



Developing Goals, Focus and Leaders

Winning Ways

A publication of

Winning Ways

Developing Goals, Focus and Leaders

Volume 1, Number 1

This copy of Winning Ways is a gift for you from Winning Ways, Inc. Our strategic planning resources are designed to help you attain and sustain the processes that will bring you the results you need to grow your business.

Call Joan Fletcher 703 273 9299 today. We are committed to help you achieve your goals.

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Give Customers What They Need, Not What You Have — Building Relationships For Sales Success

Say you are a salesperson with XYZ Company, the leading manufacturer of computer widgets that do everything from basic networking to maintaining the security system to shutting off the lights at night, locking the doors and starting the coffee in the morning. Of course, the it does it all model sells for a lot more money and provides you more commission than the basic model.

Naturally, you want to sell the top of the line model, right? So you convince your customers they just have to have it or they are going to be left in the dust. Yes, you may get a lot of one time big sales. But will you keep your customers? Chances are, your customer will figure out he doesn't need all the bells and whistles. Then *you* are left in the dust.

Going Beyond the Sale

Too often, we focus on getting something sold, whether the customer needs it or not. The customer ends up unhappy and you lose the satisfaction of providing the needed service. When you ask questions, listen to the customer's questions and concerns, and try to fill the need appropriately. Your goal is to build a relationship with the customer that goes beyond the sale.

"A valuable relationship is worth more than any single sale," says Sean McArdle, a 100 million printing salesperson and author of *The Art & Science of the Relationship Sale* mjmspeakers.com. "It is an asset on your balance sheet that cannot be accurately valued. Only time and trial can begin to quantify the worth of knowing and doing business with somebody."

Develop the Customer First

Successful sales people first find out who their customers are and what they need. That way, the product is not a mere commodity. Rather, they are able provide the customer with a valuable service to fill their need, giving the customer satisfaction. Zig Ziglar says that "people don't care how much you know until they know how much you care."

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Are You Sales-Driven or Market Driven?



John R. Graham, in "Sales-Driven Just Doesn't Do It Anymore," says that salespeople need to adopt a new philosophy to be successful today.

Review our Check it Out! survey on page 2 to find out what your sales philosophy currently is, and how Winning Ways, Inc., can help you be successful in today's tough economy.

Check it Out! Are You Marketing-Driven?

John R. Graham, author of *Break the Rules Selling*, says that “sales-driven doesn’t do it anymore.” Are you sales-driven or marketing-driven?

Check the items that best describe your approach to sales:

- I spend my time figuring out how to get a foot in the door (A)
- If the customer doesn’t want my product now, that customer is no longer a prospect (A)
- I see my role as a valuable advisor (B)
- I want to develop relationships with my customers (B)
- I try to act as a consultant, not a sales person (B)
- I set my goal to sell something immediately (A)
- My business comes from a steady flow of cultivating customers, not “being in the right place at the right time.” (B)
- I sell what I want the customer to buy, not what he might need (A)

*“A” answers are sales-driven philosophy. “B” answers are marketing-driven philosophy. This quiz suggests that you examine ways you can improve your selling techniques by rethinking your approach. Adapted from *Sales Driven Just Doesn’t Do it Anymore*, by John R. Graham, www.smartbiz.com*

Joan Fletcher of Winning Ways, Inc. can help you learn a six-step process of sales which will help you serve your customers’ needs as well as your own. The program is designed to help you:

- Understand the process of reviewing and evaluating what is personally and professionally necessary to excel in sales
- Develop the necessary attitudes that propel you to higher levels of success
- Review and evaluate effective prospecting techniques
- Turn goal setting into goal getting
- Fill the “sales funnel”
- Take each customer from suspect to prospect to buyer
- Understand that the buying process is sequential; that the steps along the way help customers develop the trust they need to buy your products
- Discover each customer’s wants and needs
- Match rewards and consequences to wants and needs
- Develop effective proposal presentations

To make more money, you have to do things differently. Call Joan Fletcher at (703) 273-9299 and get started on honing your sales skills today.

Build Relationships for Success *continued from page 1*

According to John R. Graham, president of Graham Communications, in *Sales Driven Just Doesn’t Do it Anymore* www.smartbiz.com sales driven selling focuses on the sale, while market driven selling focuses on “creating customers first.”

In this tight economy, customers are less likely to buy anything they don’t absolutely need. So it is essential that you learn to develop the customer by establishing a working relationship with them, then tailoring the product to what the customer absolutely needs.

Listen, Listen, Listen

How do you develop a customer? It all starts with a skill we’ve been learning since kindergarten – listening. “When people talk, listen completely. Most people never listen,” said Ernest Hemingway.

By adopting a listening strategy, you already will have a leg up on other salespeople. You will be able to pinpoint and understand the customer’s needs, and only then will you be able to be able to satisfy the customer. Sean McArdle says, “when you listen to another person with interest, concern and enthusiasm, they cannot help but want to have a relationship with you. If you listen, you care.”

McArdle suggests that when you find out what challenges your customer is facing, you should do everything you can to help them face the challenge – even if it is passing on some printed information or suggesting reading material.

It all goes back to taking a vested interest in the customer’s business and problems – and presenting ways to solve those problems. The customer will believe that you care, and you are offering a valuable service to his company. You will be selling the relationship, not merely a product.

You've Gotta Believe! If You Do, So Will Your Customers!

