't forget anything
- **Learn to say NO** – to clients, interruptions, email, telephone- not "no never", but "no not now"
- **Use technology** – let technology help you rather than hinder you
- **Set daily, weekly and monthly written goals**- both personally and professionally

What would you do with an extra month of time?

How much more could you achieve with another month? Remember, just 30 minutes per day redirected to HPAs is the equivalent of 22 eight hour working days per year; a free working month.

# SCRIPT

## A simple script for event invites

Hi [NAME],  
I am not sure if it is for  
you but I wondered  
if you are free on the  
[DATE]

(Wait for questioning reply)

Well, *are* you  
free?

(Await positive response)

That's great  
as we are running  
a really exciting event,  
[INSERT EVENT  
DETAILS]

I would  
really  
value your  
opinion...

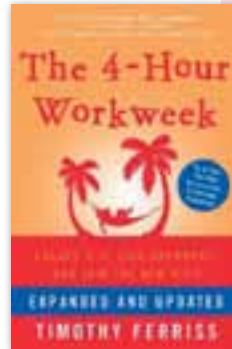
I will confirm all  
the details and look  
forward to seeing  
you there.

Thanks.

# TIPS

## Ten things I have learned this month

1. Everything happens for a reason
2. Every opportunity is a sales opportunity
3. Never let the leads dry up!
4. Check you are maximising every opportunity
5. Having a supportive family helps a lot
6. Those that can – speak!
7. Being in a recording studio is great fun
8. The more options you have for payment the easier to get paid
9. Keep trying new things and keep learning
10. If you are not convinced then you can't convince



## BOOKS

to seriously affect your wealth!

**The 4-Hour Workweek**  
by Timothy Ferriss

**Have you ever considered what you really want from your life?**

As business owners it is common place that we spend the majority of our lives working hard, consumed by our businesses, thinking “we’ll get there one day”... Where ever ‘there’ is, we lose sight of some seriously important things in life; like spending time with loved ones, seeing sights we want to see, going places we want to go and so on. This book really opens your eyes as to what is genuinely achievable – I am already fully embracing a trip to Guatemala next year! **A pleasure to read, you will put the book down wanting to make some drastic decisions and serious changes to your life plans.**

**Exiting!**

## A simple tip

When attending networking events or meeting groups of people for the first time, it is important that we do our best to make ourselves remembered. **One of the first things people forget is your name** – largely because they never heard it in the first place. To help with this, simply give your name twice. For example:

**“My name is Phil, Philip Jones.”**

That way they are twice as likely to remember you.

## Business builder



We are all looking to grow our businesses and part of this will be finding new customers. **Invest the time and decide exactly what your ideal customer profile is.** Once you have defined all the qualities of your target customer, locating them is much easier and it also stops you from getting too many of the wrong ones!

# REACHINGNEWHEIGHTS AUDIO PROGRAMME



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