

BE AT YOUR BEST EVERY DAY:

5 PRINCIPLES FOR CONSISTENT SALES SUCCESS

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5 PRINCIPLES FOR CONSISTENT SALES SUCCESS

1. Have A Business-Building Attitude
2. Be All About Customer Service and Customer Maximization
3. Don't Make It All About Price
4. Time Really Is Money. Be Careful How You Spend It.
5. If You Have Bad Customers, Do Something About It!

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HAVE A BUSINESS- BUILDING ATTITUDE!

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THERE ARE THREE REASONS WHY YOU SHOULD ALWAYS BE WORKING AT BUILDING THE BUSINESS...

- ◆ To make more money
- ◆ To minimize the likelihood of making less money
- ◆ Because someone else wants you to

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TO MINIMIZE THE LIKELIHOOD OF MAKING LESS MONEY...

- ◆ There will be quality failures
- ◆ There will be service failures
- ◆ Your competitors are calling on your customers
- ◆ Your customers sometime do dumb things
 - ❖ Like buying from your competitors
 - ❖ Like leaving to go someplace else
 - ❖ Like going out of business

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HAVE A BUSINESS-BUILDING PLAN...

- ◆ Prospecting and Networking
- ◆ Customer Maximization
- ◆ Which of those should be a higher priority?

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HAVE A BUSINESS-BUILDING PLAN...

Prospecting: An activity chain which begins with the identification of likely suspects and ends with the qualification of real prospects

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HAVE A BUSINESS-BUILDING PLAN...

- ◆ Identify suspects
- ◆ Identify decision-makers
- ◆ Connect with decision-makers
- ◆ Hold the first substantive conversation

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HAVE A BUSINESS-BUILDING PLAN...

The first substantive *conversation* is

- ◆ The end of the prospecting stage
- ◆ The beginning of the convincing stage
- ◆ The heart of the opportunity stage

HAVE A BUSINESS-BUILDING PLAN...

Where does net*working* fit into your business building plan?

- ◆ Traditional Networking
- ◆ Social Media Networking
- ◆ Opportunistic Networking



BE ALL ABOUT CUSTOMER SERVICE AND CUSTOMER MAXIMIZATION

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CUSTOMER SERVICE...

How do you define exceptional customer service?

- ◆ A quality product?
- ◆ On-time delivery?
- ◆ Above and beyond?
- ◆ Something else?

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CUSTOMER SERVICE...

Don't ever forget that beauty
is in the eye of the beholder...

And customer service is defined by the recipient!

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CUSTOMER MAXIMIZATION...

Every current customer provides you with
3 levels of value...

- ◆ The value of what they're buying from you now
- ◆ The value of what they could be buying from you
- ◆ The value of influence

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CUSTOMER MAXIMIZATION...

So let's be all about

- ◆ **Protecting** the first level of value
- ◆ **Pro-Acting** the second level of value
- ◆ **Leveraging** the third level of value



**DON'T MAKE IT
ALL ABOUT PRICE**



KEEPING PRICE IN ITS PLACE...

Salespeople keep telling me that buyers make it all about price.

Buyers keep telling me that salespeople make it all about price.

I'm not the only one who's talking about this.

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KEEPING PRICE IN ITS PLACE...



Do you recognize this guy?

Seth Godin is the author of twelve best-selling business books that have been translated into 33 languages. He has also posted thousands of blog entries and delivered hundreds of keynote speeches.

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WHEN YOU DO HAVE TO TALK ABOUT PRICE...

First of all, having to negotiate is not a problem, it's an ***opportunity!***

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WHEN YOU DO HAVE TO TALK ABOUT PRICE...

Second of all, when you are invited to negotiate, there are **three things** up for negotiation

- ◆ Value
- ◆ Cost
- ◆ Price

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WHEN YOU DO HAVE TO TALK ABOUT PRICE...

Negotiating **value** is all about telling them why you think they should buy from you, even if your price is higher.

Negotiating **cost** is all about the application of product knowledge.

Negotiating **price** is all about getting something in return for anything that you have to give up.

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TIME REALLY IS MONEY, BE CAREFUL HOW YOU SPEND IT!

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TIME IS MONEY...

Here are 5 principles for better time management

1. Connect every task to a person, and then a hat
2. Organize your day by blocks and hats
3. Prioritize people, not tasks or blocks or hats
4. Deal efficiently and effectively with interruptions
5. Be good to your tomorrow man/woman

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**IF YOU HAVE
BAD CUSTOMERS,
DO SOMETHING
ABOUT IT**

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DO YOU HAVE BAD ANY CUSTOMERS?

How do you define a bad customer?

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DO YOU HAVE BAD ANY CUSTOMERS?

Why are they bad/more trouble than they're worth?

1. They are jerks
2. They are civilians

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A CLOSING THOUGHT...

Let's let the bad customers weaken our competitors!

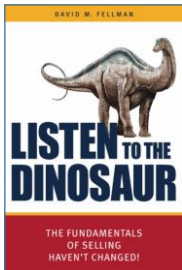
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ONE MORE THOUGHT...

If you like the way I think,
you can read a lot more of it!



Selling Power magazine called
Listen To The Dinosaur
one of its 10 Best Books of 2010

For sale at the Precast Bookstore!

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