

The LEADERSHIP

PERSPECTIVE



COULD JACK NICKLAUS HAVE WON THE U.S. OPEN WITH ONLY ONE CLUB?

Successful Sales Requires More than One Approach.

Whether you're an avid golfer or you simply pause while flipping past the sports channels, there is something to be learned from the game of golf. **The pros change golf clubs with every shot.** They remain nimble and adapt to the course constantly.

Unfortunately, ordinary sales professionals carry one or two sales clubs in their entire bag. They use the same tired techniques even when the selling terrain changes. And guess what? Sales are lost. As a result, someone else takes home the prize.

So what about the truly *Extraordinary Sales Professional*? How is his or her technique different from that of other sales professionals?

The *Extraordinary Sales Professional* develops an array of skills, just as a pro golfer ensures his bag contains a complete set of clubs.

Ask yourself these questions:

Are Your Drives Usually Straight?

Apply your sales effort to the right prospect at the right time. Develop outstanding research skills. The web provides free access to thousands of online electronic data bases. If you haven't visited industry specific sites in your local community, then you're probably leaving plenty of free intelligence for your competition.

Classic resource guides like *Gayle's Directory of Publications*; regional, state and local organization directories; and the Standard Rate and Data Service (SRDS) continue to be updated with pertinent prospecting data. Timely information can make your comments more relevant and your emails more powerful. *(Continued...)*

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Do You Hit Your Three-Iron Well?

Continuously hone your public speaking skills. Public speaking allows you to attract big fish without appearing to be fishing. Public speaking can be used as a broad-based marketing strategy or a narrowly focused quasi-presentation. Either way, your speaking expertise is an essential club in your arsenal of selling tools. Persuading others to accept your ideas and recommendations requires frequent practice, just like hitting a three-iron into the wind.



Does Your Five-Iron Consistently Put You Near the Green? It does if you use video marketing. It's like hitting a great five-iron. If it's too early to go for the close but you want to properly position yourself for the next step, video is fabulous! A quality video can enhance your image and leverage testimonials.

Now, you may be contemplating attaching that generic YouTube link you usually send out, and in some cases that may be fine. But today, the equipment to create more customized videos is surprisingly accessible. **The more you practice**

developing targeted video messages, the more likely you are to consistently differentiate yourself from the competition.

Will Your Wedge Lift You Over the Trees and Put Your Ball Beside the Flag?

The art of writing powerful letters can make you tons of money! While the telephone is an excellent tool, writing commands action. If action is what you want, fine-tune your writing skills! If you're looking for new verbiage to express your message, check out *Words That Sell* by Richard Bayan. This valuable little guide will help lift your message over your competitors' promises and leave you in a favorable position to close the deal.

What if it All Comes Down to the Putt?

Many tournaments have been blown by a nervous putter. Unfortunately, many sales have been lost with a timid close.



There is no substitute for a carefully scripted presentation. Maximize the most compelling phrasing while accentuating the emotions you wish to evoke. *(Continued...)*

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Personalization is crucial. The ability to deliver your rehearsed message in sync with your client's pace of thought can be overwhelmingly convincing. **Try scripting with a personal touch – it's deadly!**

These are only a few power techniques you can add to your sales game. Remember, every day is the U.S. Open for the *Extraordinary Sales Professional*.

Go Hit Your Best Shot!

At **Keith Martino**, we meet with your executive team and confirm or establish a set of guiding principles that will drive all sales development initiatives. We map out a specific GamePlan and incorporate your real-world challenges and opportunities into our hands-on modules.

Our team tailors every exercise to the issues your sales team faces daily. We deal with your relevant challenges in a heads-on fashion that shapes their behavior. As a result, our clients often win industry awards for their above-and-beyond commitment to clients.

