

THE
SECRETS
TO
SALES
MASTERY

**ADVANCED COACHING
SALES & MARKETING PROGRAM**

Kevin Boyle

POWERFUL Relationship
Sales and Marketing Strategies
To Help BUILD Your Business!



Kevin Boyle : Author * Speaker * Coach
“The Secrets to Sales Mastery”

A step by step guide!

Repositioning your Competition so YOU become the provider of CHOICE in your industry!

Before we get into the meat and potatoes of this workbook, I wanted to talk to you for a moment about what I believe are the 10 distinctions that separate the people who can manifest what they want in their lives and the people who unfortunately continue to struggle.

Have you ever wondered just what does it take to be successful?

If you really think about it, that's actually quite an interesting question, because if you lived in a very poor nation, being successful for you might mean, finding food for your family that night, while being successful in North America seems to mean doing what you love and making a lot of money while you are doing it.

For me I've never been driven by money, I've always just enjoyed helping others. But I do know that I enjoy "being comfortable", and that you can't give what you don't have, plus I don't find it enjoyable being without money.

Money aside, what are the distinctions for successful people, the people doing what they love and making a living at it?

Let's take a look at what I think are the 10 Building Blocks you need to Lead a Successful Life.

Building Block Number 1 - Your Internal State

1. Understanding the deeply profound effect your beliefs have on your life.

Your surface and most importantly those beliefs that reside just underneath your surface directly impact your world view, your thoughts, your emotions and finally your actions and behaviors. Many of these beliefs are so deeply ingrained because 95% of everything you believe, think and feel comes from when you were a child and a teen! We carry these with us throughout our adult life, running the same predictable patterns, day after day, month after month, year after year vowing that the next time will be different!

But you and I know, the next time never comes. (unless we do the work!)

Successful people, get a handle on their interior belief system because they know until they address what's on the inside, the outside will never live up to their dreams and aspirations and ultimately they will continue to struggle.

So at some point you have to ask yourself, am I tired of this rollercoaster that I call my life?

Which leads us to Success Building Block #2...

2. Take 100% Responsibility for Your Life - In a society where people blame everything from their parents to the government for their problems and troubles, we indeed have to take responsibility for our own lives and our own actions. In my book I mention one of my mantras, "plant your seeds for greatness today", unfortunately you can also plant your seeds for heartache and frustration tomorrow if you are not careful.

Never forget, You are INCREDIBLY POWERFUL and the creator of your own experience(s).

Read this excerpt from my book...

“At the time I didn't know it, but I allowed those things do happen to myself. By allowing them, I created them. Ask yourself what kind of life you have created for yourself. Is it really what you want, for some of us it is a bitter pill to swallow when we take a good look at ourselves and realize that we are our own architect. The body you have, you created: the life you have, you created: the success or lack of it, you created. Stop for a minute and really think about that... let it sink in. Most of us are responsible for exactly who we have become.”

Quite honestly whenever I found myself in a "pickle" in the past - sad to say, I generally put myself there! In my opinion, there is nothing more important than the following 3 relationships:

- 1) Your relationship with yourself
- 2) Your relationship with your money
- 3) Your relationship with your "sphere of influence" family members, friends, business associates, customers.

The time to start taking responsibility for your life is TODAY!

3. Live Your Life On Purpose - What separates "doers" from people who continue to struggle is that successful believe they're doing what they were put here to do. The difference between this and just living, is that the latter is just getting through the week from paycheck to paycheck.

But when you live your life on purpose, your main concern is (hopefully) having a positive impact on the world we live in. This means finding a cause you believe in and building your life or your business around it.

Instead of asking yourself a question with no answer, "What is the meaning of life?"

Change the question and ask yourself this one life defining question:

What would give my life meaning?

4. Have a Plan for Achieving Your Goals - The number one problem I see with most people who are struggling in their business or who are trying to live their "dream" is that they have no plan to get where they are going. Write out an action plan/map for how you're going to achieve your goals. Trying to reach your goals without a plan is like trying to drive from Los Angeles to Chicago without a map. A goal that isn't written down is doomed to many mistakes and at the end of the day a lot of frustration and lost time.

5. Stay Focused on your goals - Every day we're bombarded with hundreds of tasks, phone calls, messages, and everyone competing for our time. Focusing requires giving up something in the present because you are investing your time in something that will pay off big-time down the road. Jack Canfield and Mark Hanson were turned by 30 publishers when they submitted the first "Chicken Soup for the Soul" book.

Instead of giving up, they stayed focused on their goal and did four or five interviews per day for radio, TV, and newspapers, for five days a week for a whole year. Eventually, a small publisher decided to take a chance, and of course now it's a best-seller that spawned an entire series that have sold more than 10 million copies.

Anthony Robbins gave 2-3 speeches a day to anyone and everyone who would listen.

It's easy to say I would love to have their life, but first you have to realize what it took them to get there.

Focus and do only the things that are moving you forward.

6. Never underestimate The Power of Relationships - yes you might get where you need to go alone, but what is the fun in that? The fact of the matter is, there are intelligent, wonderful, caring people out there who live by the creed "be of service of others" (like me) who love helping and empowering others. Just remember, you must embrace the same creed "be of service to others", never overstay your welcome and always pay it forward.

7. Become An Expert in Your Field. One striking factor all successful people have in common is how seriously they take their profession. They strive to be the best at what they do, and are continually on the path of learning. When is the last time you hired a coach or mentor to help you with a specific problem or help you move forward in a certain area?

