

ACCELERATOR

The Sales Success Publication

EDITION
Vol. 2 | Issue 2

philmjones
helping your business reach new heights



Prepare for Launch!

Discover my Skyrocket success formula.

SPECIALS

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Learn the importance of assessing what you do

Understand

Find the crucial factor that should be in your sales process

Guest Interview: Rob Brown

Rob Brown- Get more from face to face meetings

YES!

The easy way to get that first decision

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Welcome

My name is Phil Jones. I would like to welcome you to this month's edition of Accelerator, your sales success program.

Every day, as business owners and sales professionals, we find hurdles that stand in the way of our success. Attitude is clearly important, but wanting to do something is only part of the journey. Knowing what to do and how to do it is often the missing piece.

You are keen to learn, grow and improve in all areas of your life. I don't have all the answers, but I do have an abundance of tried, tested, and proven methods that have worked for me and if you are prepared to take action, they will certainly work for you, too.



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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.



SPOTLIGHT

Spotlight session- The questions are the answers



This month's Spotlight session is a winning ingredient, an important process to look at and an important set of skills that you can walk away with. For great salesmanship you have to be a fantastic questioner listener – that's what sales is all about. I think it was Tony Alessandro who said "prescription before diagnosis is malpractice".

How true is that statement for many of us? Are we guilty of speaking to our prospects about all the fantastic things our product or service can deliver before we find out exactly how we might be able to help them? My definition of salesmanship is that professional salesmanship is earning the right to make a recommendation. We're always looking to use the words of our customers in order to form the recommendations towards our products or service. We've all heard about open questions "who, what, where, which, when, why" and we understand they are important in the sales process to get our customers talking. We're looking to them to give us

the information so that we can provide our product or service as a solution to their problems.

When asking questions, the starting place for me is a wide open question. Instead of talking about how you might be able to help with your product or service, I want to know exactly what journey my prospect is on. I'll ask them a plan based question; I'll talk to them about how they got involved in the business they're in now or I'll ask them what their plans are for their life or for the next five years. By leaving the question open, it'll allow them to talk. They talk and you listen for their language patterns, the subjects that are important to them and for opportunity. We only need to plan our first question because if we listen intently it'll be something that they say that plants the seed for the second question we're looking for.

Remember that we're looking to earn the right to make a recommendation. Instead of a scattergun approach of questions, let's start at the beginning

and look at the whole picture. Let's look at everything that's on the table and get them to paint the picture of utopia. When they talk to us about their future, where they're going, or how our improvements might help them, we then peel back the layers. Imagine your questioning process is like peeling an onion layer by layer until you get to the juicy piece of information in the middle.

The questioning technique I have in mind is called Linear Probing. To probe in a questioning fashion successfully, we need to understand and listen with intent for buying signals. When they share with us something that we find useful, we ask a further question based on that information to get to the next level. We then ask a further question to get to the level of detail sitting behind that. We ask a question again to get to the level beneath that. Your questioning should be done to prevent them from giving any negative reasons and excuses why they don't want to do business later.

Continue to ask questions until you've earned the right to recommend your product or service based on the words they've given you and not the reason you think they might benefit. Think about your questions and process and make sure you're doing everything you could possibly achieve in order to guarantee the levels of success.

"To probe in a questioning fashion successfully, we need to understand and listen with intent for buying signals"



