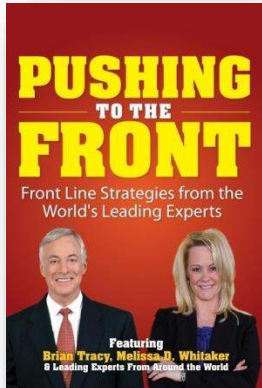




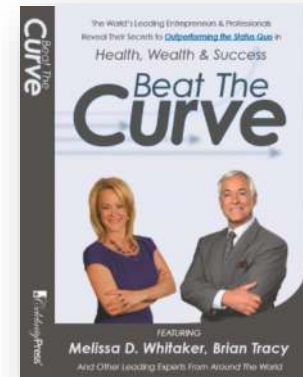
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8 Hacks (secrets) of Sales Masters



By
Melissa D. Whitaker
CEO/Founder, Melissa Whitaker International



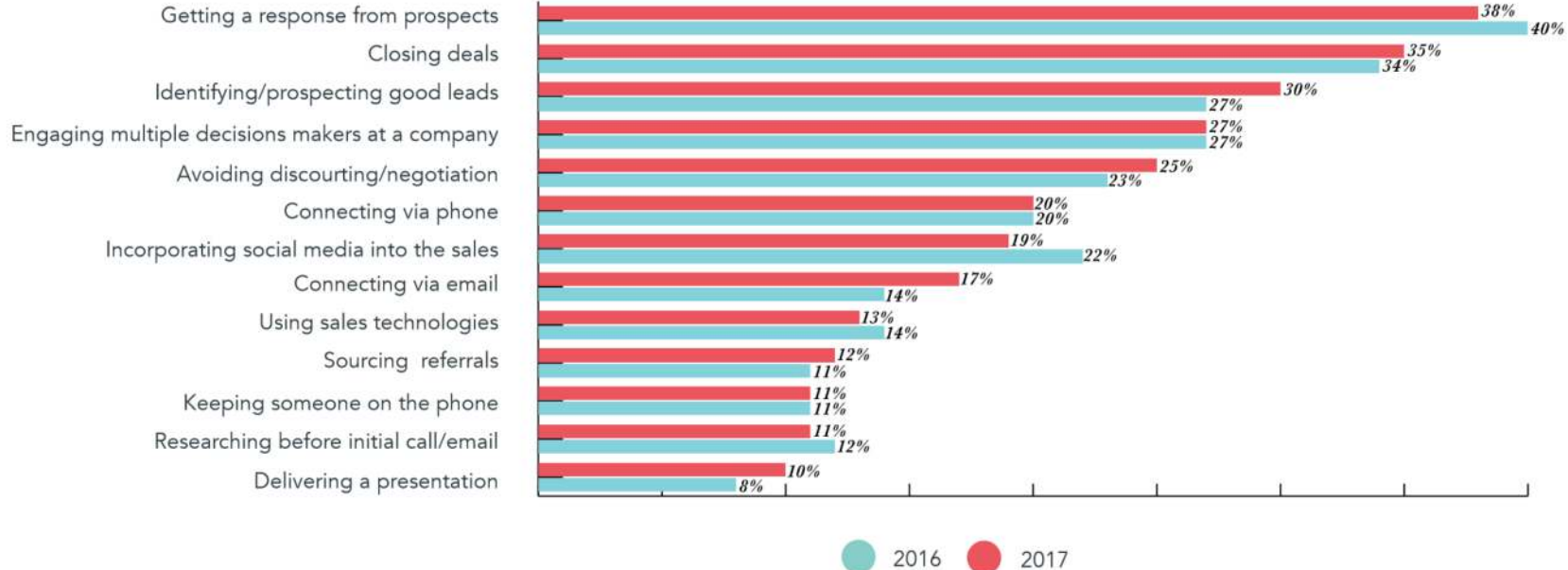


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CURRENT STATISTICS

WHAT IS MORE DIFFICULT TO DO IN SALES COMPARED TO 2 TO 3 YEARS AGO?