The fact is you don't know what you don't know. Get out of your own way and admit you don't know everything. Why struggle alone with your blocks, when there are people out there who know exactly how to help you get more out of the life you are living? Be willing to learn and be coachable. Understand that when you spend money on your personal development it is not an expense, it is an investment! An investment in yourself, your vision and your future!

Make the decision today to work at being the best in your field. How? By learning what the "best" in your field are doing, and do what they do.

8. Be Willing to Pay the Price - Be willing to pay the price for your dreams. Wanting a big house, a nice car, and a million dollars in the bank is all very nice, and everyone wants these things - but are you willing to pay the price to get them?

Some people think that touring the country giving seminars to packed houses would be the sign that you are truly successful. For me, it also means a lot of travelling, strange cities, long flights, and staying alone in hotel rooms. You have to ask yourself what are you willing to give up, and then make peace with it. Everything has a price tag.

Also, are you living within your budget? Are you able to sacrifice the luxuries of life in the incidentals to help you get what you really want, the bigger prize down the road?

9. CONFIDENCE - confidence can move mountains. You must believe what you are about to do is possible! You must believe to the core of your being in what you do. No one will ever believe in you, as much as you will believe in you. Don't ever forget you are your biggest fan. Your thoughts, and your beliefs manifest themselves in your life every day.

I work with high school students in a volunteer coaching program where I teach them how to run a profitable business. And I tell my students the same thing every year - you can be ANYTHING you want to be!

So I'll ask you, what are you telling yourself?

10. Never Give Up - Never, never, never give up. When you're fully committed to achieving your goal, giving up is not an option. You must be willing do whatever it takes to make it happen. The power of perseverance is an awesome force.

If your goal is to lose 30 pounds, it doesn't happen in one day! All goals are generally incremental. One step at a time, one day at a time. Did you know that it takes 10 years in your chosen field to become a "Master". 10 years! But all "Masters" get there the same way as you and I, one step, one day at a time.

Never give up! Keep on going like the Eveready battery bunny, and you will get there!

Know that you have the power to make a different choice today. A choice to live your life on your terms, because you are the creator of your life.

This workbook was created to help you get more clients and grow your business.

When I first looked at the “Unique Selling Proposition” marketing theories, I thought, “Wow! This is great stuff!” A branding tool that allows you to position your product or service in the market place so you become the clear provider of choice in your industry!

As you probably know having a good USP is very powerful and effective, or so I thought. You see, as I started to do more and more research, I found it was only a small part of the answer. In my opinion, for this strategy to work, you need “First Position.” I’ll give you an example of First Position.

Domino’s Pizza offers pizza delivery within thirty minutes or it’s free. This is great if you are Domino’s, but what about the other one thousand businesses selling pizza? Offer two for one? Now what can the next offer that is better? As you can see, this strategy works if you can think of your Unique Selling Proposition--USP--first and take First Position. Unfortunately for most of us life doesn’t always work that way.

Another glaring problem I found when I tried to implement this into my business model was that quite honestly, “I’m not trying to sell pizza’s” I sell complex business solutions that won’t get sold through catchy slogans or clever marketing and most likely you do too. What you and I sell requires salesmanship and/or a consultive approach that gets us into the nitty gritty of what ails the company or the individual who has hired us.

Now I’m not saying as a business that you don’t need a Unique Selling Proposition, in my mind though it’s like having a kitchen table with only one leg. You need a **solid** foundation based on **substance** over which to build your sales and marketing efforts.

How can we give our sales and marketing material substance and mass market appeal? I have designed a complete, easy to use step by step sales and marketing system called "Repositioning your Competition".

Repositioning your Competition is your USP at its ideal. This new and innovative sales and marketing strategy I developed is all encompassing. It is a salesman’s tool and a marketing tool all in one. It separates you from the herd and makes you the provider of choice in your industry.

It can be used by anyone; salespeople, business owners, fortune 500 companies and entrepreneurs - no matter what you sell or what you market – online/retail/wholesale it doesn’t matter - and once you understand and implement it into your business – you will never look at selling or marketing your product or service the same way again.

So you need to ask yourself, In what ways can I "Reposition my Competition?"

The First Step in Dominating your Market – Gaining and Demonstrating Expertise

Just as in sales mastery, if we want “market mastery” (to dominate our industry or market) we need to take an honest and objective look at ourselves first; our marketing materials, our business cards, our flyers, the way we dress, our hygiene etc... everything about “us” sends out a very clear and strong message to *total strangers* on how we see ourselves.

So we need to ask ourselves the following question, “Do I project an image of expertise?”

People will generally seek out and would rather do business with people they perceive to be experts in their product or industry.

The greatest marketing advice ever given to me was by my friend and business associate, ad copy writer Guy Lyman (and he’s really good by the way); “You don’t have to BE big-time, you only have to SEEM big-time.”

It’s called perception.

Do your business associates see you as an expert? Does the marketplace see you as an expert? Do you dress like an expert? All too often when I work with salespeople to improve their sales, they see themselves as merely salespeople. If you don’t see yourself as an expert in what you sell, why would people seek you out for your advice and partnership?

Do you dress like someone who takes pride in what they do?

My Action Plan:

Have you ever worn a suit or an outfit and thought, I am the king of the world? The fact is dressing better helps us “feel” better. When we “feel” better about ourselves, we feel stronger, and more confident and yes we do project a much more powerful person out into the world.

So the next time you leave your house or apartment in the morning take a good look at yourself in the mirror and ask yourself, “What image am I projecting out into the world today?”

(Never forget what your real product is; YOU!)

Your next question should be, “Do my marketing materials project an image of professionalism and expertise?”