PROCESS

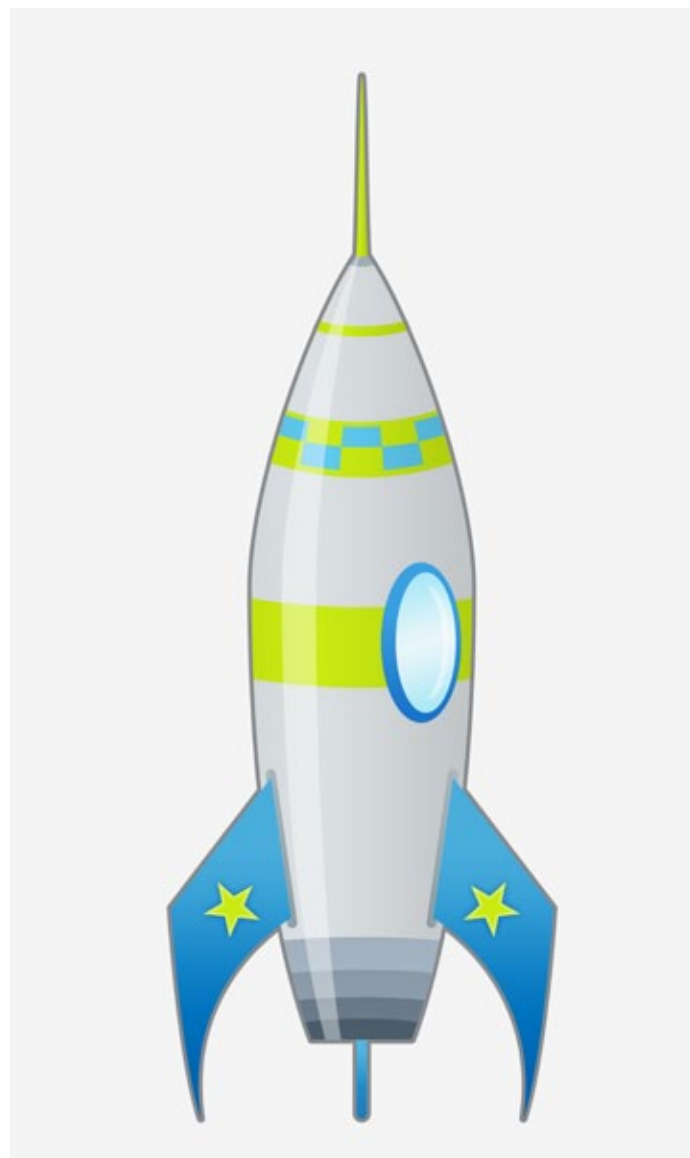
Process focus- Countdown to lift off!

This month's Process Focus is interesting. Recently I was asked to look at the ingredients going into a successful launch or idea getting off the ground. I was asked to put together a success formula with steps to take and things to consider before taking action that's going to help us succeed with our new idea.

1. The starting point for me with any new idea is to make it work on paper. Check that what you put in is going to give you what you want on the other side and do the maths on it. Understand exactly what it's going to take to be able to get you to the end result. Imagine the following: you are delivering a presentation: you are with your bank manager, looking for a significant investment: you are going to a group of venture capitalists looking to sell them your idea for their investment. With this in mind, it will take you through the process of ensuring that you've considered all of the avenues and that your idea is viable from a commercial point of view. You'll get the returns that are fitting for the effort that's right.

2. Once it works on paper and you're confident that you can make this happen, the second stage is to tell the world. Not only does this promote your idea and help you find potential customers, but it'll also make you accountable. Each year I share my goals and aspirations for what I plan to achieve for that year openly on my blog. The reason I do that is to make myself accountable. I've given myself a fine reputation to live up to and the more people you tell, the more likely you are to go out and do it.

3. The third stage I take with any new idea is to test the market first. I would always look to sell something before creating it in its entirety. If there's no market for your new product or service, what's the point of spending effort and energy in creating



something? When I started in business for the very first time with my training organisation, I built my training business on our Reaching New Heights one day workshop. Our one day workshop is now taught across the UK into Australia, Switzerland, and even starting in New Zealand soon. It's now the world over and it's a one day sales program that guarantees results. When I started the business, I designed this program and I went to market and sold it. I'd sold 45 spaces on my one day workshop before

I'd even written the course material. Once I had 45 customers for it, I wrote a course that exceeded their expectations and that gave me the motivation to go and do it. So don't spend all your time engineering and becoming a pioneer for a product or service. Check that you have a market place for it first and then let your customers lead you to the next step.

4. The fourth point with getting any idea off the ground is that perfection is quite clearly overrated.

Thinking about that process of continually refining and getting to a point that's perfect before you launch it into the marketplace will probably prevent you from ever getting there. I'm not saying put out bad products, service or ideas, but that good is good enough. Let's take the launch of perhaps one of the most successful products of our current marketplace - Apple's iPhone. If anybody remembers the very first Apple iPhone that came out, it sold well but wasn't anywhere near as comprehensive, useful, practical, slick, and sophisticated as the model that many of us use today and see other people using. It's evolved from customer use and experience. The reason I say perfection is overrated is that you can spend a lot of time refining it, but until you get it in the hands of your consumers and they start using your product or service, you won't find out what it really needs to do until it's had users and test cases.

5. What's critical for any successful launch is planning in milestones to check and review. Is it at three months, six months, twelve months?