"The thing always happens that you really believe in; and the belief is that thing that makes it happen."

Frank Lloyd Wright

Sales as a Belief System

As a salesperson, you must understand and believe in the value of what he or she is selling before he or she can effectively determine and serve the customer's needs.

Understanding the product and how it can provide a solution on a variety of levels will help you determine how that product can fill the customer's specific need. This goes deeper than knowing what a product or service does, or what benefits it provides. Rather, you must be able to present the strategic value for the customer. Your customer will have greater satisfaction with the product, and you'll get greater satisfaction in your job, knowing you've delivered a valuable service. You'll be motivated to exceed your sales goals, and your customer will be motivated to return!

Belief System as a Foundation

Understanding and believing in your product or service lays the foundation for you to build on and develop relationships with your customers. You'll know your product inside and out, how to apply it to a variety of situations, and its intrinsic value. From there, you can get to know the customer, find out his or her challenges, and ultimately offer your valued product or service. Your "homework" will be learning about the customer, not learning about your product. The basis is the belief in your product, and the belief you offer something of value to the customer.

Global Beliefs Govern Sales Success

In *A Winning Sales Philosophy From The Art & Sciences of Printing Sales*, www.mjmspeakers.com 100 million printing

salesperson Sean McArdle lists among his "global beliefs" he holds for his career are "I do not close sales. I help people make good decisions," and "My success only occurs when I bring consistently high value to my clients and co workers." McArdle does not focus on pushing product; rather, he sees his success in being a valued advisor. What are your beliefs?

Think Different

It was the people at Apple Computer that used the term "think different" as its slogan. Indeed, Apple's Macintosh product was 180 degrees from the DOS operating system that computer users were used to. To accept the product, consumers needed to "think different." As a salesperson, you need to "think different" to exceed your goals. Times have changed. Doing things the same way won't even keep you at the same level, let alone take you to the next. Before you write a list of your goals, write a list of your beliefs. It will be these beliefs that get you to and beyond your goals.

Becoming a Sales Leader

How to you uncover your global beliefs? How do you switch from selling a product to providing a valued service? Joan Fletcher at Winning Ways, Inc. can help you understand your global beliefs, and help you maximize your potential. You'll learn proven ways to increase your sales and revenue. Joan will help you become a master at prospecting, getting appointments, uncovering needs, handling objections, preventing stalls and closing the deal. Call Joan Fletcher at 703 273 9299 today and get off to a great start in 2003!

Who Said It? Complete this quiz and mail it in – if you are right, you can be a winner!

Match the quote with the speaker:

- A. "When people talk, listen completely. Most people never listen."
- B. "A valuable relationship is worth more than any single sale."
- C. "The thing always happens that you really believe in; and the belief is that thing that makes it happen."

Fill in the letter of the quote that matches:

___ Frank Lloyd Wright ___ Ernest Hemingway

_____ Sean McArdle

Three correct entries drawn from all correct entries will win a copy of Fail-Safe Leadership by Linda L. Martin and Dr. David G. Mutchler.

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ **Fax:** _____

e-mail: _____

**Send by March 3 to: Winning Ways,
3312 Saddlestone Court, Oakton, VA 22124**

Values are the Fuel for Achieving

In his essay book *All I Really Need to Know I Learned in Kindergarten*, modern philosopher Robert Fulghum outlined the basic tenets that we all incorporate into our beliefs and values, and carry for life, such as “play fair,” “share with others,” and “don’t take things that aren’t yours.” Indeed, Fulghum struck a cord, and that essay became a best seller. Many of us read it and just said, “my goodness, he’s right!”

Indeed, we begin developing our core values and beliefs even earlier, as our parents teach us courtesy, safety and principles.

Having a set of core belief and values is what drives the successful salesperson to achieve. Successful companies, too, with strong leadership have a foundation of core values.

Values Make It Go

Linda L. Martin and Dr. David G. Mutchler, in their book *Fail Safe Leadership*, view values as “what gaso line is to an engine. No matter how well built and powerful an engine might otherwise be, it is useless without the proper fuel.”

Martin and Mutchler believe that organizational values express the principles and beliefs that are the center of the

organization. These are not things like “increase market share,” or “expand staff.” Rather, they focus on behaviors and attitudes. “Such values,” write Martin and Mutchler, “reside in the center of a company to govern behaviors, decisions, and the actions of every individual who works there.” The same things apply to salespeople. It is the attitudes and principles upon which you treat your customers that will let you build a solid relationship.

Think About What You Learned

Think back to what you learned as you were growing up how you learned to treat and respect people. You can apply those values to your career. Martin and Mutchler suggest some examples:

- *Value people by treating them with respect and courtesy.*
- *Our first concern is our customer.*
- *We will only work with those clients where we can fulfill a need or provide a valuable service.* pg. 102, Fail Safe Leadership

Just as you should write a list of your goals, you need to write a list of your values. Follow those values, and you will be able to take your career to the next level you will indeed be “thinking differently” for your future.



Who We Are and What We Do

Joan Fletcher launched Winning Ways in 2001 to work with businesses and individuals focusing on effective management, leadership, and sales through determining personal and professional business and life plans.

Joan serves as a facilitator to help managers organize their thoughts, respond creatively and think it through to achieve the best leadership, processes and results that develop goals, focus and leaders.

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Developing Goals, Focus and Leaders

“Leadership should be born out of the understanding of the needs of those who would be affected by it.”

— Marian Anderson



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