My Action Plan:

The fact is if you are still using homemade business cards, or if you are not using the services of a professional designer to create your web site, your logo or your marketing pieces, in order to “save money”, I can assure you, you may be saving money on the front end, but you losing out on big dollars where it really matters which is, getting new customers.

Marketing with unprofessional materials is a sure fire way to ensure that you do not “stand out” from your sea of competition and it is one of the most critical mistakes new business owners and salespeople can make.

So before you even think about marketing your new business, product or service, ask yourself.

Have I got all of my “systems” in place?

- 1) Do I have a lead generation and capture tool in place?
- 2) Am I offering a distinctive solution so I am speaking directly to my target market?
- 3) Is my branding consistent? Do all of my marketing materials look similar and are they easily recognizable as “mine”?
- 4) Do I know how to reach my target market? (what they read, where and what they buy?)
- 5) Do I focus on educating my customers and prospects and offering them “true” value?
- 6) Does my business card project an image of professionalism?
- 7) Does my web site look professional and act as a funnel to the one true destination – the sale?
- 8) Do I have “social proof” (testimonials, endorsements and a rock solid guarantee) in place?
- 9) Have I removed all barriers from keeping prospective customers from buying?
- 10) Do I have a system in place for maintaining contact with new and existing customers?

You are probably thinking the same thing that I am thinking, I could write a whole new book on getting all of your ducks in a row before you even begin to sell or market yourself.

The best way to begin is to make a to-do list of all the things you need to do, starting off with the 10 that I listed.

Make a note of any areas' where you need help and then...

Educate yourself.

My Action Plan:

How do you think I became an expert?

You need to, continually educate yourself. It has always amazed me that the people who need my sales and marketing training **the least** are always the ones signing up for my seminars and coaching the most! Why does Tiger Woods have a coach? Why do top sales people attend sales training seminars and get personal coaching?

Because people at the pinnacle of their profession or their career know the way to stay on top is to have someone who keeps them on track, they need someone who has an objective eye and can pin point area's they are weak in or need to develop and lastly we all need to learn new techniques and new strategies to help improve our sales and help us build our business.

Position yourself as the expert that people go to when they need advice about the product or the service you are selling. Become a trusted friend, build your social network, become a resource for your clients. Help people by pointing out what to look out for and, conversely, what to look for when buying your product or service. Problems arise constantly, and you don't need to create them. You need to be able to identify them and solve them. Be the one customers turn to in order to solve their problems. You need to be their resource.

Which leads me to my next point.

Decide.

Make a decision today, am I going to be a generalist or a specialist? My recommendation to you is to – specialize!

- 1) Time Commitment – there is just not enough hours in the day for you to know everything there is to know about everything.
- 2) When you specialize it forces you to network and build a better social and business “hub”.
- 3) It's easier for customers to recognize and identify with you as an expert if you specialize on one thing as opposed to many things.
- 4) Your marketing will become more focused and much more effective, because your “customers” will feel like you are speaking directly to them.
- 5) Time now works to your advantage. People who have a “problem” in your particular “niche” will get referred to you by your existing client base.

My Action Plan: (what distinctive solution am I going to provide for my customers?)

When you settle for being a generalist you blend in, there's nothing that sets you apart from everyone else. When you make the decision to become a “specialist” it gives you the opportunity to really stand out.

Have you ever found yourself with an expert? Notice how you instantly develop a level of trust, just because everything they say just seems to make so much sense. The confidence they portray and the level of congruency they have with their spoken words just puts us at ease. My way of rewarding experts is to want to spend my money with them.

Why?

It's because they have the power of "the how". Who would you rather put your trust in, the person who knows "how" to do something or the person who knows "what" to do? Let me give you an example of what I am talking about.

Imagine you were trying to learn how to ride a bike. Your first teacher met you in a school parking lot and said ok. Get on the bike, pedal and keep your balance. He told you "what" to do. Now imagine the second teacher. First she rode the bike for you and showed you "how" to do it, then she stopped and handed you the bike. But instead of telling you what to do, she helped you get on the bike and then as she told you to peddle she ran alongside you and helped keep your handle bars steady.

Who do you think is the more effective teacher? The one who told you "what" to do or the one who showed you "how" to do it?

What do you know "how to do" better than anyone else?

Experts believe that on average we absorb :

20% of what we read, **30%** of what we hear, **40%** of what we see, **50%** of what we say, **60%** of what we do, and a whopping **90%** of what we see, hear and do!

As you can see knowing the "what" is simply not enough for most people to learn any given new skill or skill set. We need to learn the "how".

In order to learn the "how", there are only 2 ways that I am aware of :

- 1) You hire a coach or mentor (an expert) and emulate that person (who has done it or is doing it).
- 2) You buy or research "the how"

So this is my homework for you, specialize and become an expert.

Reposition yourself as an expert and you will reposition your competition in the marketplace. Even if you do think of yourself as just "a salesperson," there is no reason why you can't become or be an expert in what you do! Learn the "how", lock out your competition through your knowledge and expertise and consistently **reposition your competition** and put yourself on top of the heap rather than on the bottom!

The Second Step in Dominating your Market: Walk a mile in your customer’s shoes...

We all are customer’s, you and I buy things everyday. One exercise I find extremely beneficial for any company or business person who is interested in grabbing more market share or improving their customer service levels is to sit down with a piece of paper and brain storm what has motivated you in the past to buy similar products or services to what you are selling now.

What were the factors that influenced your buying decision?

How did you find the company?

What attracted you to their ad or to their offer?