Get customer feedback and sit back round a table. Take a traffic light approach: green light: what do I need to do more of? Amber light: what needs to stay the same, what did we get right? What do we need to stand still on? What do we need to keep on doing? red light: what do we need to change? What do we need to stop doing? Look at that periodically and over a period of time refine and evolve it.



6. The other thing I'd like you to consider is that you've got to learn to accept failure.

Every successful entrepreneur, pioneer, and inventor will have failed significantly more than they have succeeded by their own standards. Please don't expect to score first time round. If you look at the top goal scorers in any of the professional sports or the people at the very top of their game, they take more shots than they score goals but they don't stop shooting and they don't stop trying.

Learn to accept failure and learn that failure is a way of life and part of your planning and review process. Don't let it knock you personally; it's just part of the game and you learn from it. Dust yourself down and pick yourself back up again and keep moving forward.

If you believe in something, understand why it works on paper, are prepared to test, review, and refine it, are passionate and have a dedicated reason why you want to do something, then make sure you're always moving in a positive forward direction. There'll be people trying to knock you and people trying to stop you. There'll be challenges, barriers, and hurdles for you to overcome, but all the time that you're moving forward, you're getting closer to your goal and dream and much closer to making it happen.

ABC

Always be closing - Make the first step an easy one



In this month's 'Always be closing' section I wanted to focus on one of the challenges that many of us face when asking for business. Sometimes we forget what asking for business is all about.

Would you agree that winning new customers is the hardest part of any successful sales process? Getting more from existing customers or getting them to come back more often by comparison to the acquisition of brand new customers is pretty easy really. Now what we're looking for in order to get customers to say "yes" more often is ensuring that the very first decision we ask them to make is an easy one. I call it 'looking for easy first yeses'. When we're looking to acquire customers, they've got so many things to consider about whether or not they choose to do business with us.

Countless questions and decisions need to be asked by people before they give you the instructions to work with you. Considering all the questions they're going to ask, you're starting to understand that the decision of whether or not they give you the business gets bigger



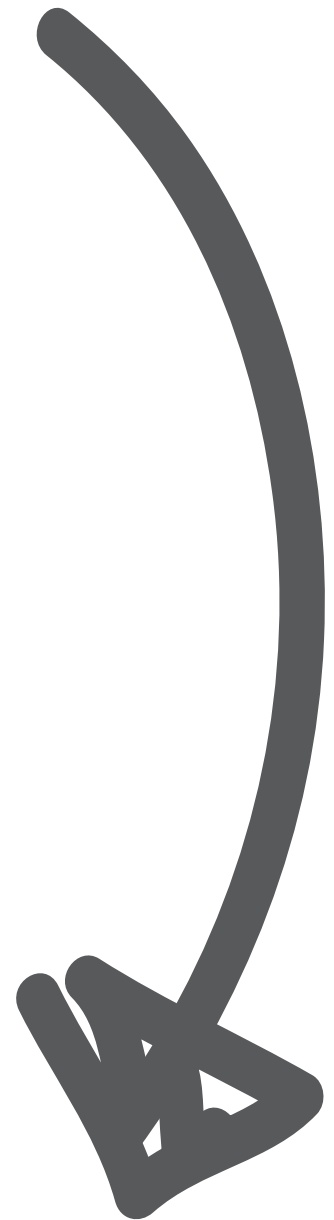
all the time. The bigger the decision gets the harder it is to make, and with big decisions come indecision. That, for me, is the biggest reason that people don't go on to give you the business. It's not because they don't want to or they've chosen not to, it's because they haven't made their mind up yet. The decision you've given them is too big to make. Have a look at your product offering and have a look at what you offer to customers and ask yourself if you've got an easy first yes.

Now, we're in the coaching, consulting, and training business. We work with large organisations, new business start-ups, and a variety of organisations in between. The one question that people typically ask is "Why should we work with you and not somebody else?" The opportunity of involving somebody in your business, getting them to roll their sleeves up and introducing them to the rest of your closed network is a fairly big decision.

Taking on board a consultant to help over a sustained period of time is a fairly big decision. They want to test your credibility, and they want to understand that you can help. Our typical easy first yes is simple open training workshops that are low priced, easy to access, give huge amounts of credibility, over deliver on value, and allow those to choose to make the next step.

