



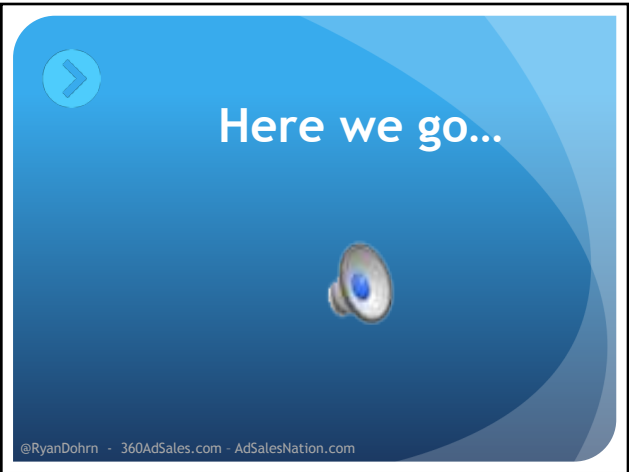
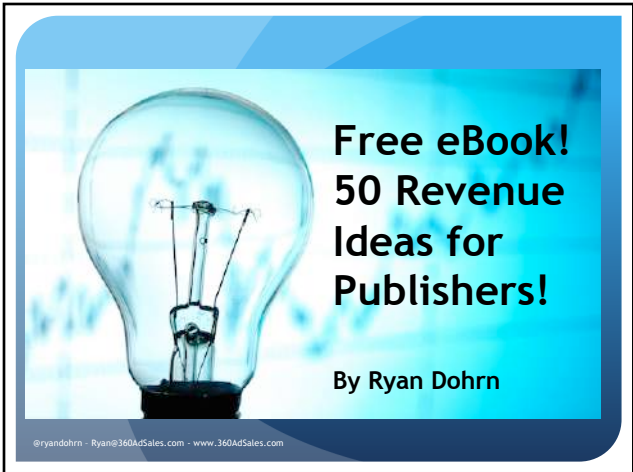
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Can I get a copy of your slides?

YES!

Give me your business card.





➤ Every time I go over 60 seconds a B&G Club will get \$25.



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➤ **Tip #1**

Sales is a life skill you need practice everyday.



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➤ **Tip #2**

Social media is not cheap. Learn more to explain more.



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➤ **Tip #3**

Listen with the intent to truly and deeply understand your customer.



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Tip #4 The goal isn't to make a sale... it's to solve a problem.

70% OF PEOPLE MAKE PURCHASING DECISIONS TO SOLVE PROBLEMS.

30% MAKE DECISIONS TO GAIN SOMETHING.

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Tip #5 Sales is a game of math.

Your goal: \$40,000
Average deal: 2,000
Deals needed: 20
Meetings needed: 35

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Tip #6

Stop hating millennials.

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Tip #7

Sell with your magazine not your media kit.

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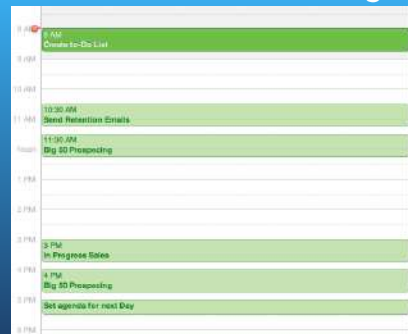
Tip #8

Define your prospecting process! 50% of sales time is wasted on unproductive prospecting.
-The B2B Lead.

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Tip #9

Become a time management master.



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Tip #10

Ask to see the advertisers Google Analytics to prove ROI.

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Tip #11

Pay close attention to what your prospect *isn't* saying.

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➤ Tip #12

Advertisers buy when they are ready, not when you are ready to sell.

3% ACTIVELY BUYING
40% POISED TO BEGIN
56% NOT READY
1% OTHER

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➤ Tip #13

Giving to many details often kills the deal.

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➤ Tip #14

Brevity is an art.

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➤ Tip #15

Know when to hold
'em and know when
to fold 'em.

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Tip #17 Keep a thick skin about rejection.

$H_a : p \neq 0.5146$

$\frac{\alpha}{2} = 0.005$

$-\frac{\alpha}{2} = 0.005$

$-z_{\frac{\alpha}{2}} = -1.645$

$z_{\frac{\alpha}{2}} = 1.645$

0

0

$Z = 1.542$

Reject H_0

Reject H_0



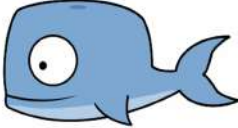
Tip #19

75%+ of top media sales performers are intimate with their CRM.