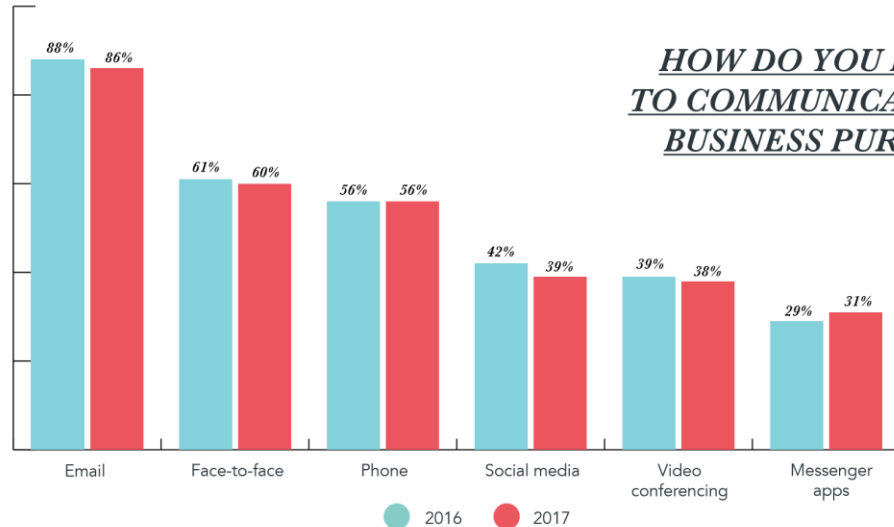


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CURRENT STATISTICS

Year over year, we see slight decreases in people's preference to communicate on nearly all channels. Phone stayed static and messenger apps were the only channel to grow, from 29% to 31% preferring it in 2017.

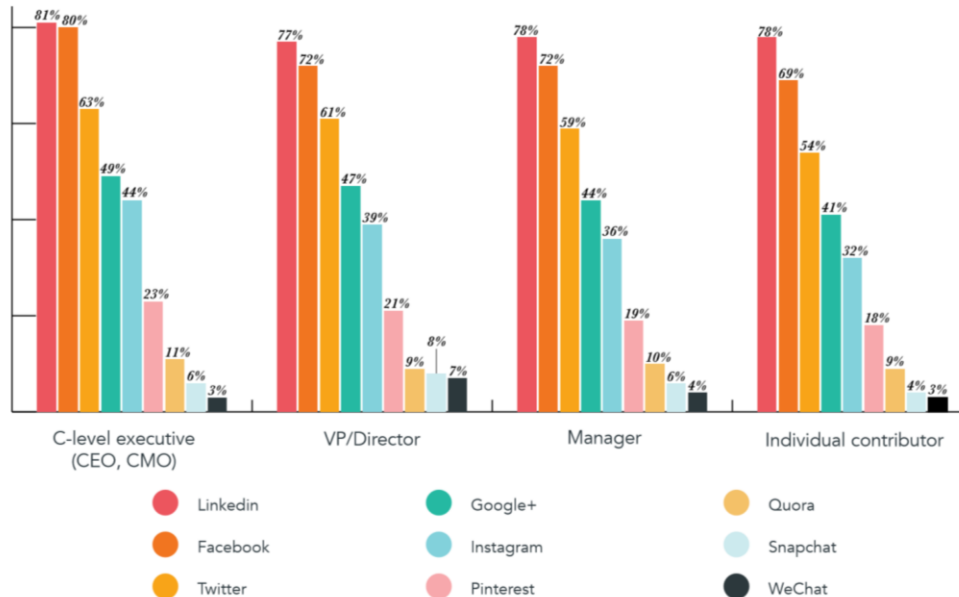




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CURRENT STATISTICS



WHICH SOCIAL MEDIA CHANNELS DO YOU USE FOR PROFESSIONAL PURPOSES? (BY SENIORITY)

