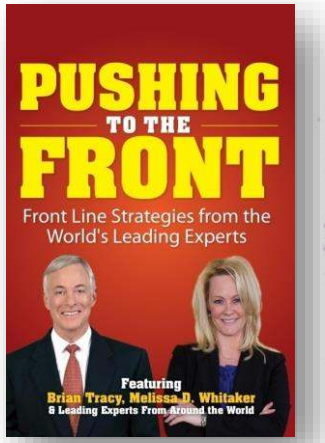
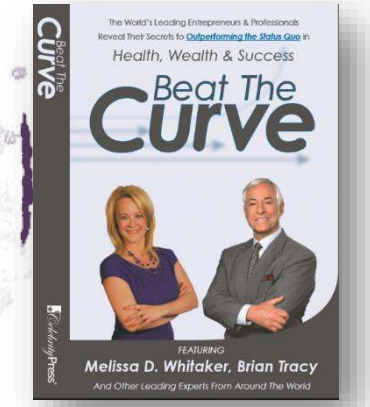
IGNITE YOUR BUSINESS

Melissa Whitaker International

11 Core Competencies in Sales to Dominate Your Marketplace in 2023!





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

BTA Business Technology Association®

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Our Sales Landscape keeps Changing

Seizing a Tremendous Opportunity for Growth

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11 Core Competencies to Dominate Your Marketplace

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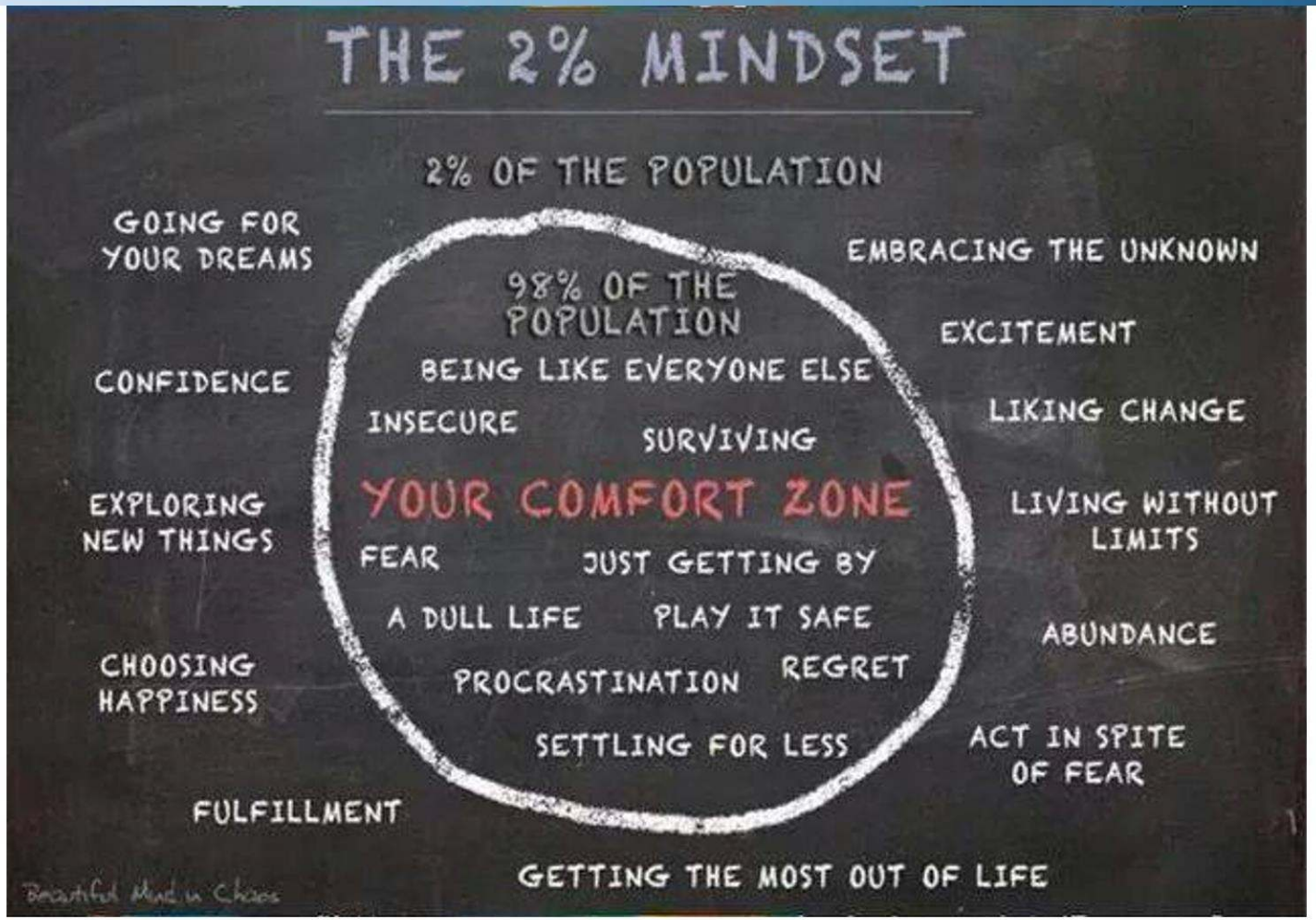
#1 Core Competency:
Mastering Mindset

