



**January 10-14, 2011**

*Professional Development January 10-11*

*Exhibits Open January 12-14*

# Sales & Marketing Basic Training

Brought to you by:



**Mike Clauss**

Sgt. Sales

CAS - 1.5

Thursday, January 13, 2011

8:00 am - 9:30 am

*The views and opinions expressed by presenters or others who have provided materials to and for this meeting are not necessarily those of PPAI. PPAI assumes no responsibility for, nor endorses any of the comments, recommendations or materials that are provided.*



# PPAI

## Volunteer Central

# *Be More. Influential.*

## Join These Volunteers Today.

Register at PPAI Volunteer Central to help shape the Association—and the industry—through committee or action-group service. By simply completing your profile, you're already making a difference! Your information, and that of hundreds of other volunteers, like committee members Dave, Allison, Pat and Charley will help PPAI determine the wants/needs of its members. And, if you're worried about time commitments, that's all your service has to be—valuable information.



**Dave Regan, CAS**  
The Vernon Company  
Leadership Advisory Committee Chair  
20 years of volunteer service



**Allison Schaffer, CAS**  
Sound Line, LLC  
LAC Recruitment Subcommittee Chair  
11 years of volunteer service



**Pat Dugan, MAS**  
Budgetcard, Inc.  
LAC Recruitment Subcommittee  
19 years of volunteer service



**Charley Johnson, CAS**  
SnugZ/USA  
LAC Recruitment Subcommittee  
4 years of volunteer service

Want more? **Be more.** Join these industry volunteers today;  
Register at PPAI Volunteer Central <http://vc.ppai.org>.

PPAI EXPO

Basic Training

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I Never Made SGT

ONLY SAILED A CEREAL BOWL

NEVER CHARGED A HILL





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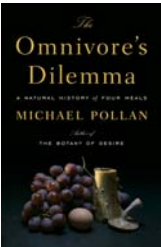
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How I lost 15 pounds in 2 months!

DIET

EXERCISE





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## The Seven Steps of Selling

- Introduction
- Build Rapport
- Qualify
- Close
- Answer Objections
- Deliver
- Follow-up

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## Introduction & Build Rapport

"The most important thing is Sincerity.  
Once you can fake that, you've got it made."  
- George Burns

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## Qualify, Close & Answer Objections

- Ask, Listen, Listen.
- Poll the decision makers.
- If I can, will you?
- Is this the car you'd like to drive Home today?
- Back-up. Review Qualifications.
- Ignore some, leave some unanswered.

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## Deliver & Follow-up

- Plan to Deliver something extra.
- Be present if possible.
- Ask for Referrals at the right moment.
- Follow-up with SWAGger.
- Have the next thing in mind.
- Develop on-going passive promotions.

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## Six-Word Memoir



For Sale: baby shoes, never worn.

- Ernest Hemingway



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## Five Marketing Imperatives

- Pick markets that matter
- Select segments to dominate
- Design the market offer to create customer value and secure differential advantage
- Integrate to serve the customer
- Measure what matters

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### Pick markets that matter

- Current market – hold, raise or fold?
- Can we differentiate & make money in a potential new market?
- Can we really deliver something?
- Will the initiative enhance Profitability?
- Will the initiative enhance Brand Value?

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### Select segments to dominate

- Pick Battles well and attack the best targets within your reach.
- Concede others. Fall back. Displace.

"Retreat, hell! We're not retreating, we're just advancing in a different direction."  
- Major General Oliver P. Smith, USMC

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### Offer, Value, Advantage

- Differential Advantage = Customer Insight
- Match Passion with Profit.
- Processes & designs can be easily copied.  
Customer-focused company-wide marketing cultures can be imitated but not duplicated.

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### **Integrate to serve the customer**

- Key to out-executing the competition.
- Create “we” Company Culture and Values.
- LISTEN to Customers and Associates.
- Employee compensation support the goal of aligning to serve Customer needs.

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### **Measure what matters**

- Not too many measures, not too few.
- Measure the *right* things. Don't let departments make their own measures.
- Measures must be clear and available to all.
- Peg compensation to performance.

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### **Four Hot Leads**

- List 20 people you know.
- 2-3 degrees of separation.
- Narrow your focus to 4-5.
- Make the call.

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## Three Personal/Professional Goals

- What are your Lifetime Goals?
- How would you like to spend the next 3 yrs?
- If you knew now you would be struck by lightning 6 months from today, how would you live until then?

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## Two-year Plan

24 Hour Military Time



24 Month Enlistment

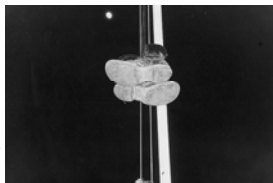
Start at Midnight

6 Months = Dawn

One Year = Noon

1 ½ Years = Dinner

Countdown to Midnight




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## Line in the sand

- Commit RIGHT NOW to 1 unshakable goal.
- Lifetime List?
- 3 Year List?
- Or your  List.




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