Now think about your experience, how did they impress you?

If you plan on using them again, ask yourself why?

Lastly, if you are the CEO, VP or a business owner – TEST! When is the last time you called your 1-800 help line? Sometimes we all need a reality check, don’t just rely on third party sources exclusively, it’s your company, your future market share – TEST, and develop a fundamental understanding of your customer’s experience. Not only internally but externally, than is nothing more impressive than when the owner, or the CEO, calls a client to ask, “How did we do?” It might just be the most important phone call you ever make.

According to a North American study (*Harvard Business Review, July/August, 2006) on why prospects decided not to give a salesperson their order, here were some of the respondent's top answers....

- 1) 26% Not taking the time to learn the companies buying process and following it.
- 2) 18% Not being fully present and understanding the nature of the customer's needs (poor listening skills).
- 3) 17% Not doing proper follow up.
- 4) 12% Being too pushy or aggressive.
- 5) 10% Not explaining the solution objectively.

My Action Plan:

As you can see today's buyers are increasingly more sophisticated and business savvy. The days of tricky closes, manipulating the facts and making exaggerated or inaccurate claims are long gone.

In fact most buyer's today are just plain fed up. That's why I believe the number one problem today for salespeople to overcome is cynicism. People simply don't trust salespeople, and rightly so. For example, up until a few years ago, an entire industry was misleading its customers. Top tobacco representatives were standing before the American Congress "hands on bibles" still saying cigarettes were not the cause of lung cancer and that they weren't the cause of death for thousands of people per year. If an entire industry can mislead us about something so obvious, is it no wonder people are cynical?

Can we afford these types of business practices in an age of the consumer's unprecedented 2 way access to information? (Both as a poster and a reader on the world wide web) I say no.

So what does it take to succeed with today's buyers?

TRUST

Trust is the cornerstone of any and all successful relationships, personal and business. Trust is the foundation of a long lasting partnership. According to independent studies, Seventy-one percent of the buying decision is based on the trust between the customer and the salesperson. Essentially, people like to do business with people they know, like, and trust!

So where does trust come from?

Actually it's not just about trust, it's about trustworthiness. Trustworthiness is demonstrated in 2 ways.

One, you must **manage your customer's expectations** (the key to getting more testimonials from your clients)

Two, you must **manage your customer's experience** (the key to getting more referrals from your clients).

Buyers (as stated) are now more naturally cynical than ever before (as they should be) and they are constantly evaluating your every word and deed. Stand by what I call "the spirit of deal", go beyond what you are obligated to do, look at the intent and ensure that contractual obligations are not only met but kept.

Let's first look at how we can "manage our customer's expectations". By now, you have probably heard the phrase "under promise, over deliver". Promising a prospect the world when you can only deliver on 90% is destined for failure. Not only are you probably going to lose out on any future business, you can rest assured you won't be getting any decent referrals from this client. People just will not tolerate incompetence whether intentional or not when it comes to their precious hard earned money, and who can blame them, you feel exactly the same way about your money don't you?

How many times have you purchased something based on what you were told it could do, only to be very disappointed later?

100% credibility should be the cornerstone on which you hang your hat.

Have conversations that go far beyond surface needs and desires, be super "present" with people and completely engage your client's hearts and minds. Personalize everything and gear your presentation to your prospect's picture of the world. Ask good solid questions, and LISTEN to the answers. Know your market and your competitor's offerings, products, services and policies.

Be candid with your prospects and upfront about your product's and service's limitations. Know your product inside and out and be ready to refer business to another provider. This is where networking becomes very valuable to you as another tool in your "tool box". Better to pass a long on business that you know in your gut is not a good fit for you rather than risk the ill will of an upset client or customer.

When you properly “manage your customer’s expectations” that is when you start to collect the delivery tool for letting others know that you are a company worth doing business with. What is the delivery tool for letting others know that you meet or exceed your customer’s expectations on an ongoing basis?

They’re called testimonials, and in my opinion they are one of the most powerful closing tools, bar none. Testimonials are “proof” that you can and will deliver on your promises by demonstrating that you have already delivered on your promises to others! Good testimonials need a name, title, company name and wherever possible a means of contact (phone number or email address).

So how do you get a good testimonial? I believe the best time to ask for a testimonial is during your follow up call to see how your client is doing. For instance you might say, So Joe, how did the order go? Everything go smoothly? Did it meet with your expectations? If Joe, says everything went really well.

He’s just given you an opportunity for you to ask for a testimonial.

Managing our customer’s expectations **allows** us to exceed them. When we exceed them it opens the door for us to ask for a testimonial.

My Action Plan: (how can I apply what I have just learned to my business?)

The second way for us to demonstrate trustworthiness to clients and prospects is by **managing our customer’s experience**.

Managing customer’s our experience requires a dedicated “top down” fully lateral effort. Management must set the tone so that the customer’s experience manifests itself within the entire company’s culture. This stems from people within a corporation who are dedicated to providing only the best possible customer service.

Ask yourself, which is more important our customers or our bottom line? In my opinion they are one in the same. Every new system, policy or procedure you introduce must be weighed against how it will affect your customer’s overall experience.

Start with your phone system and procedures. How long does someone have to wait before the phone is answered? Do you utilize a 1-800 number service? How many options does a person receive when they first call in, is one of them to talk to a live representative? Also as I mentioned before do you periodically call in yourself and to check response times?

Draw out a customer purchase road map.

Write down every single experience your customer must go through in order to purchase from you. Then look at your service procedures and your follow up systems.

Are you fully 100% customer dedicated?