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Tip #20 Define your prospects.

Prospecting Portfolio

Minnow	COD	Whales
		
20%	60%	20%

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Tip #21

Generic sales emails DO NOT work. 57% of email recipients consider a message to be Spam if it isn't relevant to their needs, even when they know the vendor well. - wsj.com

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Tip #22

Offer discounts that discourage the removal of print.

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Tip #23

Pick up the damn phone.

Phone calls are 10x more likely to lead to sales. - Grasshopper Research

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Tip #28
Be Careful With Needs Assessments.

86% of buyers would rather go to the dentist than sit through a needs assessment. - SMM Magazine

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Tip #29
Know where your best sales leads are coming from.

Tactics that have worked within lead nurturing programs

Tactic	Percentage
E-books	71%
White papers	68%
Thought leadership	41%
Infographics	22%
Interactive content	32%
Videos	22%
On-demand webinars	63%

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Tip #30
Use a digital signature tool to get contracts signed faster.

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Tip #31
If you're asked a question, answer it briefly and then move on. Don't get into the weeds.

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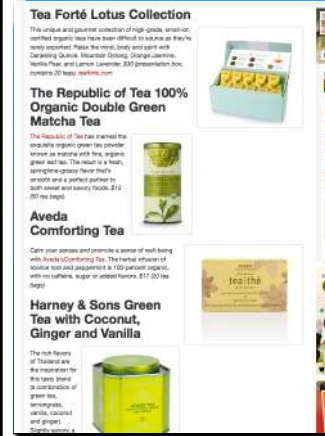
Tip #32 Landscape layout your media kits.



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Tip #33

Product Spotlights Sell!



Tip #34

Turn off your email pop up and chime.

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Tip #35

Share success stories up front on the sales call.

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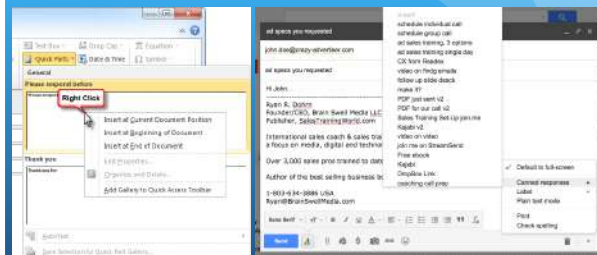
Tip #36

Face to face meetings build trust.
Use tech if face to face is not an option.
People buy from people.

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Tip #37 Learn your tech.



Outlook Quick Parts

Google Canned Responses

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Tip #38

Have a point of view...but get it across respectfully.

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Tip #39

Don't say your name first when leaving a voice mail.

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➤ **Tip #40**

Sales is hard work. There is no “silver bullet.” 9a-5p will probably not cut it.

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➤ **Tip #41**

Market to agencies.

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➤ **Tip #42**

Three words in a subject line
MAX!

35% of email recipients open emails based on the subject line and nothing else. —
Convince and Convert

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➤ **Tip #43**

Email at the perfect times for the client not you. 11:15am and 4:25pm. Not for restaurants! Dah.

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Tip #44

It's not what you say;
It's what your
customer believes.

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Tip #45

Make one more call.

92% of salespeople give
up after four “no’s”, but
80% of prospects say “no”
four times before they say
“yes”. — Marketing Donut

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Tip #46

Sell and help clients
create 4 promotions
each year.

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Tip #47 3 Options SELL!

Option #1: DOMINANT EXPOSURE PLAN.

- ¼ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large top banner ad (728x90) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 4 text mentions on the Inspire Facebook® feed
- Total Value, \$2400
- **MULTI-MEDIA DISCOUNT = - \$500**
- Actual Cost, \$1900 / month*

Option #2: COMPETITIVE EXPOSURE PLAN.

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 2 text mentions on the Inspire Facebook® feed
- Total Value, \$2000
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost, \$1700 / month*

Option #3: PRESENT PLAN.

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- Total Value, \$1800
- **MULTI-MEDIA DISCOUNT = - \$200**
- Actual Cost, \$1600 / month*

IMPORTANT: These highly discounted prices are offered to partners running for three consecutive months. Please call me ASAP to get locked in! (222) 555-1212.
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➤ **Tip #48**

Great sales people are
creative thinkers.

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➤ **Tip #49**

A confused buyer says
"no".

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➤ **Tip #50**

Be 100% accurate
about you, your
product.

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➤ **Tip #51**

Most objections can
be handled with a
success story.

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Tip #52

May I cut to the chase?