As a result, we have hundreds and thousands of customers, most of which have only invested a very small sum of money with us, and many of which have taken the next step because we've made it easy for them. Some of them will continue to make that next step at some point in the future. Look at your own business and look at the decisions you're asking your customers to make and think "are they easy enough?" Is the first yes a simple one? If there's a customer you're looking to get, what is the simple first yes you could be asking for that could get them on board as a customer, allow them to experience your service levels and make it very easy for them to bring more business to you.

"Look at your own business and look at the decisions you're asking **your customers** to make and think "are they easy enough?" Is the first yes a **simple** one?"



INTERVIEW

Guest Interview- Rob Brown

This edition's guest interview is with Rob Brown. Rob is one of the world's leading authorities on personal marketing, networking, executive presence, referrals, and reputations. He is the head of the Global Networking Council, and author of the bestseller, "How to build your reputation". As well as a lot of executive one to one mentoring on executive presence, gravitas, reputation, and networking, Rob is the founder and CEO of the Professional Banking Academy, an international training company helping banking professionals increase their influence and win more business. In addition, Rob's a family man and well-travelled, having visited 48 of the 50 US states. He lives in Nottingham with his wife Amanda and his two daughters Georgia and Madison. Rob has some fantastic information that I'm sure we can draw out of him in this interview.

Phil: Rob, welcome to Accelerator.

Rob: Hi there Phil.

Phil: I know you've got some fantastic stuff to share with us. So tell me, Rob, what's new with you at the minute?

Rob: I'm finding that we're living in such a crowded marketplace at the moment and people have so many options including the option to do nothing. Reputation stuff's getting big and you know how to get people to choose you above and beyond all the other choices. On the back of my bestselling book, "How to build your reputation", we've done a lot of coaching and seminars. People want to find ways to stand out that don't cost so much, and they create some kind of differentiation and that's a big thing. I've launched the Professional Banking Academy and I deal a lot with bankers, accountants, and lawyers. They really need to network better and build proper relationships. There's the Global Networking Council which I run, which means I interview the top people in the world on networking, referrals, reputation building and communication and share their insights with the world.

Phil: Fantastic - lots of exciting stuff going on for you. You'd class yourself as kind of a specialist and somebody well practiced in the world of networking, reputation management, and referrals. How important do you see this as part of everyday business life or for business owners large and small?

Rob: If you think of business as four stages and all my work is about relationships, your richest resources will always be in your richest relationships. Another way I put it is in tough times the money will flow through the strongest connections, so it's all about people. Let me give you these four stages of turning your relationships into profit. The First phase is networking where you find and source the right people, vendor, suppliers,



When you have a great reputation, the world will be a path to your door.

advisors, providers, joint venture partners, investors, clients and customers. The second phase is servicing them. You've got to build those relationships and add value to them and they've got to feel the same about you. You've got to move that relationship on to a point where they'll help you and buy. The third phase and realm of referral marketing is leverage. That's saying "I've got a great relationship and are you going to buy more from me or are you going to introduce me to members of your network". Networking in and of itself is pretty worthless, but when you can start to leverage that and get something from it, whether it be sales or referrals, it starts to become really valuable. The fourth phase is reputation, attracting the right relationships so that those people will come to you and you've got a great word of mouth going. It's a reactive way to do it, in a way, because you rely on your good name to bring people in. When you have a great reputation, the world will be a path to your door. So, do those four phases give us some kind of context for our conversation?

Phil: Definitely,

Rob: *I think there's some really interesting information of seeing it as a process with multiple stages.*

Phil: You mentioned earlier on as well that you learnt a lot of stuff. You got busy, you read and attended seminars and really embraced yourself in great information. I'm an avid reader, too and picked up loads of great information from fantastic books. If there was just one book, and I'm not talking about your own one, Rob, that people could read and learn about your subject that serves you really well, what would it be?