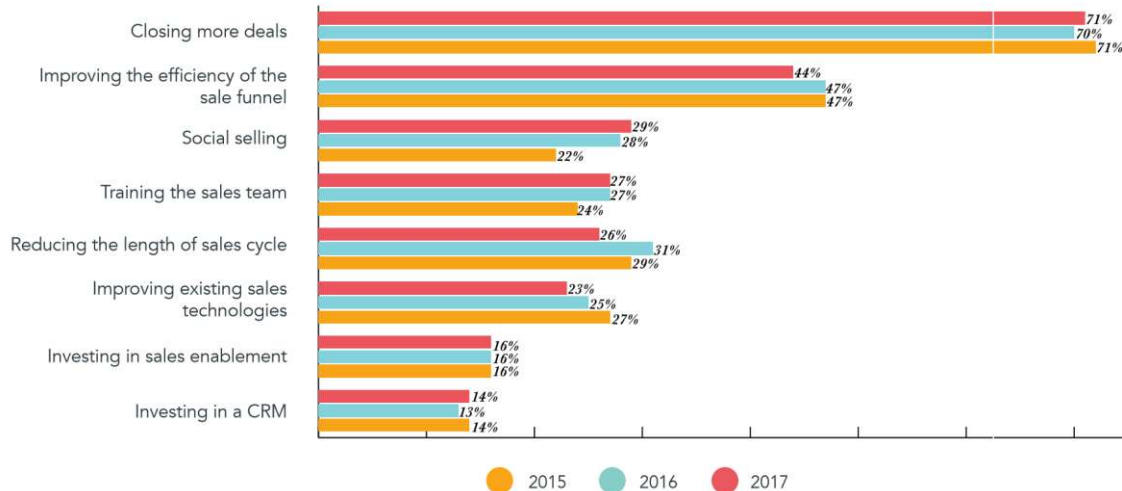


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CURRENT STATISTICS

WHAT ARE YOUR COMPANY'S TOP SALES PRIORITIES OVER THE NEXT 12 MONTHS?





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#1 Hack: Have a Growth Mindset





Hosted by
BTA
Business Travel Association
of America

Gateway to Success

June 7-8, 2017
InterContinental Kansas City at the Plaza • Kansas City, Missouri

THE 2% MINDSET

2% OF THE POPULATION

GOING FOR
YOUR DREAMS

EMBRACING THE UNKNOWN

CONFIDENCE

EXCITEMENT

EXPLORING
NEW THINGS

LIKING CHANGE

CHOOSING
HAPPINESS

LIVING WITHOUT
LIMITS

FULFILLMENT

ABUNDANCE

ACT IN SPITE
OF FEAR

GETTING THE MOST OUT OF LIFE

98% OF THE
POPULATION

BEING LIKE EVERYONE ELSE

INSECURE

SURVIVING

YOUR COMFORT ZONE

FEAR

JUST GETTING BY

A DULL LIFE

PLAY IT SAFE

PROCRASTINATION

REGRET

SETTLING FOR LESS

Beautiful Mind in Chaos



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#2 Hack: Sell Authentically



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#2 Hack: Sell Authentically



YOUR DISC® PRIORITIES & SHADING

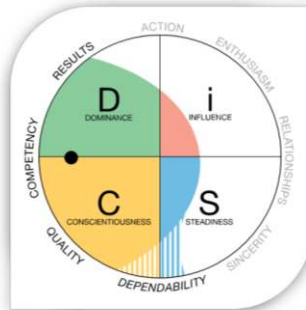
Your Shading Expands the Story

Taylor, while your dot location and your DISC® style can say a great deal about you, your map **shading** is also important.

The eight words around the Everything DISC map are what we call **priorities**, or the primary areas where people focus their energy. The closer your shading comes to a priority, the more likely you are to focus your energy on that area. Everyone has at least three priorities, and sometimes people have four or five. **Having five priorities is no better than having three, and vice versa.**

Typically, people with the CD style have shading that touches Competency, Quality, and Results. Your shading stretches to include Dependability, which isn't characteristic of the CD style.

EVERYTHING
SALES DISC



What priorities shape your sales experience?

► Displaying Competency

Taylor, you tend to be straightforward and confident in sales situations. Because you believe it's important to be knowledgeable about your business, you're probably very well informed about what you're selling. Furthermore, you may often take control of discussions to help lead your customers toward logical conclusions. You tend to be well informed and self-assured because displaying competency is important to you.

