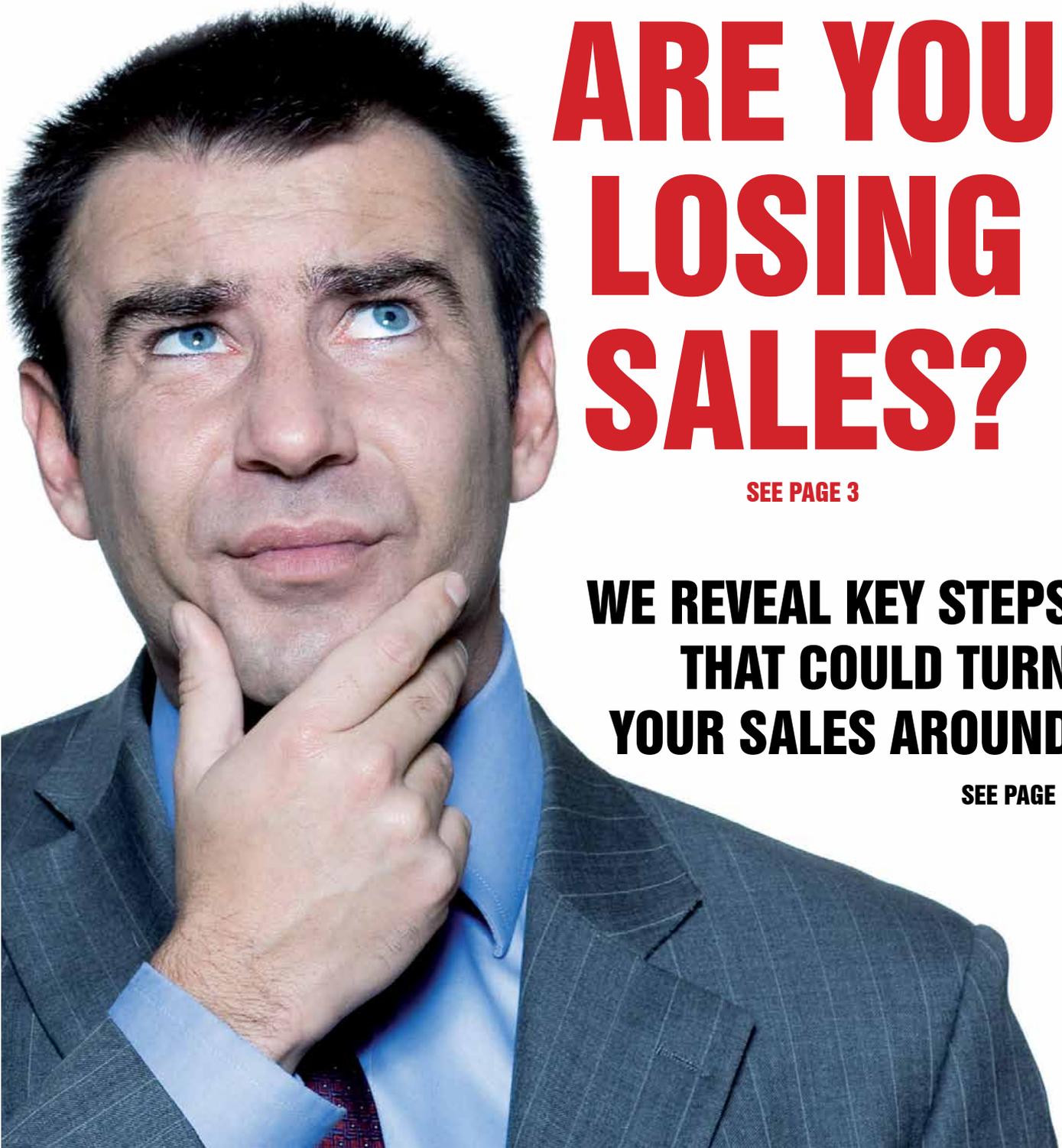

The Sales Professional

FEBRUARY 2015

kenrobinson.com - Ideas to help you to sell more effectively



**ARE YOU
LOSING
SALES?**

SEE PAGE 3

**WE REVEAL KEY STEPS
THAT COULD TURN
YOUR SALES AROUND**

SEE PAGE 4



KENROBINSON.COM

Helping Professionals Sell More Effectively ...



