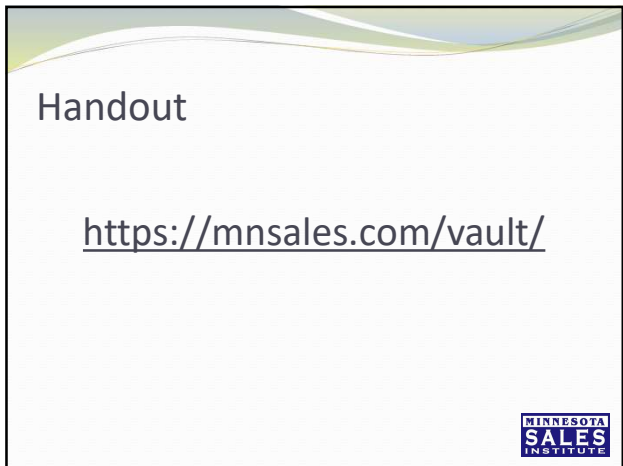
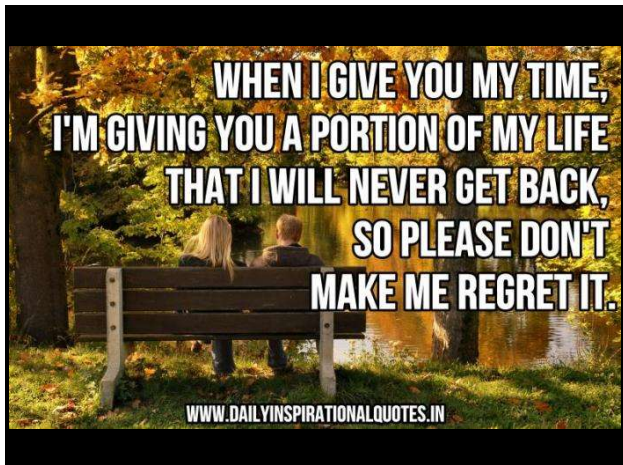




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2



3

Scott Plum Bio


- Started sales career at age 21 in 1987
- Founded the **Minnesota Sales Institute in 2002**
- “Professor Plum” co-host of a weekly podcast **“Winning at Selling”** with over 500 episodes / 11k
- Author; **Taking Off into The Wind**
- Past President of **Professional Sales Association (PSA), Sales and Marketing Executives (SME)**
- Former VP of the **National Speakers Assoc- MN**



4

My Goal as a Presenter


Inspire growth and change in your presence and have it continue and last in my absence.



5

What is the Goal?


- My Goal, as a Salesperson, is to:
 - Find a Prospect
 - That is willing to Pay
 - For a Product or Service
 - I can Provide and Deliver
 - At a Profit



6

Environment of Learning


- To learn and change, we need to be open to the possibilities. Be vulnerable.
- Let's create a non-judgmental environment of learning
 - No idea is a bad idea - No questions are bad questions
- Interaction is how we learn
- If you disagree – let's talk about it. If you agree – share your validation and how you used it in the past.
- Mistake are ok in here. Out there they **cost you and your customers money.**



7

Learning Objectives

1. Learning conversation starters in different networking environments
2. Engaging new prospects subscribed to other providers
3. Qualifying prospects for best services available
4. Converting conversations to commitments
5. Generating new sales from existing clients



8

4 Quadrants of Sales Results





9

4 Quadrants = 2 Outcomes

Technical x Conceptual = Sales
 Behavior x Attitude = Results

**"You will never change your life until you change something you do daily. The secret of your success is in your daily routine."
 – John C. Maxwell**




10

Sales Foundation


What does your prospect experience in the absence of the value your solution creates?

Cost + Consequences + Risk (Minus) Price (Equals) VALUE

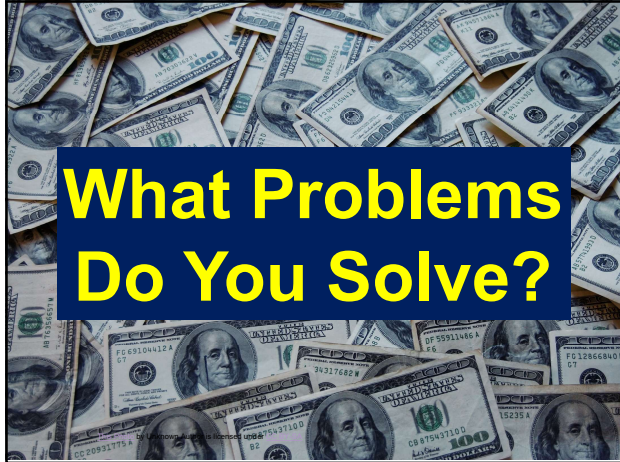


11

**"People are usually more convinced by reasons they discover themselves than by those found by others."
 --Philosopher Blaise Pascal**



12



**What Problems
Do You Solve?**

13



**What is a
Perfect Fit?**

14



**What Do You
Sell?**


15



16

How do you feel about change?