► Ensuring Quality

You probably make it clear to customers how your product or service is superior, reinforcing your claims with facts and data. Furthermore, you're unlikely to make an assertion without solid proof, and you won't promise more than you can deliver. Because ensuring quality is important to you, you do your best to convince your customers of the value in your offering.

► Getting Results

You tend to emphasize the ways in which your product or service will impact the customer's main objectives. Most likely, you're specific when you explain the payoff you can deliver if customers commit, focusing on realistic and rational goals. You tend to show your customers precisely how your product or service will help them get the impressive results they want.

► Emphasizing Dependability

You tend to emphasize the reliability of your product or service as well, and this is not typical for someone with your style. Most likely, you encourage customers to ask you questions, and you're willing to provide them with the evidence needed to illustrate the security in what you're offering. You strive to show people that when they work with you, they're making a dependable choice.



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#2 Hack: Sell Authentically



YOUR SALES STRENGTHS



How do you excel as a salesperson?

Taylor, because you have the CD style, you probably emphasize the **quality** of your offer. You may work to win people over with your extensive knowledge and command of details. You likely lay out a convincing argument for why your product is uniquely suited to help them achieve their goals. In the process, you probably impress customers as **competent** to handle their business.

In addition, you tend to avoid excessive small talk and focus on the bottom line. Many people will appreciate that you are determined to get them **results** and don't waste time trying to charm them. Therefore, you may be seen as a well-prepared individual who takes the process seriously. Furthermore, unlike others with the CD style, you have an additional priority that may impact your strengths. To prove your **dependability**, you likely make it clear that people can count on you to keep your promises.

You may identify with some of the following statements:

Competency

- I do my homework so that I understand the customer's business and needs.
- I come across as knowledgeable and confident.
- I don't get flustered if people ask a lot of questions.
- I don't become emotional in business situations.
- People can see that I'm competent to take care of their needs.
- I don't allow my personal feelings to affect my presentation.

Results

- I don't waste the customer's time on small talk.
- I keep the discussion on track and focused.
- I quickly see the connections between the customer's needs and my product or service.
- I keep an eye on the bottom line.
- I'm persistent and assertive in securing the deal.
- I help my customers focus on results.

Quality

- I back up claims about the quality of my product or service with data and evidence.
- I'm orderly and well-organized.
- I'm realistic about the customer's issues and problems.
- I keep careful track of important details.
- I avoid making outlandish or exaggerated claims about the offer.
- I look for logical answers to the customer's questions.

Dependability

- I plan ahead to avoid surprises when I meet customers.
- People know that I'll be there to support them if things don't go as planned.
- I emphasize the dependability of my product or service.
- I don't promise more than I can deliver.
- People sense that I am honest and reliable.
- I work hard to deliver a secure product or service.



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#2 Hack: Sell Authentically



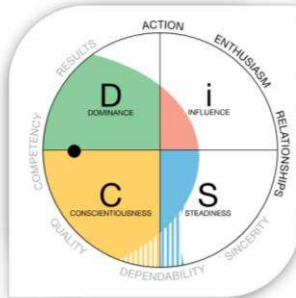
YOUR SALES CHALLENGES



What is difficult for you as a salesperson?

Just as there are areas where you excel as a salesperson, there are other aspects of your job that you may find more challenging. Based on your answers to the assessment, your lowest three priorities are highlighted below. It's impossible to focus on everything, but that doesn't mean you can't learn to understand and overcome these challenges.

You're probably good at pointing out the quality of your product or service, but your detailed explanations may cause more fast-paced customers to grow impatient. Furthermore, your indifference to forming personal relationships with customers may leave some of them feeling disconnected from you. And because enthusiasm is a low priority for you, you may fail to generate much excitement for your product or service.



You may identify with some of the following statements:

Action

- I sometimes take the process too slowly.
- I sometimes approach conversations in an overly logical or analytical way.
- I can get bogged down in specifics.
- I may not always emphasize the innovative aspects of my product or service.
- I may provide too much extraneous information.

Relationships

- I may ignore a customer's attempts to get to know me better.
- I may neglect to establish a personal relationship with customers.
- I have trouble reading the customer's body language or mood.
- I sometimes neglect to empathize with customers.
- I may become impatient with the customer's small talk or indecision.

