

Hello Everyone,

I want to introduce you to the first reseller newsletter. The main purpose of our new bi-weekly newsletters is to update you with latest company information, promos, etc – as well as provide you with training material.

I realize the success of our company depends on your success. Along with becoming the largest chiropractic soap notes company, my other main goal is for us to be a reseller only company – meaning no direct sales. To make that happen I need you to succeed by having at least 2 sales each month. This goal is obtainable and realistic if you contact 25 new prospects each day.

Let's evaluate and breakdown my sales approach. My style is very business and to the point. I try to never "sell" them. We all hate the stereotype car salesman. Do we really need the under coating on the bottom of the car? I think not.

I learn about the prospect before I explain how our solution will help them. Then I see my job as helping them understand why we are the best company for THEIR needs. In addition I learn as much as possible about documentation requirements. I learn as much about each doctor's needs which gives me credibility. A prospect can really "feel" when we care about them.

Is it too much to ask for their sales person to really care about them?

If we want to be a good sales person we HAVE to care and love what we do. Think about it, you work for yourself - you can see your kids/grandkids play sports when you want. How great is that. Things are pretty good when you can be your own boss and make a good living.

Is it too much for us to be knowledgeable about documentation requirements?

Not at all. In fact, we can be the expert and still be our personable selves. If you can answer a tough question and really know the answer, you gain credibility.

If you want to be what I call a "Demo Dog" – (meaning your goal is to just demo as many doctors as possible) you can make a good living. The trade off is that you will run yourself into the ground doing it. I have seen this style in successful sales reps where any doctor that they talk with, immediately they say: "Let me show you a demo." If you don't mind a 1 out of 10 close rate, then try this approach.

I treat the demo as the 'next level' when working with the prospects. I value their time, and I value my time. After we have talked and come to the conclusion that this may in fact be something that will help their practice, we then set up a time to talk in more detail and do a demo.

Take the time to learn about their practice and then demo when the time is right.

I don't consider myself to be a sales guru by any means, but I believe in the product and in our company. There is a movie catch phrase from *Field of Dreams* - "If you build it they will come". If you take but 1 new thing away from this newsletter, let it be our new phrase: - If you **Believe**, they will buy.

I want to focus on a book called 'The Sales Machine' for this edition:

- The sales machine (click here to download PDF for short summary)

Improvements come from working smarter, not harder. Plan your work and work your plan. Learn new skills. Improving yourself is the only way to get better at what you do well. Work to gain your first 100 customers. Set your goals high. There are thousands of prospects in your state, start small and get the first 100 under your belt and then set another goal. You are in this for the long haul.

Time Management Tips:

- Touch it once- make a decision when choices first appear. Don't revisit it.
- Make lists- Use prioritized lists to stay focused. What makes you money?
- Prioritize- Use your list and drop activities that don't make you money.
- Throw away clutter- Do you really need it?

Develop Deep Sales Skills:

Do doctors, violinists or athletes study and prepare? Of course. Selling requires exactly that kind of commitment, preparation and dedication. Practice and polish your core skills. Focus on these components of the sales process:

- Establish rapport – Most great salespeople have clients who are also friends.
- Qualify the buyer – Use questions to identify your dream customers.
- Build value – People are more likely to buy if they see your offer's worth.
- Create desire – Take clients through questions and stories that intensify their sense of need for your products and services.
- Overcome objections – Great salespeople avoid taking "no" for an answer.
- Close the sale – Getting orders requires knowing when to stop selling, stop talking and hand the customer a pen.
- Follow up – Stay close to your customers. Don't let anything come as a surprise.

Bond with Your Clients:

Great salespeople can fire up their customers, but – alas – every customer begins cooling off the moment the salesperson leaves. Hence, you can't afford to get too far out of sight because you'll rapidly evaporate from the customer's thoughts. The cure is to use mechanisms other than your physical presence to stay in the client's mind and heart. Use follow-up letters and phone calls (you call the client first). Find an excuse to contact the client to share an amusing or interesting story. Invite them to your parties, take them to lunch and find every reason to build a strong personal connection. Use faxes, e-mails and cards in addition to letters. Mix things up to keep their attention. Find a fun activity that

can include the customer's family. If you bond with someone's family, your connection becomes even stronger. Inviting people to your home is the ultimate transitional step from a merely professional relationship to the personal. See if you can provide clients with real help and expertise to boost their businesses. Pass along a lead or a bit of market intelligence. Become a valued resource not just a sales rep.

Have a great month and happy hunting!

Alex Niswander

A brief look at our next newsletter:

Most of us understand the basic sales process. We find a prospect, engage them and close the deal. That is indeed the rough version of the sales process. However understanding the entire detailed process can help us understand where we are with prospects. – Then we can ask ourselves, “Did I miss a step and is that why this deal isn't closed?”...

Book Summary- “Hot Prospects”