- **People don't fear change – they fear loss.**
- Loss of control
- Loss of predictable
- Loss of feeling productive
- Loss of being unsuccessful in the new way and/or having their identity, self-worth, value and contribution threaten.
- Do you want relief or a cure?
- **Change is inevitable – Growth is optional.**
- Everything that has a beginning has an ending!



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4 Steps of Change


- **Self-Awareness**
 - "There has to be a better way?"
 - What am I **doing** that I know I **should not be doing**?
 - What am I **not doing** that I know I **should be doing**?
 - Change begins with **Wonder**
 - No Wonder - **No Change**


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4 Steps of Change

- **Knowledge**
 - Getting the information
 - Know What
 - Know How
 - Know Why
 - Believing it will work



Believing you deserve a BETTER LIFE!




19

4 Steps of Change

- **Application/ Maintenance**
 - When given the Opportunity
 - Apply the new Information
 - And Reinforce it
 - Form NEW HABITS



**First time this happen you will NOT recognize it.
Second time you will know it – Time to EXECUTE!**



20

4 Steps of Change

- **Internalization**
 - Subconscious competence
 - Becomes a part of the new you
 - New Results
 - Better Outcomes




This is the NEW YOU!



21

Exercise: Pick 3 words

Pick 3 words you want others to use to describe you in your absence.
How will you action them?
What behaviors will to apply?
What will you stop doing?





22



23

It's Me

- I am the only one that can change me
- Change is not automatic
- **I cannot grow, change, improve, be a better person;** if I don't take responsibility for me and my actions
- **I cannot change if I always blame others**

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We are in the people business




- Rule # 1 – It’s about them.
- We become a Better Listeners
- We ask More Questions
- We let Them Talk
- We uncover their Needs, Wants and Motivations
- Help them Discover the Value of Working with Us.
- Focus on their Needs and Wants
 - Not what we have



25

People in Conversation

- “LIFE HAPPENS ONE CONVERSATION AT A TIME”
- The Quality of your life is a Direct Reflection of the Quality of your Conversations.
- The life you want is on the other side of a conversation.
- Great conversations – GREAT LIFE!
- Conversations start Internal – before going EXTERNAL.




26

“All conversations are with myself, and sometimes they involve other people.”

-Susan Scott

Author - ***Fierce Conversations***



27




28

Conversation Practices

- Become generally interested in other people.
- Smile.
- Remember that a person's name is to that person the sweetest and most important sound in any language.
- Be a good listener.
- Encourage others to talk about themselves.
- Talk in terms of the other person's interest. Make the other person feel important and do it sincerely.


* Dale Carnegie, How to Win Friends and Influence Others



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Stop Helping People


- **START WORKING WITH THEM!**
- Prospects don't want to give up control.
- Salespeople are assumptive that their solution is better, and the prospect wants to make a change
- Enabling
- Insulting
- Challenging
- **COMMON GOAL – MUTUAL COMMITMENT**



30

Working with Prospects


- **Temperature close**
- "I'm assuming you are working with a provider in the same space."
- "May I ask which one / company?"
- "How long have you been with them?"
- "On a scale of 1 to 10 , with 10 being high, how would you rate them?"
- "What do you love about them?"
- "What would you wish they would do different?"



31

Working with Prospects – con't


- "If they were to – for some reason – stumble or not be able to provide you with their service, what would happen next?"
- "Do you have a backup provider?"
- "What criteria would you follow when deciding?"
- "Who would be involved in the process?"
- "Are you growing or shrinking?"
- "Are they able to scale with you? "



32

Networking Environments


- Introduce yourself and exchange business cards
- "How do you work with clients / customers?"
- "Who do you usually call on at a company?"
- "When do they usually make a change or buy?"
- "How long have been doing this type of work?"
- "What drew you to it?"
- "What do you love most?"
- "How has the marketplace changed for you?"



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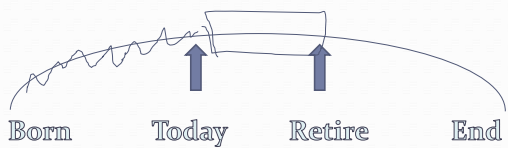
Generating New Sales Clients

- Start by expressing Gratitude. "Thank you for inviting us to serve you since 1984."
- Seek a Progress Report. "How have we been doing?" "What could we do better?"
- Uncover Motivation. "What made you decide to work with us?"
- Learn about the Impact. "How has that impacted your results?"
- "We have additional ways for us to work together. May I share them with you?"




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LifeLine

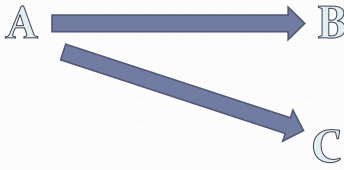



Yesterday Ended Last Night
—John C. Maxwell



35

Worst Case Scenario

36

Reject the Nest

Where the magic happens

Your Comfort Zone

37

“The major value in life is not what you get. The major value in life is what you become.”

– Jim Rohn

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THANK YOU!

- Connect with me on LinkedIn
- Subscribe to my free newsletter – www.mnsales.com
- **Scott.Plum@mnsales.com**
- Call if you'd like to talk more about our programs at 612-789- 5700
- “Taking Off Into the Wind”

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