MINDSET

Causes for Lack of Sales:

- Mindset
- Lack of Confidence
- Lack of Clarity & Goal Setting
- No Sales System in Place

MINDSET


THE 2% MINDSET
2% OF THE POPULATION
GOING FOR YOUR DREAMS
EMBRACING THE UNKNOWN
98% OF THE POPULATION
EXCITEMENT
CONFIDENCE
BEING LIKE EVERYONE ELSE
LIKING CHANGE
INSECURE
SURVIVING
YOUR COMFORT ZONE
EXPLORING NEW THINGS
LIVING WITHOUT LIMITS
FEAR
JUST GETTING BY
A DULL LIFE
PLAY IT SAFE
ABUNDANCE
CHOOSING HAPPINESS
PROCRASTINATION
REGRET
SETTLING FOR LESS
ACT IN SPITE OF FEAR
FULFILLMENT
GETTING THE MOST OUT OF LIFE

MINDSET: What are your Limiting Beliefs?

Beliefs:

Your beliefs dictate your ACTIONS

MINDSET: What are your Limiting Beliefs?

Self Image:

How do YOU see yourself?

MINDSET: What are your Limiting Beliefs?

Fears:

- *Fear of Success*
- *Fear of Failure*
- *Fear of Criticism*

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Are we Cultivating an Environment of *FEARLESS* People?

