

Recession Proof Selling

By



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The Big Closer

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The Good News

Selling in recessionary times is like playing a sport where your teammates switch gears on effort because the score appears to be out of reach from winning. This is a sad but true statement; most people will not show up for a fight when they believe they are going to lose. A recession is a time of social stress, worry, and concern. When looking at history, the sales professionals that concentrate on making the best of every opportunity find that their income was greater in the recessionary years than the years before and after the recession. The competition will not show up to compete at this time.

There are two types of sales people. There is the Sales Professional and the Recreational Sales Person who believes success relies on a thriving economy and a branded company that offer a powerful unique selling proposition. The new-old objection called recession is not decisive for Sales success. Sales success depends on the individual's state of mind and their willingness to follow a systematic selling approach for every call.

The Sales Professional will make the proper adjustments that are required in a time of change. This is an individual sport where over 75% or more of the players will stop playing the game, or play in a mental state of mediocrity and buyer prejudice.

This (recession) is a horrible time for many people from different occupations. The Sales Professional however, is weeding-out players who should not be participating in the game. A Sales Professional is one who understands the importance of a positive mental attitude, working hard to find prospective customers, using selling process methods like qualification and presentation with empathy and enthusiasm, make trial-closing statements with conviction, and develop relationships based on solving problems.

When we take the time to analyze the attributes of a Sales Professional, we easily understand why most people are not successful in a time of recession.

What makes the 100% Sales Professional?

Positive Mental Attitude =	30%
Consistent focused activity =	40%
Knowledge of selling fundamentals =	10%
Prospect Empathy =	10%
Organized – consistent to strategy =	10%

Most people will struggle with a positive mental attitude in a time of recession, which also affects focused activity. One would think that knowledge of the selling fundamentals would be more important but I have seen it too many times where individuals who have a complete understanding of the selling process could not sell effectively without a positive mental attitude. It is impossible to offer thorough needs analysis without empathy. How can we provide excellent service without identifying the problems as if they were our own?

In recessionary times we have to be the '100% Sales Professional' to succeed. This is the only way to become recession proof in your selling approach. More than a concept, a program of 'must', and be practiced daily. It is during a recession that your family, friends, associates, co-workers, and people that you know through organizations and services that you regularly need along with the media will be speaking with a negative state of mind.

In times like this, we have to use what I refer to as Time Focused Motivation and Selling. Motivation is the willingness to continue on completing your objectives. People in a negative state of mind will not only miss the opportunities in front of them but they will not compete willingly for the ones that they are able to see.

I want you to envision a highway. There are two people looking at the highway. One processes a positive mental attitude and the other a negative mental attitude. The one with a positive mental attitude is looking at the traffic of ongoing opportunities. - Positive; the direction of the highway that leads to Sales Success. The one with a negative mental attitude is looking at traffic with setbacks and problems. They already have their excuses prepared for failure without self-accountability.

Let us look at the reality; vehicles are still going to break down, people still need to eat, people are still going to get sick, houses and offices still need to cleaning, products and services are going to be purchased regardless of this economic condition. Someone will be selling products and services; the only question I have - Is it going to be you

It is Time to become the '100% Sales Professional

Positive Mental Attitude

I have written about this as a critical part of success in my book “The Power of 24 Hrs”. It is by far the most difficult action to complete on a daily basis. A simple choice, it requires consistent maintenance and is easy to confuse with enthusiasm and the ability to fake positive statements in the presence of another. There is a statement that I have heard from many people; ‘Fake it until you make it’. It does not work.

We know the difference when we are not what we are trying to convey to ourselves and to others. To achieve a positive mental attitude we must first understand what it means. It is creating a mental condition that becomes instinctive. It is constant state of mind providing us a mental outlook of success. We see setbacks and roadblocks as simple objections that we need to overcome to complete the sales goals that we have set for ourselves. It is the way that we start our day and the way that we finish our day.

