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The Must-Know Secret To Success In Sales

Key terms used in this report:

- *The numbers of the sale*
- *Proactive-Passive Marketing*
- *The 7x5x4 warm call marketing approach*

Introduction:

I know, I know.....you've heard it all before. Surely not *another* secret to success in selling. And actually, you're right! This really isn't a secret...it's common sense. However, the reality is, salespeople everywhere are looking for that edge, that fast track, that special technique that might just make the difference to winning more sales, meeting or even beating their targets.

Quite frankly, I'm guilty of doing exactly the same thing. What's more, I'm also guilty of providing, in my books, workshops, seminars, on-line learning courses and presentations all that I have learned as a salesperson and all that I have learned through my academic research, with the intention of helping salespeople just like you to find the edge and to assist you in achieving your personal best.

But here's the thing.....selling, when it really does come down to the basics, is a numbers game.

Now, I have to let you in on a real secret. It took me a lot to finally right that last sentence, because I so believe that selling is much more than a numbers game....and it is. But, as I've just said, at it's very core, the success that you may be currently seeking, could very well just come down to a numbers game.

Before you write that statement off, let me explain.

Of course communication skills are important. Of course belief in your product is important. Of course self belief, motivation, and having great products that create value are important.

Of course your personality and interviewing skills are important, and so too is your ability to build rapport, ask great questions, show true value, identify obstacles and overcome objections.

Of course your ability and attitude toward confirming the sale and asking for buying decisions are important, as too is your ability and commitment to taking action on staying in touch with your clients.

Of course all of these things are important.

However, they are all important, but pretty much useless unless you've got access to and are actively contacting enough potential and/or existing clients who have the potential to buy from you.

That's it. Plain and simple.

Everything else is insignificant, your skills, knowledge, attributes and motivation are wonderful – but unless you understand and take action on this must-know and must-act-on principle, your long term (and immediate term) success in sales is at risk.

Put quite simply, the secret to success in selling is your ability to identify and contact on a consistent basis, significant numbers of potential clients who need what you sell.

If you're not calling on (either by phone, face to face, or through email or via your website) enough potential buyers to be able to sell enough of what you sell, the most probable outcome is that you'll go broke.

You might have the best product in your industry, but if no one knows about it, and if potential buyers aren't aware or reminded of that fact, you'll probably go broke.

So how do you know that you're seeing enough potential buyers to be able to generate the amount of revenue required for you to meet or exceed your sales targets?

The numbers of the sale:

Here's one method of calculating how many potential buyers you need to be contacting. This is certainly not rocket science, but well worthwhile reviewing to see if your current marketing levels and

appointments with potential and existing clients will generate the amount of revenue you require.

Use the following worksheet with your own numbers and see if you're on track to achieve or exceed your sales targets.

I'll use figures that will demonstrate the point, but that may have no relevance to the amounts you will use. You fill in the "your amounts" section:

	ITEM	EXAMPLE	YOUR EXAMPLE
A.	Annual Revenue Target	\$100,000	
B.	Average Revenue Per Sale	\$5,000	
C.	$A \div B$	20	
D.	Average number of potential buyers it takes before a sale is made	5	
E.	$D \times C$ = Number of potential buyers required to be contacted to achieve sales	100	

	target		
<p>Once you've arrived at your answer, all you do is divide this by 4 to get your quarterly target of potential buyers to contact; divide by 12 to get your monthly target; divide by 52 to get your weekly target of potential buyers to contact (although you may want to think about how many actual weeks you can contact clients when you consider your own vacation time, public holidays etc)</p>			

Now, this formula has been offered merely to make the point that you need to have a fair idea of how many people you need to be contacting to be able to generate enough opportunities for sales to be made to achieve your revenue targets.

The key question is, now that you've arrived at your estimated number of potential clients that you need to be contacting, will you be able to achieve the number of calls, appointments etc., required?

There is a range of opportunities available to you to be able to increase the number of potential clients that you can contact: However, two of the most proactive and focused opportunities are:

Proactive-Passive Marketing

Depending on the type of business that you are in, your existing client base is usually a fantastic place to start to generate repeat and referral business. It is well worth the effort to continually be asking your existing clients “so how are we doing?””are we delivering the value we promised?””are you happy with what we’ve provided?”

Asking questions that have the capacity to comfortably disturb clients and to help uncover any other needs or wants, problems or issues that you might be able to help them with is an important proactive-passive marketing strategy that will reap you many new and repeat sales.

Proactive-passive marketing is an attitude supported by consistent action on promising what you can deliver and delivering on your promises. Proactive-passive marketing is about staying in touch with your clients and creating ‘wow’ experiences where they provide you with unsolicited referrals and requests for repeat purchases.

You may also choose to be more assertive (but never aggressive or pushy) with some clients who have not readily provided you with any

referrals. Without a doubt, some of the easiest sales to make are with people who have been referred to you by a client advocate.

How do you know if you've established a reputation where you have clients who are raving about your service and professionalism to their friends, family and colleagues?