Rob: *I can tell you one book that I'm reading right now that's really making a difference, but in terms of back then, Dr Ivan Misner founded BNI. It's called "The father of modern networking". He's written a number of great books and there's his work with the Referral Institute. There wasn't much networking back then. There's Susan RoAne from America who does a lot of great stuff on working the room and how to make an impact with people. There's Kevin Hogan who writes great books on persuasion and influence. Then there's more general stuff, like Jim Collins' "Good to Great" for making you think "where can I make the biggest impact in my life?" and "how can I make the biggest difference and live a life of significance?" Pretty much everyone has read Stephen Covey's "7 Habits", which gets you aligned in your own mind about what you're really about. What's working for me at the moment is a book called "Work the System", which is about getting yourself out of your own business, documenting and systemising it. At the moment, a lot of people will own a job instead of owning a business because we've got to show up to earn the money. "Work the System" is all about building a business where you earn the money without showing up. It takes Michael Gerber's E-Myth to a whole new level so I'm really getting a lot from that right now.*

Phil: Rob, the market place we're in at this moment in time is incredibly crowded and I'm sure it will continue you to be. Competition is fierce and decision making within our customers and potential customers is slow and it's hard. Why should our potential customers deal with us? How do you use networking, reputation management and referrals to answer that question and make you stand out in a crowded market?

INTERVIEW

Guest Interview- Rob Brown

Rob: The deal in business these days is we've got to assume that everyone out there is good enough and providing a pretty decent product or service – your competitors and your rivals. You've got to make people choose you because we're at the beck and call of other people's choices. It's not just a competitive world, it's also cutthroat. People are not just after new business; they're after your business and want to poach your customers and clients. Not only do you have to be good enough to attract the new ones from other people, but you've got to be strong enough to keep your own.

Let's examine how we can be more chosen, how we can be that number one go to choice and obvious expert for what we do. I challenge people and say "Are there competitors that you've got that are not as good as you, but are more successful?" Pretty much everyone says "yes". How can that be? They've got to be doing something that is making them chosen; the number one choice. If we can emulate that or find our own way to become the number one choice and get on people's radars then we've got a much better chance of doing it. People have great relationships and loyal customers and clients, but how do we leverage those to get into other people's networks and get a host of referrals, recommendations, and introductions? That word of mouth is where a business really starts to become valuable.

Phil: Focusing on that word of mouth scenario, Rob, if there was just one skill or one thing you could teach people, what would that one thing be and why?

Rob: The biggest thing with word of mouth is stories. Stories can come out in so many

ways. They're in your elevator pitch when you're networking and people ask you "What do you do?" It's worthwhile having some answers for that. The other most common question that people ask is "how's business?", "how's it going?", and "how are you?" That is another opportunity to tell a story, so I can give you some scripts to weave stories into those too. Also, the on-going stories: people won't remember your business outline so much, but they will remember a story that you tell about a difference you've made for a customer or client or how you delight somebody and did something of significance. If you want to generate a reputation, do something that creates a story and start telling those stories.

Phil: So what you're saying is in order to accelerate your referral process and get people talking about you more comfortably and memorably, you need to give them an experience, something to hold on to and relate to, whether physically or in story form.

Rob: They don't necessarily have to have been in the experience themselves. I'll give you an example. I've never done business with you and experienced the wonderful products and services that you offer so I've not had first-hand experience of that, but I know you enough to be able to refer you and I can talk about you. Certainly, some stories would help with that, so I want some stories of the people that have experienced what you do first hand. I say to my clients "if you give me a good answer to the question 'What do you do?', I might buy you, but if you tell me a good story when I ask you what you do I might sell you". Because what is a referral, Phil? It's me talking about you when you're not there. It's me bringing you up in a conversation and creating an opportunity for you. I need to be able to give some evidence for your supremacy and I need to be able to tell a story about the difference you've made. If I believe those stories and know them to be true and I can vouch for you and your reputation is sound then that story will stick.

Phil: What an amazing point, stories that I can share with the people that matter so they can sell me rather



Advocates are just as much of a fan, but they're an **educated** fan and have scripts, stories, and know how to talk **about you** and carve out an opening

than just talk about me. What a great point and I've certainly taken action on that one today, Rob.

Rob: Let me take that a little bit deeper if I may, Phil. We have the customer funnel where they are suspect because we haven't had a dialogue with them yet. Then we start talking to them and they become a prospect. Then we sell to them and they become a customer. Then we sell more to them and they become a client and it's more of a relationship. Beyond that, there's two levels. The next level is a fan, somebody who really gets us. Beyond that you've got what I'd term an advocate. Now a fan is somebody who will defend you when you're attacked, vouch for you, recommend you, and refer you if your kind of stuff comes up in the conversation. An advocate goes further and will create opportunities in a conversation to talk about you and steer the conversation around to creating an opening for you. Advocates are just as much of a fan, but they're an educated fan and have scripts, stories, and know how to talk about you and carve out an opening. An educated, armed and resourced fan is the biggest virtual sales force you could ever have because they will generate streams of high quality referrals and create valid opportunities for you.