Enthusiasm

- At times, I can appear to be aloof or distant to customers.
- I can go into lengthy analyses that bore or confuse customers.
- I may emphasize facts and figures rather than intuition and passion.
- I can come across as pessimistic or skeptical.
- I may fail to get customers excited about my product.



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#2 Hack: Sell Authentically

Success Stories:



"After starting Melissa's program, I was able to close \$156,550 of new business in just 90 Days. I learned that persistence pays off." – **Cody, Technology Consultant**

"Loved Melissa's ideas and techniques on closing more business. One month after starting her program I closed \$96,578 of new business. Now I am unstoppable!" – **Jill, Sales Account Manager**



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#2 Hack: Sell Authentically

Success Stories:



"After spending two weeks with Melissa Whitaker where she delivered a poignant program that translates key strategies into actionable steps for success, I was able to deliver massive results. By implementing her step by step approach, I was able to achieve a 300% growth in clients and 400% increase in average billing over two years in Managed Services." - John, MNS Sales Specialist



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#2 Hack: Sell Authentically

Success Stories:



"I was feeling really frustrated in sales when I met Melissa. Through her program I regained my confidence and started producing bigger sales results for the rest of the year. By the end of our fiscal year I was 133% of my annual quota/budget. I really believe this will take me to the next level." – **Candy, Document Systems Consultant**



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#3 Hack: Leverage Their Time



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#3 Hack: Leverage Their Time





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#3 Hack: Leverage Their Time

- Calendar Exercise
- HPA's vs. LPA's
- Maximize Minutes





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#4 Hack: Find & Attract Ideal Clients



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#4 Hack: Find & Attract Ideal Clients

Clarity is Crucial . . .

Clarity leads to strategy



Strategy leads to action



Action leads to RESULTS . . .



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#4 Hack: Find & Attract Ideal Clients

Clarity is Crucial . . .

“A profitable successful sales person and business cannot exist without deep knowledge about the ideal client.”



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#4 Hack: Find & Attract Ideal Clients

Clarity is Crucial . . .

Think of your BEST Customer . . .

What does that look like?

What does that feel like?



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#4 Hack: Find & Attract Ideal Clients

B2B

- Number of Employees
- Vertical Market
- Annual Sales Volume
- Multiple Locations
- Growing Businesses
- Good Credit
- Etc.

Who Are They?
– *Key Characteristics*



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#4 Hack: Find & Attract Ideal Clients

Earn the Right w/Clients - Research

2017 Reference USA Report v2 [Compatibility Mode] - Excel

File Home Insert Draw Page Layout Formulas Data Review View Tell me what you want to do

Clipboard Font Alignment Number Styles Cells Editing FreeConferenceCall

Calibri 11 A A General \$ % .00 .00 Conditional Formatting Table Styles Insert Delete Format Sort & Find Filter Select Meet FreeConferenceCall Now

AW9 Robert

	AG	AH	AI	AJ	AK	AL	AM	
	Location Employee Size Range	Location Employee Size Actual	Location Sales Volume Range	Location Sales Volume Actual	Gartner 5% expenses - Document Output	Reduce 23% - 52%	Corporate Sales Volume Actual	
1	5 to 9	8	\$10-20 Million	\$10,277,000	\$513,850	\$118,186	\$0	
2	100 to 249	120	\$20-50 Million	\$22,308,000	\$1,115,400	\$256,542	\$0	Bri
3	50 to 99	50	\$5-10 Million	\$6,124,000	\$306,200	\$70,426	\$0	Bri
4	5 to 9	5	\$5-10 Million	\$6,004,000	\$300,200	\$69,046	\$0	
5	20 to 49	28	\$5-10 Million	\$7,759,000	\$387,950	\$89,229	\$0	
6	10 to 19	11	\$10-20 Million	\$14,847,000	\$742,350	\$170,741	\$0	
7	10 to 19	15	\$20-50 Million	\$27,617,000	\$1,380,850	\$317,596	\$0	Bri
8	10 to 19	15	\$20-50 Million	\$27,617,000	\$1,380,850	\$317,596	\$0	
9	10 to 19	15	\$20-50 Million	\$27,617,000	\$1,380,850	\$317,596	\$0	
10	5 to 9	6	\$5-10 Million	\$6,039,000	\$301,950	\$69,449	\$0	
11	20 to 49	35	\$5-10 Million	\$5,857,000	\$292,850	\$67,356	\$0	
12	20 to 49	25	\$5-10 Million	\$7,797,000	\$389,850	\$89,666	\$0	
13	5 to 9	5	\$5-10 Million	\$5,211,000	\$260,550	\$59,927	\$0	
14	5 to 9	8	\$5-10 Million	\$8,337,000	\$416,850	\$95,876	\$0	
15	20 to 49	40	\$5-10 Million	\$7,436,000	\$371,800	\$85,514	\$0	Bri
16	10 to 19	10	\$10-20 Million	\$12,846,000	\$642,300	\$147,729	\$0	
17	50 to 99	60	\$10-20 Million	\$10,722,000	\$536,100	\$123,303	\$0	
18	20 to 49	35	\$5-10 Million	\$5,717,000	\$285,850	\$65,746	\$0	
19	50 to 99	50	\$5-10 Million	\$9,137,000	\$456,850	\$105,076	\$0	
20	20 to 49	20		\$0	\$0	\$0	\$9,000,000	