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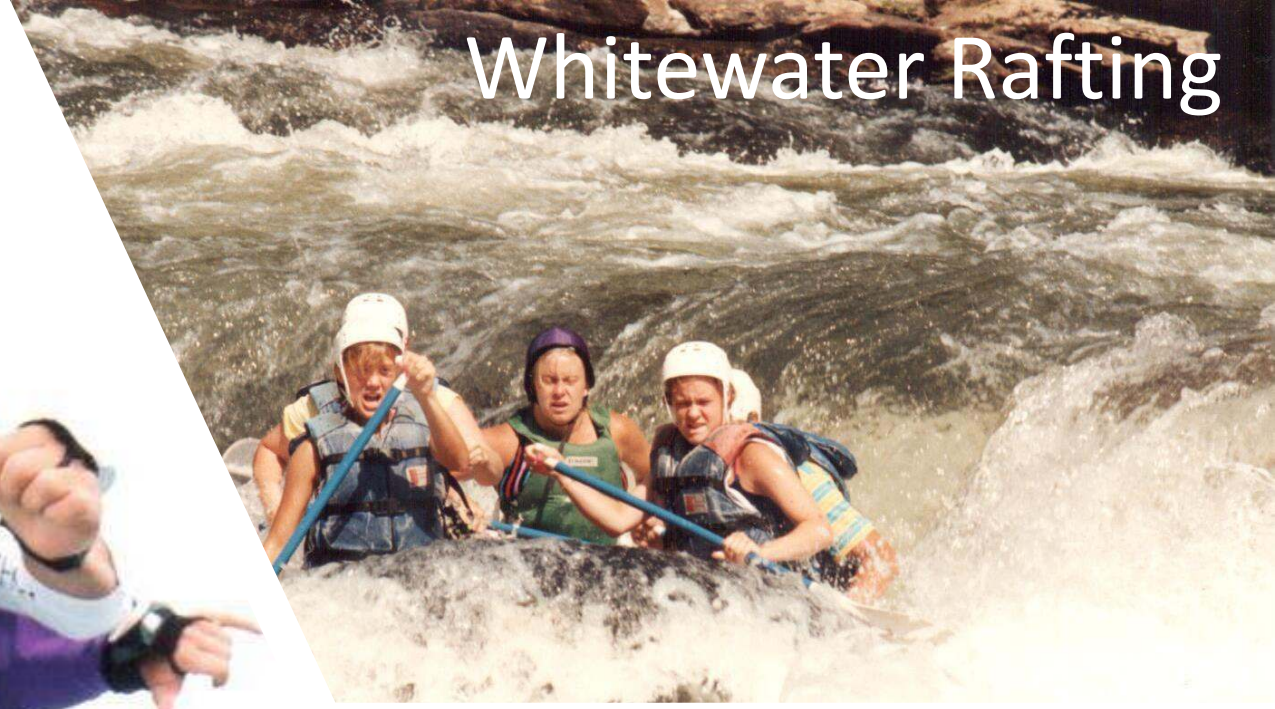


Skydiving

MINDSET: What are your Limiting Beliefs?

Rules:

What rules do you have for yourself?

"It can only be done this way . . "

MINDSET: What are your Limiting Beliefs?

Self Criticism:

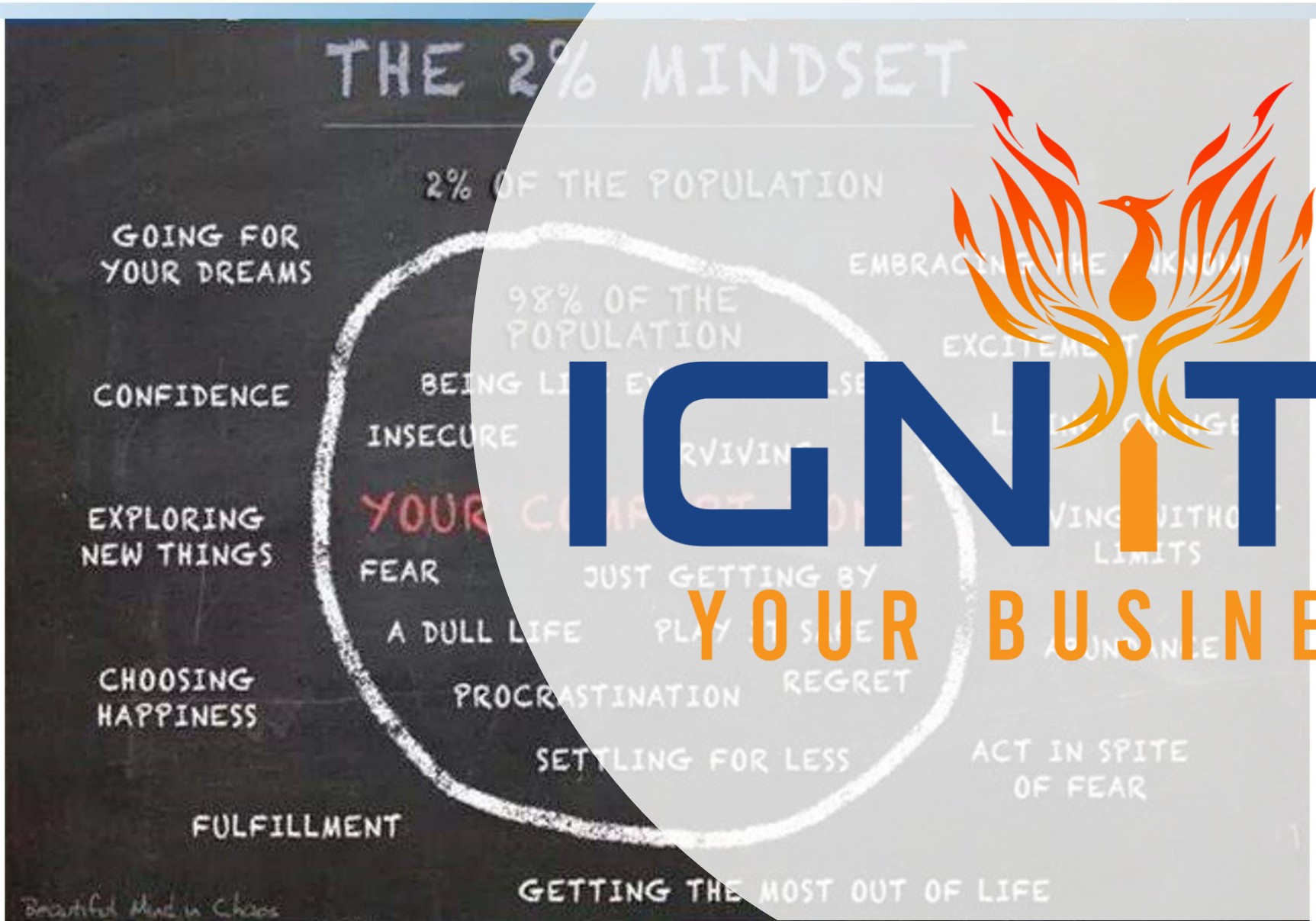
How do you talk to yourself?

