

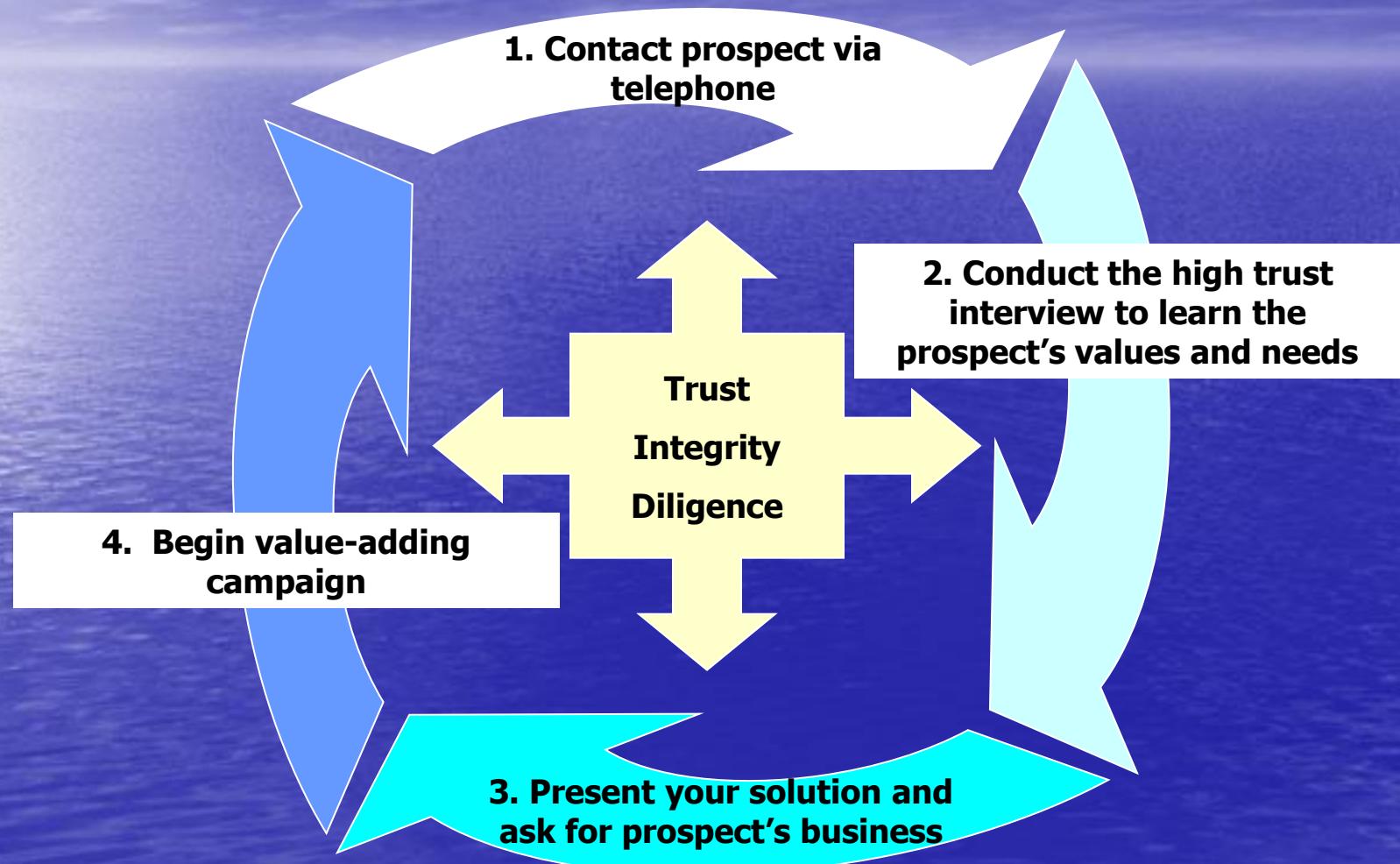
# Sales Stratagems

Adapted From The Book:  
“High Trust Selling”  
By Todd Duncan

# Preparing For High Trust Selling



# The High Trust Selling Process



# Stratagem

- Cold calls work only under certain circumstances
  - Warm calls are better than cold calls
  - Hot calls are better than warm calls

# Stratagem

- The truest measure of your success is invisible to your clients

# Stratagem

- Most people can discern the difference between a salesperson who is out to make a difference and one who is out to make a dollar

# Stratagem

- Your direction is a result of your perception

# Stratagem

- To continually move from your foundation toward success, you must have more than perseverance --- you must have the right perception of failure

# Stratagem

- Reaching the summit of success in the sales profession is not so much what you receive from climbing, as it is what you become by climbing

# Stratagem

- Reaching any peak in life is a result of continually improving, which is often a result of learning from failures