Do you make it easy for a customer to buy from you? Your role is to facilitate the buying process.

Everything you do should meet this one criterion - make it easy for your customer to buy from you, to say, "yes" to the order.

Perhaps F.W. Woolworth said it best!

"I am the world's worst salesman; therefore, I must make it easy for people to buy."

Think about how often you have wanted to buy something and you didn't because it was inconvenient. You had other commitments that day, the store was across town, the salesperson complicated the sale by offering options and features that made you want to think it over.

Now think about the times you *have* made a purchase; the ease with which you could order the product, the salesperson's phone number on file, the payment options and the shipping arrangements convenient and expedient, the web site address easy to remember and spell.

Good salesmanship focuses on making it *easy* to buy. I think of myself as the ultimate problem solver. Think of everything that stands between you and making the sale. If it doesn't improve your chances of making a sale, remove it or change it. When speaking or presenting to your prospect or customers, always remember that your role in sales is to facilitate the buying process.

Just as when you start to properly "manage your customer's expectations" you will begin to see more and more glowing testimonials from very satisfied clients, managing your customer's experience will give you access to a different type of sales tool. So what then is the delivery tool for letting others know that you deliver an exceptional customer's experience?

It's call the referral.

The referral practically guarantees you the sale. Your prospect has already been "presold" based on the glowing remarks of someone that they know and trust.

So how do you get a more referrals?

At some point during my presentation, (this really varies with every client – it's something that in time you will just sense it is the right time to do) while we are discussing my references or the testimonials from other clients I have received, I will say to my prospect: "My goal is to have your name on this list. If I do a really good job for you, would you allow me to use your name as a reference?"

If he or she says yes (and they usually do) this clears the way for me to say this next : "John, who do you know that could benefit from the service that I provide?" As I am saying this I am sliding over my reference sheet with a pen. Do not say anything, just let the pen sit there on the referral sheet.

Without an exception, they will pick up the pen and give you some names and contact information.

Managing your customers experience and their expectations is the way to not only show your trustworthiness, but also to prove your trustworthiness. Be transparent in all of your dealings, show genuine interest and sincerity when dealing with people. Every commitment you make large or small is important.

These are the attributes, behaviors and characteristics that are going to separate you from your sea of competitors. These are the attributes, behaviors and characteristics that are going to ensure longevity in your client and customer relationships. Walk a mile in your customer's shoes and be prepared to be honest with yourself, take stock and adjust your "sails" accordingly.

My Action Plan: (how can I apply what I have just learned to my business?)

The Third Step in Dominating your Market: Have Clarity and Focus

There are 2 parts to Clarity and Focus that you must master if you want to **Reposition your Competition**, you need to be able to articulate with clarity and focus what it is that you do for your customer and you must be able to articulate with clarity and focus what you want your customer to do for you.

Internet marketing guru's would have you believe you will never become a successful business without a USP (Unique Selling Proposition). However McDonald's (I'm lovin' it) and Coca Cola (The Real Thing) do quite well without having a USP.

Consumers do not necessarily act in ways that we would think, beta was clearly better than VHS, but VHS won the war. Mac is considered by many to be better than Windows as an operating system, but as you know Windows dominates.

History does not support having a better product or a unique product or service as a predictor of success. It's simply wishful thinking. So what can we learn from the giants like McDonald's, Coca Cola, VHS and Windows?

Market Saturation.

Focus on the best way to deliver your message to the MASS consumer.

I could write an entire book on this one concept alone. I can tell you one thing that I have learned along the way – there are a lot of people out there willing to help you part your way with your money.

The internet has forever changed the way we can do business, and there are so many different ways to accomplish what it is that you want; financial success. My path was a lot of trial and error, a lot of hard work and a lot of “generosity of spirit”.

I believe to succeed in today's very competitive marketplace you have to be willing to give a lot to get something back. I call it the power of reciprocity.

My Action Plan: (how can I apply the principle of “reciprocity” to help build my business?)

Do you have clarity on what you are offering your customer (your market niche – be it price, taste, convenience, expertise, etc...).

I don't believe in being all things to all people and I don't believe in one person "trying" to run 3 or 4 businesses at the same time. Something has to break down. Something has to give. In my opinion get one thing working right, get it automated as best as you can or delegate it to someone else to run and then and only then move on to other "projects."

Having trouble with growing your business or improving your sales numbers?

Maybe, it's because you are lacking in Clarity and Focus on what you need to do in order to build or grow your business?

It's so gratifying for me as a sales trainer, a coach and just as a person to hear back from clients who have said to me. "Kevin, you helped me turn around my business or you helped me with my sales or cold calling results. You gave me the focus and the clarity I needed to help me get to the next level."

I love helping people, it makes my day.

1. What is the "one" thing I do really well?

2. Do my marketing materials / web site / business cards reflect this "one" thing? Reread all of your marketing materials and subject them to this one test.

"Do your customers understand why they should buy from you"?

3. Have I positioned myself as an expert on this "one" thing?

4. What type of person or company needs/wants the “unique solution” I provide?

5. Do I know where and **how** to find the people and companies who need/want my “unique solution”?

Now that we understand the importance of being able to articulate to our prospects and customers with Focus and Clarity on what we can do for them. We need to be able to articulate with Focus and Clarity on what we want our prospects and customers to do.

Your role as a salesperson or business owner is to facilitate the buying process.” Everything you do should meet this one criterion--that you make it easy for your customer to buy from you, to say, “yes” to the order, today; and, just as important, six, ten, and yes, even eighteen months from now.