MINDSET: What are your Limiting Beliefs?

Resistance:

- *Procrastination*
- *Self-Sabotage*

MINDSET



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Greatness & Commitment

86,400 Seconds in a day

How are you and your team going to use them?

#2 Core Competency

Maximizing Your Minutes

Maximizing Personal Effectiveness	Top Performers exhibit key productivity and time-management behaviors and are thus overall more productive.

MAXIMIZING MINUTES

Top Performers are:

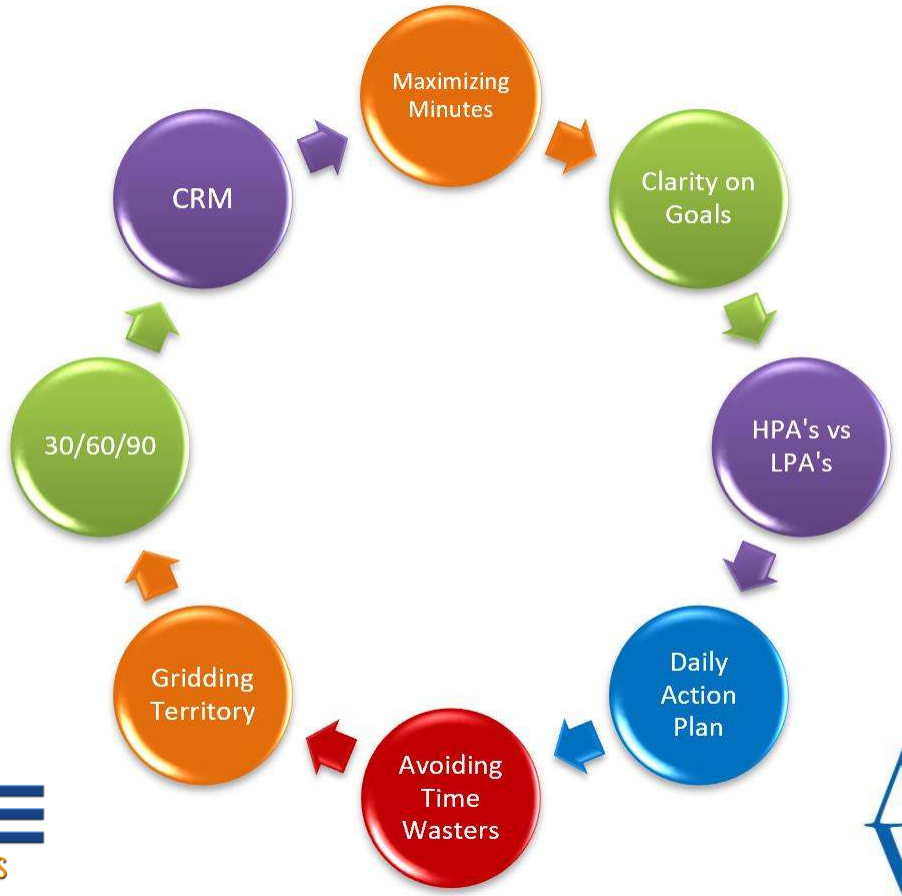
- 73% more likely to maintain focus on their agenda and not get derailed by others
- 62% more likely to maximize time spent on activities that drive the best results
- 46% more likely to hold themselves accountable for their commitments

