

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

ADRIAN MILLER

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Contact information: adrian@adrianmiller.com

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THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

TABLE OF CONTENTS

INTRODUCTION	7
THE BLATANT TRUTHS OF ATTITUDE	11
Blatant Truth #1: You're a Natural Born Salesperson	12
Blatant Truth #2: You Must be Confident	15
Blatant Truth #3: Failure Can't Stop You	17
Blatant Truth #4: Burning Out is Not an Option	21
Blatant Truth #5: Deal Effectively with Anxiety	25
Blatant Truth #6: Learn to Listen	28
THE BLATANT TRUTHS OF PROSPECTING, VALUE AND MINDSHARE	31
Blatant Truth #7: Overcome Business Prospecting Phobia	32
Blatant Truth #8: Know How Many Customers You Need	35
Blatant Truth #9: Break into New Markets	39
Blatant Truth #10: Qualify your Prospects	42
Blatant Truth #11: Create Your Prospect's Vision	46
Blatant Truth #12: Decide on In-House or Outsource Prospecting	49

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

Blatant Truth #13: Prospects Want to be Loyal	54
Blatant Truth #14: You Need Contact Management Tools	56
Blatant Truth #15: Go After “C” Level Accounts	58
Blatant Truth #16: Value is More Important than Price	60
THE BLATANT TRUTHS OF SELLING	62
Blatant Truth #17: Know How to Ask for the Business	63
Blatant Truth #18: Push Sales without Being Pushy	66
Blatant Truth #19: No News is Bad News	69
Blatant Truth #20: Improve your Proposals	71
Blatant Truth #21: Increase your Market Share	74
Blatant Truth #22: Respect Protocol	77
Blatant Truth #23: Present Brilliantly	79
Blatant Truth #24: Sound Good on the Phone	81
Blatant Truth #25: The Worst Question to Ask is No Question	83
Blatant Truth #26: Defeat Voicemail	85
Blatant Truth #27: Stay on the Radar Screen	87
Blatant Truth #28: Motivate Your Sales Reps	91
Blatant Truth #29: Create Client Loyalty	93

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

Blatant Truth #30: Align with Customer Service	95
Blatant Truth #31: Don't Ignore the Middle-Tier	97
Blatant Truth #32: Know When to Give Up	99
Blatant Truth #33: Understand Core Needs	101
Blatant Truth #34: You Need Marketing (Good) Material	103
Blatant Truth #35: Go Beyond SWOT Analysis	105
Blatant Truth #36: Brand Yourself Through Service	108
Blatant Truth #37: Appearance Matters	110
Blatant Truth #38: "Do" Trade Shows	112
Blatant Truth #39: Don't Annoy your Customers	114
Blatant Truth #40: Micro-managing is a MISTAKE	117
Blatant Truth #41: Don't Be a One-Person Show	121
Blatant Truth #42: Improve Beyond Sales	123

THE BLATANT TRUTHS OF FIXING SALES PROBLEMS

125

Blatant Truth #43: Fix Things when you Screw Up	126
Blatant Truth #44: Deal With Dissention	128
Blatant Truth #45: Reclaim Lost Customers	131

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

Blatant Truth #46: Get Paid	133
Blatant Truth #47: Don't Let Clients Abuse You	135
Blatant Truth #48: Divorce Clients who are No Longer Viable	137
Blatant Truth #49: Become a Knowledge Provider	140
Blatant Truth #50: Re-Balance your Balance	142
CONCLUSION	144

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

Adrian Miller Sales Training is a sales training and new business development consultancy.



Launched 16 years ago by Adrian Miller, the firm has gained wide recognition for its high-impact, results-driven customized skills training programs.

Whether prospecting for new business, or getting more business from existing accounts, Adrian's hands-on approach makes the transference of skills and core competencies effective and fun! Her programs are held in one-hour "lunch 'n learn" formats, or delivered over multi-day sessions. Adrian also provides assistance with sales strategy, sales management and the integration of all marketing channels.

Adrian can be reached by phone ☎16.767.9288, by fax ☎16.767.0702, by email adrian@adrianmiller.com, or on the web www.adrianmiller.com.

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

INTRODUCTION

How many times have you sat frozen in a motivational seminar, or willed yourself through a thick, dreary sales “how-to” book, and said to yourself: CAN YOU JUST GET TO THE POINT AND LET ME LIVE MY LIFE?