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#4 Hack: Find & Attract Ideal Clients

- ▶ What are their issues?
- ▶ What are their biggest struggles?
- ▶ What are their obstacles in achieving their goals?
- ▶ What are they most fearful of?

What Are Their Pains?
– *Understand Them*



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#4 Hack: Find & Attract Ideal Clients

- ▶ What do they need to do right now to change their situation?
- ▶ Hopes – What is it they have no idea how to do?
- ▶ Dreams, Goals, Initiatives, Aspirations
- ▶ Priorities (How they are measured at work)

What Do They Need?
– *Understand Them*



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#5 Hack: Conduct Deeper Discovery

ANALYSIS
SOLUTION
PROCESS
OBJECTIVES
TEAMWORK
VISION
SALES

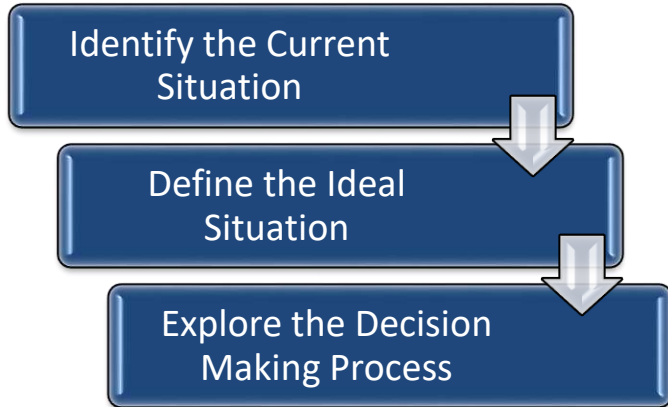




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#5 Hack: Conduct Deeper Discovery



APPOINTMENT STRATEGY

Contact Information

Contact Name	Company Name
Phone Fax	Company Address
Title / Position:	

Appointment Information

Meeting Date	Objectives of Call
Time	
Location	

Questions to Ask

CURRENT SITUATION:

Examination: Current Facts & Visions

What are some of the changes going on . . . ? What are your expectations? Where are you now in relation to your goals? What has been your experience with other vendors? What are your expectations for growth (improvement, expansion) over the next _____ months (years)? What is your current process for . . . ? Could you share with me your strategy for . . . ? How effectively are you meeting your productivity expectations? How will you measure your progress toward achieving . . . ?