Letter from Ken ...

Dear Reader,

Welcome to our first issue of my monthly newsletter "The Sales Professional", which you signed up for at my blog kenrobinson.com

In this month's issue, we are going to take a look at "why sales people fail to sell?" and what you can do about it.

For those of you who sell to prospects, who are protected by gatekeepers, we will examine what these bosses read and how you can send something to them that will have them telephoning you for your help.

Finally, I would like to leave you with some secret tips on selling that have helped me over the past 30 years.

I would like to thank you for visiting my blog kenrobinson.com, where I look forward to helping you sell more effectively.

Kind Regards,



Ken Robinson

Disclaimer Notice: Neither Ken Robinson Newsletter House Pty Ltd, nor the publishers and editors of articles in this issue, accept any form of liability, be it contractual, tortious or otherwise, for the contents of this newsletter or for any consequences arising from its use or any reliance placed upon it. All the information contained in this publication has been provided to us by various parties. We do not accept any responsibility to any person for its accuracy and do no more than pass it on. All interested parties should make and rely upon their own enquires in order to determine whether or not this information is in fact accurate.
©Newsletter House Pty Ltd 2015
Ph: 02 4954 2100 www.kenrobinson.com

What do bosses like to read?

There is nothing more frustrating than writing a sales letter only to find out that it was intercepted by a Personal Assistant who is trained to stop salespeople getting anywhere near their boss.

As soon as they see a sales letter they usually throw it in the bin. The boss never reads it.

How do you get past this gatekeeper?

From the outset you must understand that a PA knows that her boss is looking for a way to improve business.

The PA understands that her boss is looking for business building ideas that they can apply to their business.

For example, if a PA comes across an editorial about the competition getting a better result, she knows that her boss will want to read it pronto, in case his company can achieve the same result or even better.

Now in theory your sales proposal is designed to achieve that result, by buying your product or service the company in question can save time and money.

But the PA doesn't see it that way. Each day she listens to her boss and his boss go on and on about how money is so tight that they cannot afford to spend another cent.

Being the ever efficient PA, she immediately vets any sales correspondence.

Unfortunately, what the boss doesn't let on is that he is willing to spend money if the project concerned provides the following immediate benefits to their business:

- Saves valuable time
- Saves money
- Makes money

How then, do you get that message past a CEO's PA without leaving her thinking you are trying



to sell the boss something the company cannot afford at this time?

One of our clients is a leading builder who was targeting the local government sector.

Usually they would be invited to tender for a project with a whole list of other builders.

They decided that it was time to speak to the ultimate decision makers - the Council Administrator.

They quickly realised that if they sent a building proposal, their sales message would be forwarded onto a project manager or architect employed by the local government authority to assess proposals.

Which is why they appointed the Newsletter House team to devise a publication that would get past these official gatekeepers.

Hence the newsletter program entitled "Council Construction" was developed.

It worked, with a front page cover story about a council saving \$500,000 on a building project, it got through to local government Administrators thinking of building a new project on a tight budget. The Result: Councils phoned our client!

To find out more please call me on 0408 028 825.

Why do salespeople fail when selling?

Why do some sales people succeed while their peers in the same team, selling the same product, in the same market, struggle to meet their sales targets?

Two weeks ago, I had the opportunity to hold a public sales training workshop for real estate salespeople from five different real estate offices spread throughout Sydney.

As we progressed through the training, we arrived at the topic of cold calling. I asked for a head count of agents who regularly cold call over those who don't.

The figures were quite startling, with two Principals sharing they both had 0.5% of a person cold calling from their teams.

The overall figures pointed to the fact that out of these five offices less than 30% of salespeople considered cold calling an activity they wanted to pursue.

Does cold calling work? Did 70% of these agents who said they did NOT cold call make the right choice?

At that point, I shared with the group that I had once met one of the most successful real estate agents in Queensland who had built his career by cold calling. When he started his career, he regularly cold called the same neighbourhood over a nine month period.

