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THE 3 WOWS

AND OTHER SALES TIPS I LEARNED ALONG THE WAY

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[Michael Weinstein](#)

Talk to the Right Person

Early in my career, I would try to make appointments with decision influencers. I would hope that these decision influencers would help sell my services upstream to management. Sometimes this worked but more often than not, it didn't. The reason was simple.

I am a better salesman of my services than someone else who doesn't know everything about my product. My motivation to sell is much greater than a lower level influencer within the organization.

Jeremy in my office used to go this route. He would try to talk to anyone within an organization who would speak with him. He felt that making an appointment with someone was better than not meeting at all. Worse yet, he would present in front of non-decision makers because presenting in front of powerful people presents far greater risk than talking to someone who likely won't give you a "No." It is far easier to speak with someone who isn't going to ask straightforward questions.

My advice? Take the risk. It is worth it.

What you can do to avoid messing up:

1. When you meet with the wrong person within an organization, you actually risk a lot. The biggest risk is that the decision influencer doesn't convey the correct value proposition to his boss. The price will then be perceived as too high, and it may take years to convince the decision maker to even consider your service again.
2. When prospecting, prospect from the top down, not the bottom up. Always attempt to meet with the person who is going to sign on the dotted line. If that person wants to delegate the meeting, so be it. After the presentation, you will always be able to recap the meeting with the decision maker.
3. When a meeting is scheduled, ask for the names and the titles of the people who will be in the room. You also can ask if one of those people is the decision maker. If someone gets offended, you can let them know that you just want to make sure that you don't waste anyone's time.
4. I have been known to wait a couple of months in order to meet with the right person.
5. While the temptation is to meet with the lower level people, only do so if this person can give you the name and contact information of the decision maker. For example, if Evan is the branch manager of an office, but the decisions are made out of their HQ, make sure you get the names of the people that he reports to on this assignment. It is your right to ask these things. If Evan tells you that he can't give you that information, you have found your red flag. If he can't tell you who his boss is, do you really think he will present your product to his organization?
6. In every initial meeting that I am in, I always ask who signs off on these types of agreements. You should always know to whom it is that you have to sell. If you don't know, then you aren't doing your job.

Follow Up After The Meeting

This one will make you cringe. It makes me cringe just writing it.

There have been instances where I have left thousands of dollars on the table.



After a meeting, I walked out with the greatest of intentions. I planned in my head to follow up after the meeting and quote a price for my services. And then poof... I was gone.

Here's the biggest problem. My prospects are most excited about my product right after the meeting, and that excitement diminishes pretty quickly afterwards, as demonstrated by this completely non-scientific chart.

Why do salespeople do this? I assume every salesperson has done this.

Here are some of the reasons and how to combat them.

1. **Expectation of a price objection:** There are some instances where I have failed to follow up because I looked at the price and had the gut instinct that it was too high. I didn't want to go through the process of explaining why my service was going to cost so much so, therefore, I didn't want to present it. After a week or so, I knew that I had failed, and I knew it would be awkward to present a price now.
2. A solution that I have found is to take an hour every Monday morning and go through every meeting I had in the last week. For the situations mentioned above, I go through the "Pros and Cons" from the prospect's perspective and I make sure to include all the things that intrigued them in the meeting. I then get off my lazy butt and put the quote down in an email, along with the reasons why they should buy, and I send it. I then follow it up with a call later in the day just to make sure that they got the message.
3. **Lost Notes / Incomplete Notes:** Sometimes, I walk out of meetings, and my notepad is empty. While I try to write down all the pertinent facts during a meeting, sometimes I find myself too conversational to write complete notes. It happens. I get back to the office, and I have nothing, and I don't remember all the details.
 - a. **Bring a wingman:** Sometimes I will bring a more organized cohort with me. Jeremy Crane in my office always takes great notes, and he knows that this is my weakness.
 - b. After the meeting, stop at Starbucks and write down everything that you remember from the meeting. If you need clarification on anything, shoot an immediate email to the prospect with all the follow up questions you have. It is best to do this within the first couple of hours.

Do It For Them, Not To Them

I was recently talking to a very close friend, Stacy Martin. I asked her what the best advice she ever got with regards to sales was.

“You have to believe that you are doing it FOR them, not TO them,” was what she said.

It makes perfect sense but many salespeople miss this basic point.

When you take this mindset, people get it.

Stacy is one of the most successful salespeople that I know. When she presents our services to her prospects, they believe her because she knows that the best way to make a happy client is to make the process about them and their needs. That translates to higher sales and more commissions.

In one word: she is genuine.

Why is this important? Because a client who feels like he was suckered is one who will tell the world that you didn't live up to your part of the bargain. Clients who are upset are far more likely to talk about their experiences.

Stacy's clients, on the other hand, refer tons of business to her. Who wouldn't want business referred to them? Stacy believes in her heart that when she sells something to a client, that it will help them in their business. If it won't, she has absolutely no problem not accepting their business.

What you can do to avoid messing up:

1. Never mention your commission dollars to your client. It is rude and is a turn-off.
2. Don't be desperate at the end of the month. Most people recognize that you are a salesperson... which is OK. Prospects will sign agreements when they are comfortable. Pushing someone hard to sign an agreement is a turn-off for some.
3. Be honest about your product's shortcomings. For example, I have had prospects assume that certain parts of our products are perfect. I am always completely honest when explaining the value and have even gone out of my way to adjust their expectations.
4. Be grateful for everything. This may be difficult for some of you but think about this. Your ball could have bounced a million directions. Everything fell into place for you to be here. There were many opportunities for it to have gone sideways.