Okay. Maybe you haven’t yet reached that stage (or...maybe you have?). But regardless of where you fall in the dread spectrum of receiving sales “wisdom”, the bottom line is that you both deserve and crave something new. *You want the blatant truth.* You don’t want the scenic route. You don’t want feel-good rhetoric that has no place in the real world of sales success.

You want what we all want: **the blatant truth!** You want the core *guts* of what you need to know to survive and thrive in the new world of sales. You want advice and insight straight from someone who has been in the trenches, who knows what sales success means, and who can show you how to get there. In short: you want the blatant truth. Good. You’ve come to the right book. Smart start.

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

As you'll experience in the pages ahead, this isn't your ordinary "sales advice" book. It's *very* fast. It's efficient. I don't dwell on concepts. I don't usher you through theory, philosophy or social commentary. I call it as it is and offer you practical solutions to take you where you want to go: lasting success.

This also means: for those of you who are used to long dissertations, and elaborate time investments for every problem facing a sales professional, you're going to find things...ummm...*different* here. I don't spend more than two or three pages – four or five, tops – on any particular blatant truth. Why? No need. I don't want you to spend hours reading and studying. I want you to get the information you need and use it RIGHT NOW so that you can succeed.

Throughout these pages, I spend most of the time telling you what to do to get ahead. A few times I tell you what *not* to do. And every so often, I don't tell you what to do or what not to do; I just want you to be aware of something and then let that awareness lead you to success.

Also, as you go through this book, heed this practical wisdom: the core essence of your problem is one of awareness. It always is. Yes, of course, implementing your specific solution can take a while...or

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

maybe not. I don't know, and I don't presume to know. Your situation is as unique as you are. Yet don't mistake the implementation of your solution as being the same thing as grasping the "aha" of what you have to do. That's, essentially, what this book is about and why it exists: to inspire those "aha" moments in your professional gut. My aim – and hope – is that you have several *aha* moments as you read, reflect, and act.

How should you read this book? Why ask me? You decide! If you wish, start at the beginning and drive your way through. Or go straight to the issues that are affecting you and your sales performance, and start those *aha* moments flowing.

To your blatant success,

Adrian Miller

New York City

June, 2007

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

THE BLATANT TRUTHS OF ATTITUDE

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

Blatant Truth #1: You're a Natural Born Salesperson

Often, you'll come across someone very successful at something, you'll be told that she or he is a *natural born [whatever]*.

Now, that's a nice thing to say. Really. It's sweet.

But it's also total nonsense.

The myth of the natural born [whatever] lingers on thanks to two kinds of people: those who are extremely good at what they do and yet don't want others to be as good; and those who are addicted to tedious self-talk that prevents them from achieving success. After all, why bother trying when you aren't a natural born [whatever]?

Blah!

The blatant truth is that *characteristics* – both those expressed outwardly, and those felt internally – drive individual success. Yes, some people possess success-friendly characteristics because of their childhood experiences or lucky breaks or whatever. Good for them. But to extend

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

this belief and accept that *only* people with these helpful childhood advantages or whatever experience professional success is absurd at best, insane at worst, and mediocre at all times.

There are successful people in every field who simply weren't born with a silver spoon, and whose life daunting experiences should have *easily* crushed long, long ago. These successful—despite—the obstacles people aren't the exceptions to the rule. There are too many of them. The truth is simpler. They just don't believe in natural born [whatevers]. Neither should you.

You must accept, before you actually do anything in your professional life, that you have the potential to cultivate *every* success—friendly characteristic that you want. If you want to get religious about it (and perhaps you don't; I'm not sure I want to either), you can indeed become a natural *born again* sales professional; and you can do this at *any* time. (Hint: start NOW.)

Here are some very effective success—friendly characteristics to cultivate. These will guide you to success for longer than any “lucky break” ever could:

THE BLATANT TRUTH

50 WAYS TO SALES SUCCESS

- Optimism: expect to solve problems, and portals to achievement mysteriously open up (don't ask me how, they just *do*).
- Resilience: nothing in nature – ever – survives, let alone thrives, unless it's resilient. And guess what: you're in nature! Might as well survive and thrive.
- Empathy: “it's not just for Social Workers anymore.” Decisions are based on feelings, and logic supports them. Always. Get in touch with your feelings and discover your innate, instinctual intelligence.
- Personability: this isn't a word. But it should be; because the word *personable* is far too lightweight; and static. *Personability* is personality in capable action; it's the ability to connect with people on the level that people were *meant* to connect to each other upon: as a human being.