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Tip #53

Make your prospecting emails VERY relevant.

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Tip #54

Not all media is equal.



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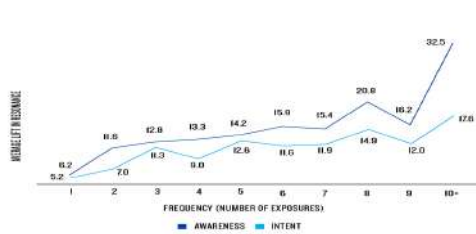
Tip #55

Set a time to follow-up on the spot.

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Tip #56 Sell Frequency.

AD AWARENESS AND INTENT INCREASES WITH MORE EXPOSURE



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Tip #57

Include digital or print in every proposal. Period!

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Tip #58

Always ask for referrals.

Referrals

Source: BuzzBuilder



91%

of customers say they give referrals.

11%

of salespeople ask for referrals.

Referrals result in appointments
80% of the time, compared to 2%
of the cold calls made!

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Tip #59

Lose Your Excuses to
Find Your Results.

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Tip #60

Outsource sales tasks. Data clean up, email campaigns, directory sales, appointment setting.

Open-Look.com

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Tip #61 Prioritize Ruthlessly!



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Tip #62

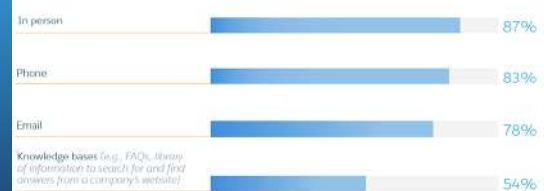
Come to the meeting with a proposal.

Hubspot research shows, 6 in 10 buyers want to discuss pricing on the first call.

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Tip #63 Face to Face Still Rocks!

Percentage of Sales Professionals Who Say It's Absolutely Critical or Very Important to Connect with Customers Using the Following Communication Channels



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➤ **Tip #64**



**ALWAYS
PUTTING OUT
FIRES?**
let some fires burn

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➤ **Tip #65**

**Outsource digital
agency work. You
sell it, they fulfill it!**

JanuarySpring.com

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➤ **Tip #66**

Success Stories Sell!



63% *remember stories.*
5% *remember statistics.*

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➤ **Tip #67** Follow-Up Like A Pro!



Sales Follow-up Statistics

- ✓ 2% of sales are made on the first contact
- ✓ 3% of sales are made on the second contact
- ✓ 5% of sales are made on the third contact
- ✓ 10% of sales are made on the fourth contact
- ✓ 80% of sales are made on the fifth to twelfth contact
- ✓ 48% of sales people never follow up with a prospect
- ✓ 25% of sales people make a second contact and stop
- ✓ 12% of sales people make more than three contacts

infographic by www.sulata.net

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Tip #68
Retention is key!

It costs five times as much to attract a new customer, than to keep an existing one



Source: <http://www.invespcio.com/blog/customer-acquisition-retention/>

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Tip #69
Network like a mad!

Only 3 in 10 reps network. 47% of sales deals start from networking.

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Tip #70
Get Over Yourself.

60% of sales people say they know how to do their job. 60% do not meet their annual goal.
- Office Vibe

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Tip #71

High-performing sales organizations are twice as likely to provide ongoing training as compared to low-performing ones. - SDR Research

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Tip #72

Watch your Language!

Top performing salespeople are up to 10 times likelier to use collaborative words like “we,” “us,” “our,” and “together” over “you,” “I,” “me,” and “your.”

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Tip #73

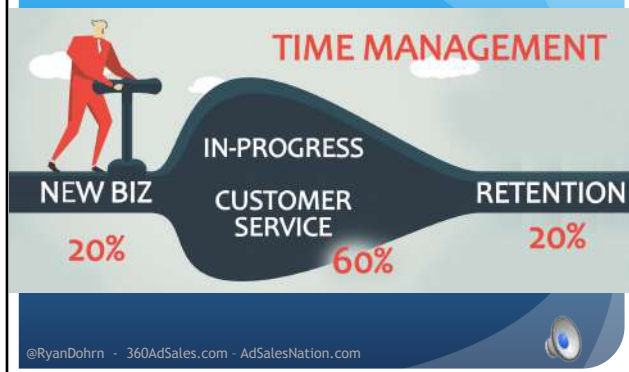
Use Sales videos!

7 in 10 buyers watch a video sometime during their buying process. ^{-SalesForce.com}

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Tip #74

Embrace the 20-60-20 rule!



Tip #75

Ask for the order!

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