You will be receiving plenty of warm referrals from your client advocates.

However, if you're not receiving the level of referrals that you would like you may want to increase your proactive-passive marketing.

In terms of receiving referrals, there appear to be four types of clients.

1. Happy clients who automatically refer their friends, family and colleagues to you
2. Happy clients who will wait for you to ask and remind them to refer their friends, family and colleagues to you

3. Happy clients who despite the exceptional quality and value of your products and professionalism of your service levels, they will never refer their friends, family or colleagues.

4. Unhappy clients who will never refer anyone to you – ever!

Here are some strategies to obtain even more referrals.

For your happy clients who are readily referring people to you, make sure you are thanking them and rewarding them in some way (a letter and little gift to say thanks)

For your happy clients who aren't yet referring anyone to you, you could simply ask for referrals or you could write to them, using the sample on the following page as a guide:

We are proud to say that much of our business is built on word of mouth. Our many satisfied clients refer their friends, family and business associates to us.

And for that, we are truly grateful. We would welcome any referral contacts that you might feel comfortable for us to write to or phone.

You can be assured, based on your own experience with us that we are not in the business of “hard sell”. We are in the business of trying to identify the needs of our clients and then doing everything we can to meet and where ever possible to exceed their expectations.

If you do have some people who you think might be interested in us contacting them, please provide whatever contact details you have:

Contact name:

Contact company:

Contact position:

Contact phone:

Contact email:



Once again, this is only a sample letter. Rework it to reflect your own style and personality.

Don't expect everyone to send you referrals, however, this might just get you a few more than you would otherwise.

If you have some reluctance in asking your happy clients for referrals, perhaps it's because you're not convinced that you have delivered on your promises, or that you're not sure that you've been able to create the 'wow' factor that would cause clients to want to refer others to you.

You might be surprised at how ready some clients will be to recommend others to you.....they're just waiting for you to ask.

Adopting the 7x5x4 warm call marketing approach

Another option you have to generate increased levels of contact with potential buyers is through the 7x5x4 warm call marketing approach.

Now, if you're in the kind of business that customers come to you, then this approach may not be directly relevant, however, look at the principle behind the strategy, and you might discover ways to attract

the right kind of customer (ie., someone who wants to buy) to your business.

Step one – write one standard marketing letter – try to keep it to one page. In the letter, outline who you are, what your business mission is, and how you and your products and service have created value for people.

Add one or two short testimonials from existing happy clients on the letter. In the last paragraph, write something like “I will call you next week to arrange a meeting with you to discuss how we might of assistance to you.”

O.K. Now you have a marketing letter. Who do you send it to?

Hopefully you will have identified your target market in your business plan, and ideally, have a list of potential clients.

If not, start your research now. If you’re doing business to business selling, who are the potential decision makers and influencers within organisations that you would like to have as your clients, or who you would like to do even more business with? If you’re not sure, try calling the switchboard of the organisations and get some details about those

decision makers. If you're doing business to consumer sales, you will need to look for ways to identify where you could do a mass marketing mail drop or place a well written advertisement or brochure using these principles. You will need to ensure that you comply with any privacy legislation that is applicable to your situation.

Step two – next Monday, mail this letter to 7 potential clients. On Tuesday, mail this letter to another 7 potential clients. On Wednesday through Friday, continue this process.

So now you have the 7 x 5 part of the 7x5x4 marketing strategy. That is, you have mailed 7 letters out each day for 5 days. In this first week, you have targeted 35 potential buyers.

Do this for 4 weeks and you have completed the 7x5x4 marketing strategy and have letters now out to 140 potential clients.

Step three – Now you need to start calling the potential clients to arrange interviews. On the Monday of the second week, you call the 7 potential clients that you mailed on the Monday of the first week to arrange interviews.

On the Tuesday of the 2nd week, you call the 7 potential clients that you mailed on the Tuesday of the first week to arrange interviews.

Continue this process, and over a five week period, you will have mailed and personally phoned the 140 potential clients.

Now you may not get interviews or be able to make appropriate contact with everyone of them, but, depending on the kind of business you're in, you will only need to secure a few interviews to gain real benefit from this strategy.

TIP

Don't try to sell or tell too much on the phone. You're trying to get an interview. Simply ask for 30 minutes of their time to discuss the opportunity to help them in their business.

Depending on your existing work load with clients, you might need to adjust the number of letters and calls either up or down.

However, certainly, the 'younger' your business, it is as has been highlighted in this special sales report that selling is a bit of a numbers

game. So take up the challenge, and get those marketing letters out there.

Summary

Although this special sales report has been about ‘doing the numbers’, I certainly haven’t steered clear of the need to continually be striving to develop your potential in your skills, knowledge, attributes and motivation.

In reality, selling is about consistently being able to contact enough potential buyers to be able to apply your communication and selling skills to discover opportunities where your products and services can create real value. When you can do this, it increases your capacity to be able to provide buying experiences for those potential and existing clients where they will want to provide you with repeat business and referrals to new opportunities.