Phil: Some great points there again, Rob. One of the things I find is you're bombarded with advice and information which is freely available nowadays. I'm an avid reader, looking at lots of people's information. Trying to process all of that is a challenge, working out the good and the bad. How do you distinguish between the good stuff and the bad stuff, who to listen to and take advice from?

Rob: The more people you read the more conflicting it could be. You can get over perspective if you like, so

don't be too broad, but also don't be too narrow. Like you, I'm a voracious reader and I find that in these very overloaded times we need to become much better processors of information. I make the time to read more and be discerning with my reading. There are so many gurus out there who will do a job for you. I say to people pick a lane, a guru, somebody that you get along with and whose opinion you admire greatly who can speak into your situation. Stick with them for a little while and go on a journey with them for two or three years. Go on a mentoring program, a two or three day boot camp with them and really get to know them. I have a number of people like that in my life that speak into my life with authority. It might just be a book or it might be a personal relationship, but you go through different phases in your business. There will be a time when you really need to focus on the sales and the referral so you pick out somebody or something that will help you with that point. Life's about seasons isn't it? There'll be a season to grow, consolidate, hire, and to learn. It's picking the right people, gurus and resources of that point and moving on. It doesn't have to be a one guru for life thing, but that could happen.

Phil: What a great way of looking at that. . One of the ways I look at reading, attending seminars, training, and listening to programs is we can learn from other people's mistakes and hence that's a faster way of accelerating your



INTERVIEW

Guest Interview- Rob Brown

own success. On that line of thought, Rob, what's the one piece of advice or the one experience that serves you most and has given you the best lesson in your life today?

Rob: Let me go back to this 'Work the System' book because that has really had a massive impact on my life. The premise is simply that life can be predictable. If we look at what we do in our business every day, a lot of us are fighting fires and coping with the everyday stuff. 'Work the System' is very much about getting outside your business and saying "what can I do differently to take myself out of the business?" There's an example in the book about this guy that used to do copywriting. It took him 40 hours to do a copywriting assignment for a client. He brought down all the stages in copywriting, taking the brief from the client, sourcing keywords, writing the introduction. He broke it down into steps and he put his name alongside all the steps that he alone could do. Out of 17 steps, his name was against one. He took himself out of the process. He now works two hours on a copywriting assignment and outsources and delegates the rest of it. He's got more time, has become more profitable and can take on more work. He's starting to build a business that doesn't need him. It creates for us something that we can grow to sell if we want to and we can get some investment in and build a team around us. We can take ourselves out of the business and do more reading, creating, and building.

That's had a profound effect on the way I'm setting up my business here and documenting what takes up my

time. There's a lot involved, but if I can take myself out of those, it frees me up to do the stuff that only Rob Brown can do. We can do anything, Phil, but we can't do everything, and that's not going to build a massive business for us. That's the biggest thing that's going on for me right now that's really making a massive difference. I'd urge people to take a look at systemising business a little bit more so we can get out of it and create a much more significant and effective business.

Phil: I love that phrasing, 'we can do anything, but we can't do everything'. That's a winner and quite profound. I've got loads of stuff out of listening to you speak and made notes down on areas that I can take action on, but where do people find out more about you?

Rob: We can do one to one mentoring about making them the number one choice for what they're doing and getting the networking and referrals right. I'm happy to have a consultation with them about that, but why don't we just direct them to www.rob-brown.com. There's a report they can sign up for free, which is 93 pages. It's got a lot of my best stuff about becoming the number one choice and building your reputation and networking more productively and generating more referrals. That's www.rob-brown.com.

Phil: Well, Rob, it's been great fun sharing this conversation with you. Thank you so much and I'll look forward to catching up with you real soon.

Rob: It's been a blast, Phil, thank you.



SIMPLE TIP:

This month's simple tip is a straightforward process we can take immediate impact and action on. Without much effort we can find ourselves getting improved results in our sales process. What was introduced to me by a mentor of mine is perhaps the most important tool to have in any sales appointment and discussion - a piece of paper and a pen.

