



# **Top Sales Experts** Share Their Top Articles



**Fall** Edition **2008**



## Contents

● Introduction	6
<b>Business Development</b>	
● Using a Difference List To Talk About Your Competition And Strengthen Your Team By Skip Anderson	8
● Get Moving: Get In And Get Started By Joanne S. Black	11
● These Scary (Friendly) Words Sabotage Cold Calls By Leslie Buterin	13
● Where Do You Even Start To Increase Sales? By Cheryl Clausen	16
● Put 'Em Back In The Greenhouse By Nigel Edelshain	18
● The Most Useful Sales Tool, Ever: The Amazing Power Of Testimonials By Colleen Francis	20
● Hey Boss - Metrics For The Sake Of Metrics Do Not Make For More Sales! By Karl Goldfield	23
● Periscope Down By Diane Helbig	25
● Follow Up With Your New Foreign Customers By Cindy King	28
● 10 Tips For Winning Sales By Jill Konrath	31
● How To Increase Sales With 3 Marketing Strategies By Steve Martinez	34



● <b>Never a Cold Call — Always An Introduction</b>	<b>37</b>
By Paul McCord	
● <b>Short Term Profits Vs. Long Time Clients</b>	<b>41</b>
By Tom Ninness	
● <b>Lead Generation Incubation</b>	<b>43</b>
By Stone Payton	
● <b>In Tough Times, Remember Blocking And Tackling</b>	<b>46</b>
By Lori Richardson	
● <b>Who Are You Following?</b>	<b>48</b>
By Bill Sayers	
● <b>Brother Can You Spare A Sale?</b>	<b>50</b>
By Tibor Shanto	
● <b>What Happens When You Wait To Call Prospects?</b>	<b>52</b>
By Tammy Stanley	
● <b>The Top 10 Cold Calling Mistakes</b>	<b>54</b>
By Wendy Weiss, The Queen of Cold Calling	
<b>General Sales</b>	
● <b>Defining Relationships</b>	<b>58</b>
By Daniel Adams	
● <b>Outsourcing Has Been Around For Decades</b>	<b>60</b>
By Greg Bautz	
● <b>Locking On To Customer Emotion</b>	<b>63</b>
By Paul Cherry	
● <b>Close More Sales By 'Seeing' The Window Of Dissatisfaction</b>	<b>66</b>
By Craig Elias	
● <b>Selling In Turbulent Economic Times</b>	<b>69</b>
By Shane Gibson	
● <b>Selling A Higher Price In A B-B Environment</b>	<b>71</b>
By Mark Hunter	



- **If You Live By Price - You Will Die By Price** 73  
By Alen Majer
- **Verbal Software** 76  
By Linda Richardson
- **The Myths Of Selling** 78  
By Kelley Robertson
- **Challenge Your Lessons** 80  
By Keith Rosen
- **The Secret Peril That Causes Sales To Be Lost** 82  
By Lee B. Salz
- **10 Tips For Unsuccessful Selling Professionals** 86  
By Drew Stevens PhD
- **Lessons From The Back Seat Of A Cab:  
What Every Sales Professional Needs To Know!** 89  
By Tim Wackel
- **Follow-Up Sales Skills** 92  
By Scott Zimmerman & Dr. Tony Alessandra

### Leadership

- **Aligning Rewards For Sales Success** 96  
By Kevin Dwyer
- **Loving Business** 98  
By Greg Stebbins Ed.D

### Marketing

- **The New Offer Tidal Wave** 103  
By Maureen Blandford
- **Is Email Hiding Your Personality?** 105  
By Kendra Lee

### Presentations

- **5 Bulletproof Tips For “Making What You Say, Pay!”** 109  
By Anne Miller



## Public Speaking

- **Conquering Fear Of Public Speaking: A Practical Approach** 112  
By Debbie Fay

## Sales Management

- **Stop Managing The Pipeline, And Start Managing Your Sales Team** 116  
By Mike Brooks, Mr. Inside Sales
- **Motivational Management Creates Optimum Performance** 119  
By Jonathan Farrington
- **Making Rain Or Making Fog?** 121  
By Steve Kraner
- **Do Player Coaches Make Good Sales Managers?** 123  
By Christian Maurer

## Self Improvement

- **The Fine Art Of Pulling Weeds** 126  
By Jeb Blount
- **A New Beginning For Your Dreams** 128  
By Billy Cox
- **Personal/Professional Mission Statements** 130  
By Terri Dunevant
- **Why Knowledge Isn't Enough** 132  
By Kevin Eikenberry
- **How To Keep Growing In An Economic Meltdown** 134  
By Peter Nicholls
- **5 Steps To Attracting More Sales Beyond Your Wildest Dreams** 137  
By Rochelle Togo-Figa
- **SalesNexus** 140
- **Summary** 142
- **Supporters** 143



Sponsored by:



## Introduction

Welcome to this fourth and last collection of articles from the [Top Sales Experts](#) team. Why last? you are asking. Well quite simply, the team has grown too large to make this type of format feasible, so from next year, we will produce two hard back versions annually.

We also intend to make each book "topic specific" – for example, the first edition will focus on a key component of successful selling i.e. business development.