*Study Performed by the Rain Group Heading into 2023

MAXIMIZING MINUTES

It's *vital* to create a Process / System to control your time and have effective reach to ALL ideal clients

7 Step Process



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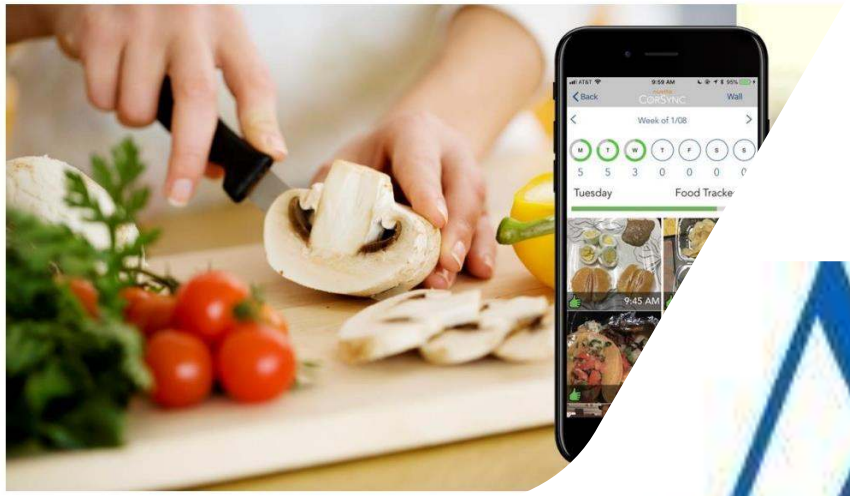
#3 Core Competency

Creating Peak Performance



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Health & Wellness = Peak Performance

"Now more than ever, employers must support the mental and physical well-being of their employees."

Amanda Haster, SHRM

- 78% of workers surveyed said the pandemic has negatively impacted their health.
- Over 10% of employees are diabetic and 40% are pre-diabetic.
- 60% of employees are overweight or obese.
- 80% of employees report high levels of work-related stress.
- Over 70% of employees struggle with work-life balance.

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Health & Wellness = Peak Performance

- Higher Productivity
- Clearer Thinking
- More Energy
- Lower Liability cost on Business Health Insurance

Be Intentional about your Health for more Success in Business and for your Family!