This agent had found that this consistent contact with the same group of people had allowed him the long term benefit of building solid relationships with a neighborhood

“They stop Cold calling and within a short time their sales results dry up!”



who would go onto regularly recommend their friends and family to this agent.

How did he make cold calling work so successfully?

“The first six months were really tough. Many people shut the door in my face,” he said.

“But by about six months, I started to get the odd invite in for a chat or an offer of a cool drink.

“Due to my persistent door-knocking once every fortnight, people started to get to know me.

“Over many months I built up a trust level with that neighborhood which lead my efforts being repaid with one sale after another.”

He went onto grow a following from those residents that allowed him to start one real estate office that has now left him owning eight offices in total across Brisbane.

“I teach every young agent that joins one of my offices, to pick an area and cold call on every home in every street,” he said.

“It is the quickest and cheapest approach which allows them to build a database of relationships that

pays for itself many times over in the years to come.”

Are those young agents just as successful?

“Most of them push through and make the cold calls doorknocking for months on end,” he said.

“But as soon as they start to succeed and can afford the payments on a lease of a BMW, they start to think that they are too good for cold calling.

“They stop cold calling and within a short time their sales results dry up and they spend their remaining capital advertising in the hope of securing the sales they were getting much easier when their efforts were invested in cold calling.”

To find out how cold calling can be made much easier, I will share with you in my page four article, the two steps I take to successfully cold call.



KENROBINSON.COM
Helping Professionals Sell More Effectively ...

SECRETS TO SELLING

I am going to share with you three secrets, that have helped me consistently sell to decision makers

From my previous article, it is evident that cold calling can be financially rewarding. How then do you cold call?

We all know sales people who don't cold call. But in a couple of the discussions I had at my sales workshop, several of the bosses revealed that cold calling wasn't for them either. They reacted to my enthusiasm with disbelief.

Even when I pointed out, my own track record of successfully cold calling 'them' for their business. They replied.

"Ken we are not all like you. cold calling is hard work, I can't do it, so I cannot expect my staff to do it."

Well I disagree. In this article, I am going to share with you two secrets I stumbled upon that have allowed me to successfully cold call.

Once you get hold of these two concepts, you will look at cold calling with a whole new frame of reference. All of a sudden, the fear that used to hold you back will vanish.

Let me take you behind the scenes and I will reveal my thinking and why I believe cold calling is one of the best things you can do to be successful in your sales career!

1 Realise that prospects do not want to listen to a sales pitch from sales people who sound like parrots.

They are looking for some one who has a plan, which if followed, will get them what they want.

The prospect is constantly listening to a radio station called **WIFM - What's In It For Me.**

If you sell to business owners, don't ask them about their budget, they've had it hammered into their heads by their accountants, their wives and their bank balance not to spend money.

Stop approaching prospects with the mindset that if they just hear your pitch, they will buy. They don't want to spend, let alone buy!

They are looking for a guide who will help them get to where they want to be.

They are looking for that one idea which will set them free and have their cash register ringing up unimaginable sales.

You may have that plan in your hot little hands, but if you approach them as a sales rep you are lost before you even make that cold call.

2 Come to terms with the fact that not everyone is looking for what you are selling.

Yes, I understand your sales manager, and his marketing department, have drilled you senseless on why the whole world should buy your product.

If that was true, every time you walked into a supermarket, you would purchase every item you came across on every shelf.

When you cold call and they say NO. They are not saying no to you, they are saying no to what you're offering.

They are not rejecting you, they have only spoken to you for a matter of seconds, how could they possibly reject you? They haven't known you long enough to be in a position to reject you.



3 My final secret is - when they say no, move on until you find someone who wants to buy what you offer.

I believe that people are sadly mistaken when they think they are being rejected in a cold call. This mistake stops them from making the calls that could see them through to success!

If you would like to know how to apply this in your selling situation, call me on 0408 028 825. I regularly present public sales workshops that deal with these three points and teach a whole lot more.



KENROBINSON.COM
Helping Professionals Sell More Effectively ...