Think about how often you have wanted to buy something and you didn’t because it was inconvenient. You had other commitments that day, the store was across town, the salesperson introduced features into the sale that gave you concern, or she complicated the sale by offering options that made you want to think it over.

Now think about the times you *have* made a purchase; the ease with which you could order the product, the salesperson’s phone number on file, the payment options and the shipping arrangements convenient and expedient, the Web site address easy to remember and spell.

Good salesmanship focuses on making it *easy* to buy. You, the salesperson, are the ultimate problem solver. Think of everything that stands between you and making the sale. If it doesn’t improve your chances of making a sale, remove it or change it.

- 1) Your headline should generate interest and prompt your prospect to want to read further. Answer the question for your target market, “what’s in it for me?”

My Action Plan: (Generate 2-3 really good headlines for your product or service).

According to studies, on average, five times as many people read the headlines as read the body of the text. If the headline catches the reader’s attention, he or she will generally read on.

In order for your headline to be effective, tell your readers what you are specifically going to do for them. What problem are you going to solve? What benefit would they specifically get from using your product or service?

- 2) Everything you write should have one goal in mind. Think FOCUS. What is it the **ONE THING** you want your customer to do?

- 3) Offer something of value (bonus offer), give a deadline, give clear ordering instructions and then give your customers and prospects a “call to action”.

- 4) Include testimonials and a guarantee.

Look at everything you do, every business card, every flyer, your web site – everything. Do you have Focus and Clarity on what you want people to do? Re-examine all of your material and ask yourself does it act like a funnel? A funnel to where my buyer says yes to the sale?

My Action Plan: (how can I apply what I have just learned to my business?)

The Fourth Step in Dominating your Market: IT'S ALL ABOUT THE OFFER!!!

Boy, I wish I could pound this in to people's heads – no matter what you do, what product or service you sell, what medium you use to sell (direct mail, email/fax blast, yellow pages, the internet, cold calling, flyers, trade shows, etc...)

People are more motivated to take action (buy) when there is a strong offer attached. Remember this truism about sales and marketing, vague offers get vague results. (I read this somewhere, sorry I can't remember where to give the author credit).

The fact is not everyone is interested in buying what you are selling at the moment you are selling! There are 3 types of prospects when you market.

- 1) Those who will never buy from you, because they have no need or no interest.
- 2) Those who will buy today.
- 3) Those who will buy at some point in the future, but they're just not ready to buy today....

So doesn't it make sense to have something in place to capture those who are not ready to buy today but will be interested in buying at some future point?

This powerful but underutilized concept by inexperienced sales and business people is called "lead capture".

People make buying decisions based on emotions. If your offer does not immediately appeal to your target market it gets filed under G, G for garbage. People are inundated with all kinds of offers everyday; flyers, email blasts, radio advertising, internet pop ups, just an endless sea of noise for us to filter through and get our message across.

So what's the answer?

- 1) *Your offer must have **real value*** that is directly related towards your target market.

What does that mean? Well don't give away autographed baseballs to your target list if their gardeners.

2) *Determine the Right Person/Audience.*

Do you REALLY know who your target market is?

My Action Plan: (write down all of the demographics of your perfect customer: age, sex, geographic area, industry, etc..)

Here's a tip that is going to save you a lot of grief and poorly spent marketing dollars. Go after customers who have been known to purchase your products or services in the past. For instance you can go to www.srds.com (SRDS Media Solutions) and you can buy lists for any kind of consumer you want.

You can also look for businesses that parallel your own. Put together an offer and cross promote (send an offer to their list) using your parallel partner as an "in".

For example:

Real Estate Agents and Mortgage Brokers

Trainers/Consultants and Employment Recruiting Firms

What business or businesses would you consider as having the same type of clientele as you or a clientele that would be predisposed to your product or service?

- 3) *Use the Right Messenger*. How are you reaching your prospects (phone, mail, e-mail, fax)?

Personally I prefer direct mail. I know! Incredulous you say! Snail Mail, are you crazy???

Well maybe so, but the fact is most people don't get mail anymore, so if you can write a postcard (relatively cheap) or **letter that is personal and has a great offer** and that is **targeted to people who have purchased your product or service before** – you can and will have a winner.

My other preferred method is door to door canvassing with a dropped off flyer or letter.

To this end, I have a great sample prospecting letter in my book “*The Secrets to Sales Mastery*” that shows you step by step how to put together a great fax, letter or flyer guaranteed to get your foot in the door!

This idea is great for neighborhood businesses (like flower shops, beauty salons) and great for salespeople who know their target market. (ie: you sell wholesale food products to restaurants, courier services, insurance services and products, etc...).

- 4) *Continuously Plant Seeds*. Ensure you are always “top of mind” with your prospects.

Let's say out of 100 people that you market to, maybe two or three will be ready to buy, twenty may need your help within the next year, and another thirty or so in eighteen months. So why not put systems into place to help keep you top of mind with your prospects? Develop long-term prospecting strategies!

My goal when I prospect is to create rapport and hopefully make a new friend, plant seeds, pique curiosity, and inform. Recent studies show that it takes an average of thirteen exposures before you begin to develop brand and name recognition with your prospects.

Auto Responders – I use a great program called Aweber (www.aweber.com) . There are quite a few different email auto responders available on the internet. The reason I chose Aweber is because it allows you to do:

- 1) Double opt in – to make sure that person really wants to be on your email list.
- 2) A system to help you create forms – if you check my email opt in I actually have an area where people can submit a question. I have sold a lot of books after answering a question from a subscriber.
- 3) The capacity to create a database of all your subscribers.