How does one obtain this positive mental attitude? I made the statement; a decision is required and has to have a personal commitment for completion. This type of decision determines as the first action of the day. The moment you wake up, the very first objective that you need to address is your state of mind. This step is not complete as successful without gratitude. You need to be grateful for your past success, your opportunities and the people and friends that you have in your life.

We often look at our sales objectives rather than our opportunities. We need to recognize that our opportunities are the gateway to sales success. Imagine how you would look at the day if you had no opportunities. I often hear sales people complain about not having any buyers, or no one is buying right now. If you have an opportunity then you have a sale. That has to be the positive mental approach to your career. Most importantly, YOU are The Greatest Sales Opportunity. YOU have the given ability to find a qualified prospect, and follow the fundamentals of selling to closing the business.

If you do not have gratitude in the opportunities in front of you then it is impossible to have a positive mental attitude.

For more on “The Power of 24 Hrs.” you can visit www.thebigcloser.com



Consistent Focused Activity

How many hours in a day does it take to be successful in sales? Many people can consistently argue this question. My answer is simple, as many as it takes. I often hear statements from many people that say; I can have the ideal success but I choose a better quality of life. This is what I refer to as the excuse of mediocrity.

There are weeks that will require 35 hours; there are weeks that will require 45 hours and weeks that require 55 hours from me. My responsibility to my company and myself is to be prepared and spend those working hours on Consistent Focused Activity. When we are constantly busy at the task, we are maintaining our Positive Mental Attitude.

I often find there are times when I may work more hours in one week than the previous because the opportunities that present themselves require more hours. We often hear that 'sales' is a numbers game and that is true to an extent. I can call on 20 to 30 calls per week, but with the wrong state of mind and not following a proven sales system, this will not provide me with any success. If my activity focuses on doing the right things at the right time then I will achieve sales success and close the opportunities available.

In a recession, Time Management is critical. Many sales people will find comfort in what I refer to as the 'time traps'. Let us explore what these time traps are and where too many sales people will spend unnecessary time.

- *The Internet – Looking at news feeds, Social networks, Email, Stocks and many other E-Traps.*
- *Office Gossip – What is happening in office, Who is selling what and how much, General time consuming office conversation around the coffee pot, Cigarette breaks with co-workers or colleagues.*
- *Familiar Accounts – Unnecessary time spent with clients that do not result in sales success because you confuse the difference between professional relationship selling and friendship.*
- *Plan Trap – Many sales people often try to find easier*

ways to closing sales rather than picking up the phone and creating opportunities.

- *Procrastination of Hard Work – A promise is a vow, to declare to do something or not to; therefore procrastination is a pattern of broken promises, many sales people look for comfort before getting their hands dirty rather than getting their hands dirty and finding comfort.*

Activity, activity, activity, and more activity – There is never enough activity unless you feel you have made enough money. If there is one thing that a recession should teach us, there is never enough money.

Knowledge of Selling Fundamentals

It still amazes me how many people have been in the selling profession and still do not know what the fundamentals of selling are. It is also amazing how many people believe that they have achieved some status beyond the fundamentals of selling and are able to create their own methods based on their observation of a selling cycle.

Let us keep this simple. In every selling situation, there is a Seller and a Buyer. The fundamentals of selling is the proven systematic approach to ensure that the communication between the seller and buyer end with sales success. In sports, many professional athletes will tell you that when they are struggling with their performance, they often find the problem in something they are not doing in the fundamentals.

The true Sales Professional understands that it is in the discipline of following the fundamentals until that sales practice is instinctive that results in selling success. Let us look at the proven system of fundamentals and understand why we must follow this consistent approach.

1. Prospecting: No Opportunities = No Sales: We cannot get appointments from prospects if we are not able to peak curiosity or create doubt. It is in this part of the sales stage that many sales people spend too much time talking and giving the prospect too much information.