#4 Core Competency
Effectively Communicating

SALES ASSESSMENT RESULTS

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- Awareness of Sales Style
- Priorities That Shape You
- Your Sales Strengths
- Your Sales Challenge

Psychology of Buyers – Building Trust & Relationships

D-Dominance Buying Style	i-Influence Buying Style
As a customer: • Speak with a faster pace • Be direct, even blunt, with questions and concerns • Be quick to make decisions and respond • Show impatience with too many details • Ask questions about the bottom line • Look for immediate results • Challenge salesperson's ability to deliver on claims	As a customer: • Speak with a faster pace • Be warm, friendly, and energetic • Show enthusiasm and optimism • Talk about yourself and your experiences • Show little interest in too many details • Ask how the product/service will affect other people • Look for recognition
C-Conscientiousness Buying Style	**S-Steadiness Buying Style**
As a customer: • Speak with a slower pace • Focus on quality and detailed information • Be analytical and methodical in your questions and decision making • Be reflective and skeptical • Ask for evidence to back up claims • Look for performance dependability • Look for evidence of salesperson's expertise	As a customer: • Speak with a slower pace • Be more of a listener than a talker • Be warm and sincere • Show indecisiveness and reluctance to change • Focus on procedures for doing things • Ask questions for clarification • Ask questions about dependability, stability, and guarantees • Look for reassurance

How to communicate with each Style

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D-Dominance Buying Style

As a customer:

- Speak with a faster pace
- Be direct, even blunt, with questions and concerns
- Be quick to make decisions and respond
- Show impatience with too many details
- Ask questions about the bottom line
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- Look for reassurance

UNDERSTAND PRIORITIES

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Overview of the DiSC® Styles

The graphic below provides a snapshot of the four basic DiSC® styles.

Dominance

Priorities: getting results, taking action, displaying competency

Motivated by: power and authority, competition, winning, success

Fears: loss of control, being taken advantage of, vulnerability

You will notice: self-confidence, directness, forcefulness, risk-taking

Limitations: lack of concern for others, impatience, insensitivity

Influence

Priorities: offering enthusiasm, taking action, building relationships

Motivated by: social recognition, group activities, friendly relationships

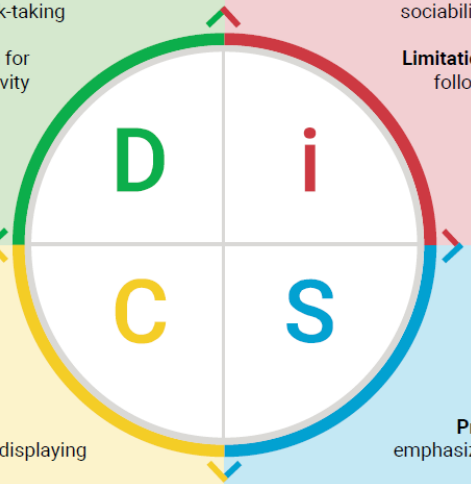
Fears: social rejection, disapproval, loss of influence, being ignored

You will notice: charm, enthusiasm, sociability, optimism, talkativeness

Limitations: impulsiveness, lack of follow-through, disorganization

Active
Fast-paced
Assertive
Dynamic
Bold

Questioning
Logic-focused
Objective
Skeptical
Challenging



Accepting
People-focused
Empathizing
Receptive
Agreeable

Thoughtful
Moderate-paced
Calm
Methodical
Careful

Conscientiousness

Priorities: ensuring quality, emphasizing dependability, displaying competency

Motivated by: opportunities to use expertise or gain knowledge, attention to quality

Fears: criticism, slipshod methods, being wrong

You will notice: precision, analysis, skepticism, reserve, quiet

Limitations: overly critical, tendency to overanalyze, isolates self

Steadiness

Priorities: showing sincerity, emphasizing dependability, building relationships

Motivated by: stable environments, sincere appreciation, cooperation, opportunities to help

Fears: loss of stability, change, loss of harmony, offending others

You will notice: patience, team player, calm approach, good listener, humility

Limitations: overly accommodating, tendency to avoid change, indecisiveness

#5 Core Competency

Finding Ideal Clients

Selling Process

Prospecting

Top Performers are more likely

- Generate referrals: **63%**
- Energetically prospect over the long term: **50%**
- Implement organized prospecting campaigns: **44%**
- Devote enough time and energy to prospecting: **36%**
- Hyper-personalize prospecting communications: **32%**
- Prospect successfully through:
  - Social media: **59%**
  - Email: **57%**
  - Video: **54%**
  - Phone: **19%**

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EFFECTIVE PROSPECTING

KEY STEPS FOR EFFECTIVE PROSPECTING

- Identify Ideal Clients
- Know where to Find Ideal Clients
- Do Proper Research
- Have a “jolting” Value Proposition
- Understand “Trigger Events”
- Implement a 3-Pronged Approach to Effectively Prospect
- Use Strategy
- Be Conversational

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Using Video - Stats for 2023

It is estimated that
1 million videos are watched
every second.