Another product I use for keeping in touch with my prospects and customers is a monthly personalized newsletter. People actually enjoy getting educational direct mail pieces. We rarely get anything interesting by direct mail anymore, usually it's bills (payables) or flyers for stuff we don't need or want.

So the next time your next promotion doesn't quite do as well as you had hoped (who among us can afford to waste dollars on ineffective advertising?), look at your offer, your systems in place for converting prospects into paying customers and who you are marketing too.

My Action Plan: (how can I apply what I have just learned to my business?)

If you are not sure about something email me at kevin@salesmasterybook.com and let me take a look at it. Please try and keep your question as short, specific and concise as possible, because I get a ton of email!

The Fifth Step in Dominating your Market: Personalize EVERYTHING that you do

Concentrate on creating GREAT relationships with your prospects, your business associates, your community and lastly and MOST importantly your clients. Create an environment where people want to have a relationship with you (reread the first chapter in this series on Gaining and Demonstrating Expertise). Create a lifestyle where you are constantly reaching out to people: network, socialize, and help people.

My best advice for you? If you want to make sure your clients don't leave you for someone else or a low cost competitor, focus on selling the relationship, not just your product or services."

So how do you do this so your relationships have depth and meaning?

Tell your story! That's right my best sales and marketing advice I can ever give you is tell your story. For a great example of what I mean go read the main page of my web site. That is my story. Use your stories (your shared experiences) to make your point! Let people know why you are so passionate about what it is that you do. Don't you think that we are all sick and tired of being lied to? It's a shared life experience that my friends, business associates, customers and prospects can relate too!

I truly believe that people are looking for a connection of substance with whoever they choose to spend their money with. They want to know that you care about them as a person not just another customer. They want to know that you care about their business and that you care about how their money is spent.

Ideally, most people are looking for long term relationships with their providers. Therefore "satisfying" your customers is not enough. You need to let your customers know that you are 100% "customer dedicated". 100% dedicated to making sure that they are getting the best possible advice, the best possible product or service solution for them, and the best return on their investment.

In what ways can you show 100% dedication to your clients and customers?

Accessibility.

How many times have you purchased something online and you couldn't find a contact phone number? Call me old fashioned, but if I can't speak to you before I make a purchase, I'm not so sure buying from you is a good idea (especially in an online environment).

In my opinion accessibility shows to me that you are “accountable”. Buyers (customers) want to know that you will be there for them before they decide to buy, during the sales process and long after your product or service has been paid for.

My Action Plan: (how can I apply what I have just learned to my business?)

Acknowledgment and Appreciation.

I actually wrote a blog article on how to acknowledge and appreciate your customers. I’ll share it with you here in case you haven’t had a chance to read it yet. Trust me on this, it's the little things that matter and if you are not doing these things then frankly you are most likely taking your customers and clients for granted. Never a good thing considering how competitive the market is and how many choices today's consumer has.

So how do you show Acknowledgement and Appreciation?

1) Hand written thank you cards/notes

After every deal my clients get a personalized thank you for the business. In my opinion this is as IMPORTANT to your business as prospecting and marketing. Think about it, who do you think is more likely to give you more business? Someone who has never used you before or someone who has used your product or service and had a great experience with you? The answer seems fairly obvious, but you will be amazed at how many sales people and business owners are too lazy to send out thank you cards.

2) 1 year business anniversary letters with something of value attached.

Not only do I thank clients for doing business with me, they get get an anniversary letter from me every year thanking them - plus I include some sort of special promotion - just for them - again personalized.

3) Christmas Cards

If you want to make a real impact - hand deliver them over a lunch. Christmas time is my favorite time of the year, and not just for the reasons you might think. I love visiting people and it's a great time of the year to strengthen existing relationships!

4) The Follow Up Call

A 2 minute follow call cannot be stressed enough. There is simply no reason as a sales rep not to know how you are doing with your clients/customers. "Heh Bob, how's everything? How did we do on our last order?"

5) Invitations to trade shows / conventions

I like to send customers 2 to 4 FREE invitations to trade shows and conventions and ask them if they know anyone in our industry that might also like to go. This way my client looks good because they are the one doing the inviting, and it's a win for me because I get to meet more prospects who are introduced to me personally by my client base.

So the next time you are pondering "getting more referrals" or how to personalize your business with your clients - think appreciation and acknowledgement!

My Action Plan: (how can I apply what I have just learned to my business?)

In what other ways can you personalize what you do with your clients?

- ✓ A monthly newsletter.
- ✓ Lunches / A quick drink after work (make sure you do not over indulge!)
- ✓ A fax or email "Heh Bob, I seen this article and thought it might be of interest to you...."
- ✓ A referral for them.

The Sixth Step in Dominating your Market: Innovation and Creativity

There simply is no room for complacency.

"We have built it, and they shall come," may very well be true in the movies and fairy tales, but in today's fast paced business world you need innovative business and marketing practices and processes. We need to continually create, anticipate and capitalize on emerging trends and technologies, but at what cost? Is all growth or change good, or just good for us?

When designing my sales training programs I used a set of core values as my compass. As Mahatma Gandhi said "Be the change you want to see in the world." If we truly want to make this a better world, innovation should not be just tied to achieve growth objectives but also be tied to a company's expressed set of "core values". And the core values you use as your compass should be centered on your desired customer's experience. In essence, moving away from a "customer satisfaction" model to a "customer dedication" model and delivering real value to your clients.