2. Introduction & Qualification: Every meeting should start with a professional introduction of you and your company and a quick summary of what you are looking to achieve during the meeting. One of the most common neglected actions in the sales relationship is the qualification. Sales people are not asking enough questions and they

are not asking the right questions. It is through questions that your prospect will admit to having a problem and a desire to have that problem solved.

3. The Presentation: This stage of the sales relationship depends on the sales cycle and the industry. When selling different products or service, the presentation may not happen in the same meeting as the Introduction and Qualification.

Some industries that sell complex problems or solutions require careful planning in the proof of concept solution. It does not matter what product or service you sell - the fundamentals do not change, the difference is the sales cycle. The Presentation does not promote any value to the customer if there is no focus on Features, Advantages, Benefits, and Proof.

It is irresponsible to believe that the buyer will understand the features of a product or service they are interested in purchasing. Your presentation needs to consist of this FABP Sequence along with the company marketing mix and the proposal. Your proposal presentation delivers with careful diligence of the conditions that are important to the customer. It is an excellent way to show care and professionalism before proceeding into your trial close.

It is also important to show that your proposal is accurate and valuable. If you address this part of the presentation without belief and conviction, your prospect will not have confidence in making a decision.

4. Trial Close: You can apply many trial-closing techniques to many situations. Let us look at one of the most successful trial closing attempts that occur by men on regular occasions. This is the trial close attempt of when a man follows the relationship process and feels confident based on buying signals to ask a lovely women to marry him. I want you to think about the planning that goes into this moment and that for most men, they are successful in closing the sale. Selling is the natural action of communication that results in an agreement.

It is not the CONvincing that happens in a relationship. Selling is one of the most honest acts of communication existing between two parties. The pairing of two people requiring similar solutions; the

buyer has a problem and needs a solution - the seller has the ability to solve it. The selling process is the responsible communication between two people to make certain that the relationship benefits both parties.

5. Recognizing and Meeting Objections: Many sales people react to stalls and hidden objections believing that they are reacting to the objections because it appears to be the given resistance provided by the buyer. What is a true objection? A True Objection is specific and makes sense. It is the condition that you must overcome or meet to gain the buyers business. There are four types of specific objections:

- No Need
- No Money
- Product
- Source

6. Closing the Sale: The easiest part of the sales relationship. I will refer back to the marriage proposal example. You know you have done the right things, you know that your buyer understands these as well; the chances are that you will close the sale and gain the relationship. This is an act of conviction. I would like to refer to a quote of an old friend; 'Conviction is like pregnancy, you can't be a little bit pregnant'.

7. Building and Maintaining the Relationship: This stage simply requires efficient time and contact management. You need to create contact with your customers to let them know that you are there if they require any assistance while maintaining your partnership. It is through this process that we will gain access to our client's contacts.

Prospect Empathy

Imagine a selling relationship where the sales person actually cared and you could feel the sense of your needs identified with the desire to solve your problems responsibly. It sounds like a movie scenario and for today's selling practices; it almost does not seem realistic but we have experienced this at one time or another. The sad part of that sales relationship description is that we do not get to see this often.

How can you expect to ask the right questions, present effectively and meet the buyers' interest if you cannot take the time to identify with your buyer? It is not difficult to imagine what it would be like to be someone else with his or her problems and responsibilities. This is a way to create a caring relationship.

In addition, the most effective fuel to asking the questions that some people would consider sensitive and your buyer sees you as someone that is trying to help.

Organized – Consistent to strategy

Most companies have created or purchased web portal applications to assist in day-to-day contact and time management call CRM. This is a great tool when used with diligence to managing your sales efforts.

People ask me why I am such a believer in CRM (Contact Relationship Manager). I simply address it likes this; automation of the selling process gives me the insight to what I am not able to see through my own manual efforts. CRM is the greatest tool to making sure that I can measure my activity, view my opportunities, and helps me to understand what I must to do to close sales. I am responsible to CRM, it helps me to be personally accountable, and to the company I represent.