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#6 Core Competency

Conducting Discovery

EFFECTIVE APPOINTMENTS

Driving & Discovering Need

ely than The Rest to...

- Maximize cross- and up-sells: **65%**
- Change buyer thinking about needs: **60%**
- Lead thorough needs discoveries: **58%**
- Be patient to allow all needs to surface: **53%**
- Ask the right questions: **47%**
- Ask enough questions: **45%**
- Listen actively: **44%**
- Dive deep to surface hidden needs: **36%**
- Research buyers comprehensively: **27%**

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DISCOVERY

7 WAYS TO BE AN EFFECTIVE LISTENER

1. Keep an open mind to what is being said
2. Hear the whole message before responding
3. Take notes. They will help you remember and show you're interested
4. Let the prospect speak without interruption
5. Maintain eye contact with your prospect
6. Concentrate on what your prospect is saying, not on what you want to say next
7. Encourage further discussion by providing feedback to the prospect and responding to his or her comments

DISCOVERY - EFFECTIVE APPOINTMENTS

- Appointment Strategy Template
- Current Situation Worksheet
- Ideal Situation Worksheet
- Decision Making Process Worksheet

DISOVERY - EFFECTIVE APPOINTMENTS

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***

DISCOVERY - EFFECTIVE APPOINTMENTS

- **M**ONEY: ARE FUNDS AVAILABLE – BUDGET?
- **A**UTHORITY: WHO MAKES THE DECISIONS?
  (PROPER ALIGNMENT)
- **N**EED: DOES THE PROSPECT NEED A NEW SOLUTION?
- **T**IME: DO THEY HAVE A TIMEFRAME THAT THIS NEEDS TO GET DONE BY?

#7 CORE COMPETENCY

Implementing Strategy

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STRATEGY - UNDERSTANDING COMPETITION

"If you know the enemy and you know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained, you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle." - Sun Tzu (The Art of War, 500 B.C.)

DEFEAT YOUR COMPETITION WITHOUT SLASHING PRICE

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STRATEGY - UNDERSTANDING COMPETITION

"Some salespeople lose out in competitive selling situations because they overlook minor differences between themselves and their competition.

What matters is not what the salesperson thinks is important, but what the **customer** thinks is important." – Kevin Davis

DEFEAT YOUR COMPETITION WITHOUT SLASHING PRICE

UNDERSTANDING COMPETITION

- STRATEGY -

Competitive Analysis Worksheet				
Account:				
Product / Service Assessed:				
Typical Needs Buying Criteria Must Haves/Nice to Haves	**Rating (SS, S, A, BA, SBA)**			**Advantage**
	Your Company	**Competitor A**	**Competitor B**	

#8 CORE COMPETENCY

Providing Winning Recommendations

Solution Crafting

- Collaborate with buyers deeply across the buying process: **59%**
- Influence buyer thinking about what to buy: **57%**
- Build excellent responses to RFPs: **52%**
- Craft compelling solutions: **45%**
- Display expertise about how to apply offerings: **24%**
- Educate buyers with new ideas about what to buy: **22%**

Solution Presentation

- Communicate strong, defensible ROI cases: **63%**
- Make the overall value case: **60%**
- Make effective differentiation cases: **55%**
- Present solutions persuasively: **51%**
- Inspire confidence buyers will achieve results: **51%**
- Highlight results achieved by others: **39%**