My tip to you today is everywhere you go you should have the ability to take notes. In your sales appointment, taking notes sets the scene that you're a professional, there to gather information and actively listen.. You can gather useful pieces of information about the person you're meeting, like information about their personal life, family,

BUSINESS BUILDER

Business Builder - Improve the efficiency of your sales operation

Every month we share with you a business builder, a simple tool, process, and track to run on that could either find you more customers, get customers to spend with you more often, or get them to spend more money every time they shop. This month, we've got a winner for you and I want to share something that will massively improve the efficiency of your sales operation. If you do something often enough, a ratio appears. Now, I find that statement or quote really interesting because it means that regardless of skill level, if you put enough in the top you will always get something out the bottom.

I'd like to take that one step further. Once a ratio appears, you can work on improving it. That's why in every business that's got a team of sales people, some people perform higher than others because they're better at ratios. My business builder tip is all about measuring your activity levels, conversions, understanding your ratios, and working on the areas you need to improve. Let's look at a typical sales process. A sales process starts with identifying prospects and making a first action with a view to winning an appointment. Let's measure your letters, emails, and phone calls. How many do you make? How much time do you spend on them? How many of them convert to appointments?

Once you know your first action through to appointment conversation levels and you know which method is most successful for you, spend more time doing that. Look at how many of those appointments convert to customers and look at the value of those customers. What happens is a pattern and a ratio starts to appear. Now what might be very interesting is you find that you're particularly useful at winning appointments, but the area for improvement might be turning your appointments into customers. You might even find that's the other way round, that once you're in an appointment with a customer that gets results, the process of getting names from your prospect list into face to face appointments is the area you're most challenged. Now what becomes interesting when you really

know your numbers and you've measured and understood it, is you know next month you're looking for two new customers. To win new customers you need six appointments. To win six new appointments you need to make 60 phone calls. What you know is if you don't make 60 phone calls that month the chances of getting two new customers is slim to none unless you improve upon your ratios. So learn your numbers, understand your ratios, and understand your success levels. When you measure, you can improve and choose where to spend your time.

You can understand what success looks like first, and just like baking a cake you know the ingredients you need to put in the front end that guarantees the success at the back end. Learn your numbers, take action, see what areas you need to improve on, and understand all the ingredients that go into the result you're looking for.



the names of others, and information about the organisational structure of the business you're looking to work with. Those notes become infinitely valuable to you so take the time to write them and gather information in the meeting because it'll show that you're serious and allow you to recap and take action. It will allow you to listen more successfully,

gain more information, and fundamentally win more business. So how simple is that? Pad, pen, paper, everywhere you go because you never know when an opportunity arises.



MAGIC WORDS

“Just Imagine”

The subconscious brain is the part of the brain that acts on stuff without considering its decisions. This is how we learn to drive and turn up in new places without really understanding how we got there after a period of time so the subconscious brain is powerful.

Now what I've learnt over a period of time is that the brain works best on pictures rather than words. It sees things and we can make decisions based on images. We can remember images far better than words said or put on paper. The magic word I want to share with you today is a way of getting somebody to visualise pretty much anything you choose.

This might be visualising a particular difficult or troublesome situation that you want them to avoid. It might be getting them to visualise a utopian environment in the future that you can help them on their journey towards.

This might be the picture that you're looking to create because a picture

paints a thousand words. We've heard it hundreds of times, but it's true and that's why it's an old saying. The magic words I want to give are 'just imagine'. When we hear the words, 'just imagine', we can't help but close our eyes, tilt our head back, and understand that story time is coming.

We're going to start painting pictures in our head with whatever words follow 'just imagine'. Prefacing sentences with the words 'just imagine' gets our prospect or customer to start seeing things in pictures. They can help people effectively to see the benefits of utilising your product or service, and they can also be used to paint pictures of more

difficult situations and allow your prospects to picture themselves in the scenario you were looking to paint for them. They can decide how to act from visualising and imagining themselves in that scenario. Just imagine the impact these words could have in your next sales discussion.



OUTRO

So that's it and I'm hoping this session has been fun. You have learnt some new ideas, skills, and feel empowered to take action

You've learnt all about the importance of asking great questions, and how you can avoid every objection in your sale process, convert more successfully, and have your customers truly committed to buying from you. We've talked about making things happen, getting products off the ground, launching new incentives, new businesses, and new products within your organisation

and the steps you can take to be more successful in that process. I've shared with you a simple script, how to win that second appointment, how to get back in front and face to face with the decision makers in the business and walk away with the all-important decision.

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