The next question we have to then ask ourselves is how do we communicate value to our customers and prospects? We need to make our selling compelling. We want to create curiosity. How are you piquing your prospects' curiosity and making them interested in what you have to say? Ask yourself, "In what ways do my sales, marketing, and promotional efforts make me stand out from the crowd? It is extremely critical for business owners and salespeople alike to ask this one crucial question: How do I differentiate myself from the sea of my competitors?" Consider how you might effectively make your selling more compelling on your business card, Web site, flyers, or presentation.

My Action Plan: (how can I apply what I have just learned to my business?)

Speaking of innovation, do you understand the Web 2.0 and social marketing?

Blogging, Facebook, Digg, Technorati, StumbleUpon, Deliciou, Squidoo are all wonderful tools to increase your business, to network with similar minded people, potential clients and customers and to increase your sales and help you build your business.

These are all area's that you need to understand, so that you can leverage your resources and leverage your knowledge by leveraging today's and tomorrow's technology. Imagine sitting down with a client and telling them how you can use Web 2.0 to help them reach their goals!

So how do you get the power of Web 2.0 and social marketing working for you? First of all I'm going to give you some tips that have really worked well for me, but I'm also going to be honest with you, I am not a blogging expert.

If you are serious about using social marketing to help build your business or increase your sales I do highly suggest you go to my blog and click on the link "*Learn how blogging can drive traffic to your web site! CLICK HERE for your FREE E-Book!*" and download their free E-Book.

6 pointers to help get you started in the right direction...

- 1) You have expertise – share it! Yes people can come to your web site and learn what you know for free, but there's a vast difference between knowing "what" to do and knowing "how" to do it. You blog about the "what", **you teach your paying clients** the "how".
- 2) Write good solid material. DO NOT repost articles from article directories.
- 3) Get an account at Google Blogger or Wordpress, both are very good and both can either be used stand alone or integrated directly into your web site.
- 4) Write 15-20 blog articles before you "release" your blog. The reason for doing this is extremely important. You don't want someone to read one or two blog articles and think that is all you have to offer. Blogging to be successful requires a serious commitment. But so does everything in life, if you expect results.
- 5) Make a "group" for sharing your expertise and experiences on your Facebook account. Invite similar minded people. When you post to your blog update your Facebook profile.
- 6) Establish accounts with news and bookmarking sites (see my blog for examples).

Innovation and Creativity is all about staying one step ahead of your competition and most importantly recognizing current and emerging trends.

I think it's safe to say, in regards to marketing, "the early bird truly does get the worm first".

My Action Plan: (how can I apply what I have just learned to my business?)

The Seventh Step in Dominating your Market: Industry Stereotypes

Our final strategy for “Repositioning your Competition” is taking advantage of your customers’ innate stereotypes, biases and beliefs about your industry, its business practices and the type of people who are in it.

Imagine if you were a bank and you could advertise, “Tired of Waiting? Got things to do? Never line up again!” Would you not completely Reposition your Competition? If you want to dominate your industry you need to consider how you can exploit the stereotypes, biases, and beliefs prevalent in your industry.

This is not a tool that only companies can use, but savvy salespeople can adopt as well. Are you a small company, an entrepreneur or a home based business? You can use your competitor’s large size against them. When I sit down with clients and explain my services – I emphasize the fact that I am small and how this is to their benefit.

“Bob, actually we don’t have a 1-800 number with 5 different options when you first dial in on purpose. I don’t know about you, but one of my biggest pet peeves is when I have a pressing problem or a question about something, I absolutely hate it when I have to wait in voice mail hell for 10 minutes and then I can’t speak to the guy who sold me the thing in the first place!”

How do you use understanding your industries stereotypes against itself?

- 1) Do you have a thorough understanding of your competitor’s strengths and weaknesses? (as in my example above, what one person may perceive to be a strength seen in another light can actually be seen as a “weakness”).

- 2) Sit down and brainstorm every single stereotype, bias, pet peeve and belief about your product, service or industry and use it to your advantage!

It's vitally important to your success as a salesperson or business owner that you learn how to "separate yourself from the herd". Know your industry and its pet peeves and ***Reposition Your Competition!***

So, where do you want to go from here?

I really do hope you will take the time to print out my entire ***Reposition your Competition*** series, put it in its own separate binder and then do the exercises.

Next, please take a moment to read my blog on "How to STOP fear dead in its tracks and get what it is you really want out of life!" When I coach people there are two things I can help them with that are holding them back; 1) not knowing how or what to do and 2) FEAR.

You must "slay your dragons" if you wish to have success in this life both personally and professionally.

If you still feel you could use a little (or BIG) push in the right direction I have a wonderful coaching offer for you, as my subscriber. My usual coaching fee is \$250.00 per hour.

There are no set limits or set packages, you use me for as long as you feel you are getting good value. I find for most clients one or two sessions is generally enough. I deliver results very quickly. I believe in getting to the root of the problem, giving you the tools that you need and then getting you out there, so you can experience the kind of success that you are looking for.

Read testimonials from my very satisfied clients on my web site (www.salesmasterybook.com).

I also have a 100% ROCK SOLID complete satisfaction money back guarantee. I know I can help you. I have helped well over a thousand sales people and business owners in my life, and the one thing I can tell you with 100% confidence is that no matter where you are as far as your experience goes, I can help you get to your next level.

From time to time I will be offering group teleseminar coaching calls, where you and other subscribers can submit your question prior to our call. This is a great learning environment and a nice alternative for the budget conscience new salesperson or business owner.

You can also email me with short specific questions and I will do my best to get back to you quickly with an answer!

My best wishes for your success!

With warm regards,

Kevin Boyle