Biography



Edward Henry

Author of the life-changing book: The Power of 24 Hours

Founder: Sales Institute of Canada

Born: February 17, 1972 in Sydney, Nova Scotia

After many years spent developing a career in the sales and marketing field, Edward has used his experiences, observations and keen sense of human nature to set the standard for sales training in Canada. He opened the doors of The Sales Institute of Canada – the very first fully accredited Canadian sales college.

Edwards' career spans a 17-year period during which he represented companies in the advertising, marketing and retail industries. Prior to opening The Sales Institute of Canada, Edward served as Director of Operations, Sales & Marketing at Telecom and Teleplus Connect. His passion for professional sales education was the impetus behind the ultimate decision to resign that position and strike out on his own.

In August of 2007, Edward completed yet another major accomplishment when he put pen to paper. He wrote The Power of 24 Hours Program to help others de-program the state of poverty, so that true personal wealth can be realized. Since then, Edward has demonstrated a unique and genuine approach to teaching those 5 steps, and so a Public Speaker was born!

Audiences have found a refreshingly direct, and non-judgmental man in Edward Henry. Now known as “The Big Closer”, he is insightful, disciplined, and passionate about good salesmanship. One of the greater motivational speakers out there today, Edward's message is intelligent and responsible, based on solid training and humbling experiences. His life is the result of practicing what he preaches.

The Power of 24 Hours Program is a short, powerful guide to simple techniques, and responsible actions. It tells the story of Edward Henry by Edward Henry. He grew up in a blue-collar family, and recognized that with focus and discipline, he could climb beyond those confines.

Anyone who has the desire to change, and the willingness to practice the steps of The Power of 24 Hours, will come to understand that success and wealth are choices we must make. The Power of 24 Hours program offers the roadmap to the fortune that awaits.

Professional Services from



Sales Coaching

Get solid advice from one of the leading sales professionals. Many sales managers struggle with the daily task of training, coaching, managing and motivating. In this competitive market, even the most competent sales managers and professionals need a coach. This service is provided to larger S.M.B.s and corporate companies at an affordable monthly commitment.

The monthly coaching program includes:

- Sales Education Assessment
- Sales Training Recommendations
- One Hour Scheduled Telephone consultation
- Weekly Email Coaching
- Training Manual based on Assessment Report

Sales Training & Consulting

You can rely on one of the best trainer/consultants in the country to provide your sales team or business with responsible recommendations designed to improve your sales goals. The Big Closer will facilitate entertaining and educational training that produces big results.

Motivational Coaching

Edward Henry is the Author of “The Power of 24Hrs” and public speaker on many motivational issues. Edward Henry has developed simple tools to establish daily focus to overcoming the practice of procrastination and to completing the objectives to success. You can view samples of Edward’s motivational speaking at www.thepowerof24.com.

Custom Program Development

Edward Henry is proud of the accomplishment of creating the first Professional Sales Diploma Program in Canada. It is through a combination of Edward’s Methods and reference to a few chosen text [books](#), that his understanding of General Sales Process has been approved by The Ministry of Training, Colleges and Universities in the Province of Ontario. You can be confident that your sales workshops or programs are designed by the individual who has created the educational foundation for our sales profession today.

E-Learning & Training Solutions

Sales training can be costly with expenses such as travel, accommodations, down time, transition to new sales practice and as we sometimes refer to as refreshing. The Big Closer can help you to create E-Learning portals with the assistance of his Information & Technology Team. We also work with existing platforms by assisting with content, training videos and presentation delivery. We are solution focused in our training approach and recognize the business challenges when working with our clients.

CRM & Process Training

Reporting is an important part of the sales process but in this age of technology we have created new problems in this area. Many companies are struggling to implement sales reporting data-base systems and companies working with existing platforms are not able to effectively manage inactivity. We can assist your company in selecting the right reporting platform and create the effecting business rules ensure that the sales practice is not affected. We have already created solutions for current platform problems as well. Many sales problems are mistaken for training problems when they are simply process and reporting issues.

For more information visit www.thebigcloser.com