Diagnose: Needs / Pains

Are you satisfied with . . . ? What obstacles stand between you and your goals? Is the current level of . . . acceptable to you? A number of our other clients had difficulty with . . . Has this been a concern for you? What



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#6 Hack: Make Consultative Recommendations



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#6 Hack: Make Consultative Recommendations

NO



YES

- ✓ Customized to Client
- ✓ Cover Sheet
- ✓ Current Situation
- ✓ Buying Criteria
- ✓ Recommendation
- ✓ Benefits
- ✓ Acquisition Side by Side
- ✓ Implementation





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#7 Hack: Look for True Partnerships

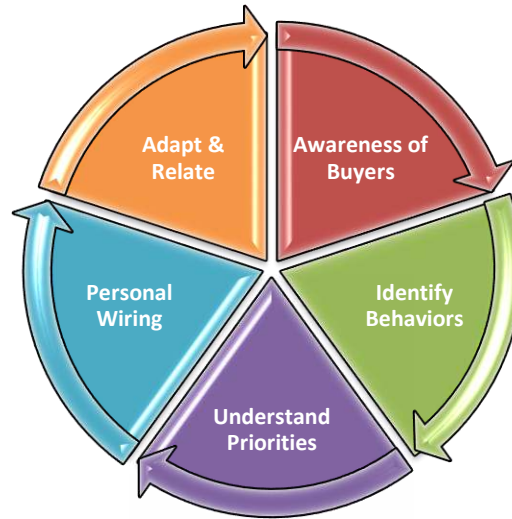


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#7 Hack: Look for True Partnerships

- Be Authentic
- Communicate Effectively
- Adapt & Relate
- Sense of Urgency – Timing according to Buyers Wiring
- Truly Care about Advancing Client's Business



5 Step Process to Increase Trust & Build Superior Relationships

Value – Balance - Complaints



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#7 Hack: Look for True Partnerships

Customer Mapping – ways to interact and what to avoid

Taylor, you indicated that your customer, Alex Bradley, is highly cautious and reflective and highly accepting and warm. Therefore, he probably has an S style. Because you have a CD style, the two of you have some different priorities. Take a look at the comparison and strategies below.

Compared to You, Alex Bradley Tends to Be:

- More focused on building friendly relationships
- More accepting and welcoming toward others
- Just as focused on the consistency and dependability of products and services
- Less analytical and logic-focused
- Less concerned about bottom-line results
- Less skeptical of people



Strategies for Interaction

Address the Need for Sincerity

"S" customers want to know that you have their best interests in mind. Because you are usually reserved in your approach and focused on the bottom line, however, Alex Bradley may have trouble accepting that what you have to say is genuine and heartfelt. It may be helpful, therefore, for you to express your thoughts in personal terms rather than in a strictly logical, business-focused manner.

- Show that you empathize with his problems.
- Explore his doubts and address his concerns.
- Show that you're willing to listen.

Build a Trustworthy Relationship

"S" customers want to establish a friendly relationship with people before they make a commitment, while you are more likely to focus on objective matters such as quality and results. Alex Bradley may be hesitant to communicate concerns if he believes that you are only interested in convincing him of your offer's advantages and settling the deal quickly.

- Respond to his efforts to get to know you, to the degree that you feel comfortable.
- Ask him questions and give him space to talk.
- Avoid relating everything to business.

Give Assurances of Dependability

"S" customers focus on dependability, a priority you share even though it's less common for someone with the CD style. Because you tend to lay out information systematically and clearly, you may appeal to Alex Bradley's sense of stability. However, your tendency to appear reserved and results-focused may cause him to doubt that your support will continue once he has committed. Providing solid evidence of reliability may help put him at ease.

- Provide concrete demonstrations when appropriate.
- Use examples of dependability from the past.
- Provide assurances of support during and after the deal.

Value – Balance - Complaints



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#8 Hack: Seek to Understand



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#8 Hack: Seek to Understand

- ▶ Acknowledge the Objection
- ▶ Isolate the Objection
- ▶ Clarify the Objection
- ▶ Problem Solve



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G.R.I.T.

GUTS, RESILIENCE, INITIATIVE, TENACITY



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Purpose. Passion. Profit

What are you doing to Succeed?

What are you doing to Empower Your Team?

“You have 86,400 Seconds in a Day” –
how are you and your team using them?

You have to WANT to SUCCEED as bad as you
WANT to BREATHE!



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**MWI Management & Leadership Academy:
June 12th – 13th (Schaumburg, IL)**



**MWI Elite Sales Academy:
July 17th – 21st**





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MWI Total Sales Transformation Online Portal
Self-Paced Video Learning
12 month subscription



NEW - MWI Customer Service Academy:
Schedule one for your office





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Thank You, Questions?

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