That's for 2009, and is just one of the new ideas that the team will be initiating: I have listed all of them within the summary on the last page.

For now, we very much hope you enjoy our work here, most of which has not been previously published. For convenience, we have divided it all up into specific categories, so that you can more easily locate the subjects which are of most interest to you.

It just remains for me to say a special thank you to our sponsor, SalesNexus (please see details on Page 140 ) and also our supporters, who generously contribute to the upkeep of our sister site, [Top 10 Sales Articles](#)

My Best Wishes

**Editor**

E-Book design: Bill Jeckells - The Top Graphics Guy

Email: [bill.jeckells@topgraphicsguy.com](mailto:bill.jeckells@topgraphicsguy.com) Web: [www.topgraphicsguy.com](http://www.topgraphicsguy.com)



## General Sales



## Locking On To Customer Emotion

By Paul Cherry

A leading research firm has found that customers don't verbalize their real concerns and problems 80 percent of the time. In other words, most of our time with customers is spent talking about the wrong stuff!

It's not that customers intentionally try to mislead you. It's simply human nature to try to conceal issues that might reveal vulnerability.

The *lock-on question* is a powerful tool that allows you to get customers to open up quickly. Instead of becoming bogged down in superficialities, the conversation reveals facts and experiences that really matter. You can use this information to better understand the customer's emotions, beliefs and values.

Here's why lock-on questions work: Though people avoid revealing their vulnerabilities directly, they often drop verbal hints about their true state of mind. It's as if they're saying: "If you can show me that you're listening carefully enough to pick up on these clues, then I'm willing to trust you." The lock-on question shows you've listened well, and at the same time allows you to direct the customer's attention to a particular point, allowing you to move toward a solution quickly.

Another benefit of the lock-on question is that it helps customers clarify their thoughts and feelings. Oftentimes in conversation customers will use words and phrases such as *quality*, *partnership* and *streamlining* the process without really defining them. Lock-on questions prod customers to articulate their problems and expand on their ideas.

You begin by inviting the customer to talk about his or her situation. You're listening for words that suggest underlying emotions. For example:

**Customer:** We've been trying to get this project off the ground for several months.  
**Lock-on question:** I noticed you said the word trying. What's worked so far and what hasn't?

*Trying* is the key word to focus on in this example. It suggests some frustration at not being able to reach a goal.

Another example:

**Customer:** I'm looking for a partner, not a vendor.  
**Lock-on question:** Could you give me some specifics of what you mean when you say partner?

The lock-on question is a powerful tool that allows you to get customers to open up quickly. Instead of becoming bogged down in superficialities, the conversation reveals facts and experiences that really matter.



One more example:

**Customer:** My Company has been experiencing problems with our current vendor and we're looking for someone new.

**Lock-on question:** Can you give me an example of the problems you've been experiencing?

The power that comes from asking for examples cannot be overemphasized. A customer who reveals a past problem re-experiences the emotional trauma of that problem.

In all of these examples, the salesperson is alert for words that suggest emotions. Other words and phrases include: dealing with, concerns, hopeful, seeking, doubts, challenges and having difficulties. These words and others like them suggest that a customer's needs are not being met completely.

Lock-on questions are powerful, so you have to use them sparingly. A conversation peppered with lock-on questions would seem false and uncomfortable and could make customers feel they're being interrogated. And owing to their personal nature, these questions shouldn't be used too early in the relationship; otherwise, you may come across as insincere or even sarcastic. Use lock-on questions only after you've established some degree of rapport and empathy with the customer.

If you feel the questions are too direct, you can use buffer statements to preface them. For example:

- "Help me understand..."
- "Would you mind...?"
- "Could you clarify for me...?"

The beauty of lock-on questions is that you're guiding the conversation without strong-arming customers. They're the exact opposite of manipulative, high-pressure sales "questions" ("What do I have to do to get your business today?"). They're not about the salesperson's agenda; they're about understanding the customer's needs. They're a powerful tool, easily mastered, and useful in just about every kind of sale.

Lock-on questions are powerful, so you have to use them sparingly.



**PAUL CHERRY** is the Founder of Performance Based Results, an international sales and leadership training organization. He has over 20 years of experience in performance improvement strategies. To date he has helped over 1,200 organizations in every major industry from newly formed start-up companies to leading Fortune 500 corporations.

84% of his clients report a 12:1 ROI from his training programs. More than 250,000 individuals have benefited from his concepts to achieve greater success, personally and professionally.

Paul has written over 250 articles and has been featured in *Investor's Business Daily*, *Selling Power*, and over 100 business trade journals and is the author of *Questions That Sell*, *The Powerful Process for Discovering What Your Customer Really Wants*. His next book *Questions that Lead* will be released in 2009. He is one of the foremost experts of questioning methods and techniques.

He teaches at the Iacocca Institute at Lehigh University and the University of Phoenix.

As a member of the National Speakers Association, Paul has the unique ability to motivate and engage his customers. Client surveys from his training programs confirm this based on his ability to earn consistent scores of 9.3 out of 10.

Visit Paul's website: [www.pbresults.com](http://www.pbresults.com)