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RECOMMENDATIONS

Winning Solutions

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1

Be “Solution” Based

2

Customize for EVERY Client

3

Build Value

4

Educate Clients

#9 CORE COMPETENCY

Creating Partnerships

CLOSING FOR A PARTNERSHIP

Negotiating

- Know when to walk away: **105%**^
- Manage own and buyer emotions: **105%**
- Overcome price pressure and maintain margins: **81%**
- Lead the negotiation process: **71%**
- Manage buyer negotiation tactics: **70%**
- Trade for value; not cave: **46%**
- Understand power and leverage: **45%**
- Create value-based solutions to problems: **40%**

Winning

- Lead highly effective finalist presentations: **65%**
- Build sense of urgency for action: **50%**
- Outsell the competition in competitive bids: **41%**
- Overcome objections: **29%**
- Gain commitment—average win rate:
  - Top Performers: **72%**
  - The Rest: **47%**

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Elite Sales Closing Styles

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#10 CORE COMPETENCY
Seeking to Understand

HANDLING OBJECTIONS

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

#11 CORE COMPETENCY

Cultivating Raving Fans

"I was in a rut with my sales, but after completing your sales training and following your coaching, I closed a $167,000 in net new business.
I am back in motion!"

Paul Hunt
Senior Executive Solutions Consultant

"Even though I have been in sales and in our industry for years, my sales had slowed down. Thank you Melissa for your insights and fresh new approaches. After taking your class and being in your program I closed a $142,500 net new deal with $44,500 of profit built in."

Christian Haggerty
Major Account Executive

"Melissa I am so excited because we implemented your "phased approach" and umbrella talk tracks from the beginning with a new account and what we thought was going to just be a copier deal, turned into a million dollar deal just for phase 1."

Rich Bargewell
Sales Manager

"I applied the "Melissa Whitaker" talk tracks and processes to my day to day cycle and I closed a $220,000 net new business deal. This was not in my pipeline before your class and program started with us, and just in a short 2 ½ months I found this opportunity applied what you told me to and it came through big time."

Robert Gurney
Major Account Executive

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Testimonials / ROI's

"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 Rogers
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 Silverstein
Sales Account Manager

"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 Parr
Document Systems Consultant

"I definitely built up my confidence A LOT during this program. Before this challenge I really struggled with finding and closing "net new business, however through this challenge I created 6 new opportunities (proposal) that will be "NET NEW BUSINESS." I also learned that Time Management is harder than it sounds. When Melissa put it in context of how much money does an hour out of the field cost me in the long run – it really hit home that spending a lot of my time driving around (or with office chatter boxes) isn't worth it! I'm here to make $$ and it's on me and only me to do that, I must plan and spend time wisely."

Hollis Presley
Sales Consultant

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Testimonials / ROI's

11 Core Competencies

1. *Mastering Mindset*
2. *Maximizing Your Minutes* – Time and Territory Management
3. *Creating Peak Performance Culture*
4. *Effectively Communicating*– Understanding how your Reps are wired & Psychology of Buyers
5. *Finding Ideal Clients*
6. *Conducting Effective Discovery* – Appointments
7. *Implementing Strategy* – Competition
8. *Providing Winning Recommendations*
9. *Creating Partnerships* – Closing Styles
10. *Seeking to Understand* – Handling Objections
11. *Cultivating Raving Fans*

Melissa D. Whitaker
CEO/Founder

- Have successfully trained thousands of reps and hundreds of companies
- Have successfully trained and coached hundreds of Sales Leaders to be more Effective Coaches
- Best Selling Author
- International Keynote Speaker
- Certified Health Coach
- Invested in helping you have ***Breakthrough Results!***

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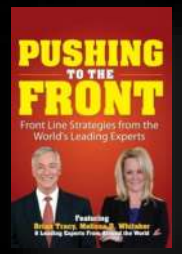

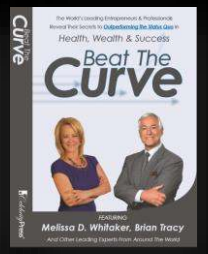

Thank You, Questions?

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