



Developing Goals, Focus and Leaders

Winning Ways

A publication of

Winning Ways

*Developing Goals, Focus
and Leaders*

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This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want! Call Joan Fletcher 703-273-9299 today. We are committed to helping you achieve your goals.

Winning Ways NewsBits

“Winning at Sales” kicks off its first Fall session on 9/16 in Tyson’s Corner. Hurry and sign up-- only a few seats available!

Seminars on sales and networking will be offered during September and October. Check out the website to reserve a spot today!

Our prayers and thoughts continually go to our associate Caryn Franca and her family as they are battling cancer with her son Nick. We know the power of positive thoughts and a positive attitude. We miss you Caryn but know that you are lifting up Nick and he will win this battle!

Sales Magnetism Part 2: True Connections

Every salesperson knows that connecting with people is an essential part of the job. The average salesperson, though, has only a vague understanding of how to effectively forge these connections. Often the average salesperson has been instructed, by classes or by a boss, in cookie-cutter techniques which are meant to draw the prospect in, but which actually serve to drive the prospect away. Laura Posey and Will Turner, in *Six Secrets of Sales Magnets*, talk about how to forge true, solid connections with clients, connections which will help both the salesperson and the customer.

Many salespeople try to build rapport with a prospect by striking up a conversation about something the prospect appears to be interested in. This may work in a few cases, but far more often it leads only to time wasted on trivial chatter. The prospect knows you’re not trying to be his friend; you’re trying to sell something. Most customers, by this time, can easily recognize pre-sales chatter that is only intended to manipulate the customer into feeling friendly.

True rapport between a salesperson and a client comes when you can meet a need they have. And “meeting a need” goes much deeper than simply saying, “You need a car, I have a car, let’s do business.” Too many salespeople see all their prospects as essentially the same: just a suit with money in the pockets. So they use their cookie-cutter techniques on everyone they meet with, instead of recognizing that each prospect has his or her own individual hopes and ambitions, many of which come into play when they’re trying to decide what to buy. The outstanding salesperson takes the time to find out the deeper

needs of the prospect, and assess how they can help meet these needs.

So how do you get past the usual pattern of sales chatter to understand the deeper needs of your prospect? The first part is listening. The focus of the conversation should be the person you’re talking to, not the thing you’re selling. The prospect is not interested in what you are offering: they are interested in getting their needs met. All too often, a salesperson simply pours out a flood of information about their product without understanding what the prospect is truly looking for. You cannot know how to help your prospect unless you first listen, carefully and thoroughly, to what they say.

The second part is questioning. Anyone can ask questions, but it takes skill and understanding to ask the right kinds of questions in the right way. The average salesperson is not truly interested in the answer to the questions he or she asks, and betrays this in many ways. Asking a string of questions without waiting for an answer, asking questions that don’t follow a logical sequence, and asking obvious questions like “Do you like saving money?” are all ways the average salesperson betrays lack of interest in what the prospect has to say.

Skilled questioners, on the other hand, ask questions because they want to know the answer. They ask questions that will help them understand and discern the client’s needs; they listen carefully to the answers, clarify their understanding if necessary, and follow up their questions with others that dig deeper into the matter. They ask questions to gain information, not to use as ammunition on the prospect.

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“Information questions seek the truth, while ammunition questions seek the sale,” say Posey and Turner.

An outstanding salesperson, by listening carefully to the prospect and working to gain an understanding of the prospect’s unique needs and desires, is then able to weigh how, or even if, they are able to meet the prospect’s needs. An outstanding salesperson would rather pass a prospect on to someone else than take on a client that is a poor fit for them. As a result, they are able to truly deliver what their clients want, and are rewarded with happy and loyal customers.

And what about the prospects that aren’t a good fit? Was the time spent talking with them to understand their needs wasted? It depends on your focus. What, really, is your job: to make sales, or to help people? If your job is to make sales, then every

interaction you have is an attempted transaction. If your job is to help people, then every interaction you have builds relationships.

Most people understand the importance of networking, but what many don’t understand is that a network is made of relationships, not transactions. It is the relationships you forge in your business life that will establish your reputation and create a vast source of referrals. By making it your first priority to help the people you come across, without worrying about whether you can sell them something, you will build a lifelong network of people who are ready and eager to give back to you when they get the opportunity.

This is part two of a three-part series on the book Six Secrets of Sales Magnets, by Laura Posey and Will Turner. Look for part three in October!



Who We Are and What We Do

Joan Fletcher launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

Caryn Franca is the director of coaching programs at Winning Ways. She has 12 years of experience in coaching people to develop their talents and capabilities both in their work and personal lives. She works with small business owners and individuals who want to develop personally and professionally.

T. C. Smith is a business success coach who loves helping business owners and sales professionals make more money. He brings the same passion and energy to the coaching profession that he did to the award winning business he recently sold. T. C. will inspire and help guide you to achieve the important business goals in your life. When you want to be good bad enough, T. C. will help you get there.

Oakton, VA Office:

Joan Fletcher
703-273-9299
jfletcher@winningwaysinc.com

Clifton, VA Office:

Caryn Franca
703-830-3071
cfranca@winningwaysinc.com

Springfield, VA Office:

T. C. Smith
703-455-3348
tcsmith@winningwaysinc.com

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**3312 Saddlestone Court
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