# Stratagem

- Trust, in its most primitive form, is based on authenticity, not flawlessness

# Stratagem

- Successful salespeople buy stock in themselves

# Think Like a CEO not a Sales Rep

## Sales Rep Thinking

- Calls on anybody
- Reacts to interruptions
- Keeps safe clients
- Pays only for what s/he can be reimbursed
- Is busy and action oriented

## CEO Thinking

- Calls on the right body
- Makes sure that interruptions do not occur
- Terminates unprofitable relationships
- Invests money to make money
- Is productive and results focused

# Think Like a CEO not a Sales Rep

## Sales Rep Thinking

- Thinks quantity is more important than quality
- Puts profits before people
- Puts revenue before reputation

## CEO Thinking

- Knows quality creates quantity
- Puts people before profits
- Puts reputation before revenue

# Think Like a CEO not a Sales Rep

## Sales Rep Thinking

- Builds business ahead of capacity
- Prioritizes schedules
- Is short-term oriented
- Relies on quick turnaround
- Succeeds by accident

## CEO Thinking

- Builds capacity ahead of business
- Schedules priorities
- Is long-term oriented
- Relies on client's trust and confidence
- Succeeds by design

# Moreover, Think Like a Shareholder

- How you work where you are matters more than where you work
- How you sell what you have matters more than what you have to sell
- How you make your calls matters more than how many calls you make
- How many hours you produce matters more than how many hours you work
- Getting loyal customers matters more than how many customers you get
- Having clients with high trust matters more than how many clients you have

# Stratagem

- The life each of us lives is the life within the limits of our own thinking

# Stratagem

- The person you become tomorrow has a lot to do with the books you read today

# Stratagem

- The success you achieve is directly related to the steps you conceive

# Stratagem

- The fact is that if you don't have an effective, efficient plan for selling, any business you get is accidental

# Stratagem

- When you begin to develop clarity in your future, you become more productive in your present

# Stratagem

- If you have not implemented an effective plan for maximizing your time on the job, you will never be fulfilled off the job

# Stratagem

- You are less likely to fail when you've told others you will succeed

# Stratagem

- To be successful and satisfied in your sales career, you must surround yourself with people who will push, pull, drag, and drive you to greater heights

# Stratagem

- Thinking about your dreams is rarely enough to create the habits necessary to follow through

# Stratagem

- Your hourly rate is not only a measurement of how well you are using time, but also an indicator of your trend toward a more profitable future

# Pareto's Law

- 80% of your problems are a result of the same 20% of your issues
- 80% of your website traffic comes from 20% of your pages
- 80% of your customer complaints are about the same 20% of your products
- 80% of sales come from the same 20% of sales reps
- 80% of your staff headaches comes from the same 20% of your employees, etc.

# Stratagem

- To build your business up, you must first clean it up

# Stratagem

- You could spend more time doing the things that advance your career if you could get rid of the things that are holding you back

# Stratagem

- If you experience wasted time, it's almost certainly because you're not running a clean sales business

# Stratagem

- Practicing your liens elevates the level of your performance

# Stratagem

- Selling is the sales rep's show, the sales rep's performance. Therefore you must own your lines if you are to ever excel

# Stratagem

- Primary reasons clients want to work with you:
  - Experience
  - Knowledge
  - Integrity
  - Professionalism
  - Communication
  - Accessibility
  - Flexibility
  - Responsiveness

# Stratagem

- Primary reasons clients want to work with your company:
  - Excellence (Quality, Real Solutions, Results)
  - Location
  - Delivery (Speed and Responsiveness)
  - Support/Service
  - Reputation
  - Innovation
  - Financial Strength
  - Market Share
  - Product Line/Service Line

# Stratagem

- Objections are not obstacles --- they are opportunities to further a relationship and advance a sale.
- Objections are usually the symptoms of a poor selling process.

# Stratagem

- If you don't aim for the best prospects, you are likely to do business with any prospect

# Stratagem

- It doesn't matter how many prospects you see or hear. It matters how you see the and hear the right prospects.
- The inherent value in the law of the Bull's-eye is that taking better aim at the right prospects, you can increase your earnings without increasing your hours.

# Stratagem

- All sales success is predicated on hitting the right prospects who will in turn become clients that reap high returns for life.

# Stratagem

- High trust selling has nothing to do with the luck of the draw or the alignment of the stars
- Establishing trust takes time, and sometimes that means adding value without receiving business

# Stratagem

- If you want more business, have fewer clients --- *a counter-intuitive thought, which is based mostly on the type of business one is in.*

# Stratagem

- True victory in the sales profession comes as a result of not only giving people a reason to buy from you, but also making sure they never forget you.

# Stratagem

## The Monetary Value Of Sale.

The endorsement value of sale,  
which includes any future  
business from sale --- repeat or  
referral

## Financial Obligations.

Negative sales experiences, which  
include any customer interaction  
that results in a loss of future  
business



# Stratagem

- If nothing sets you apart from your competition, your clients will always remain someone else's prospects.

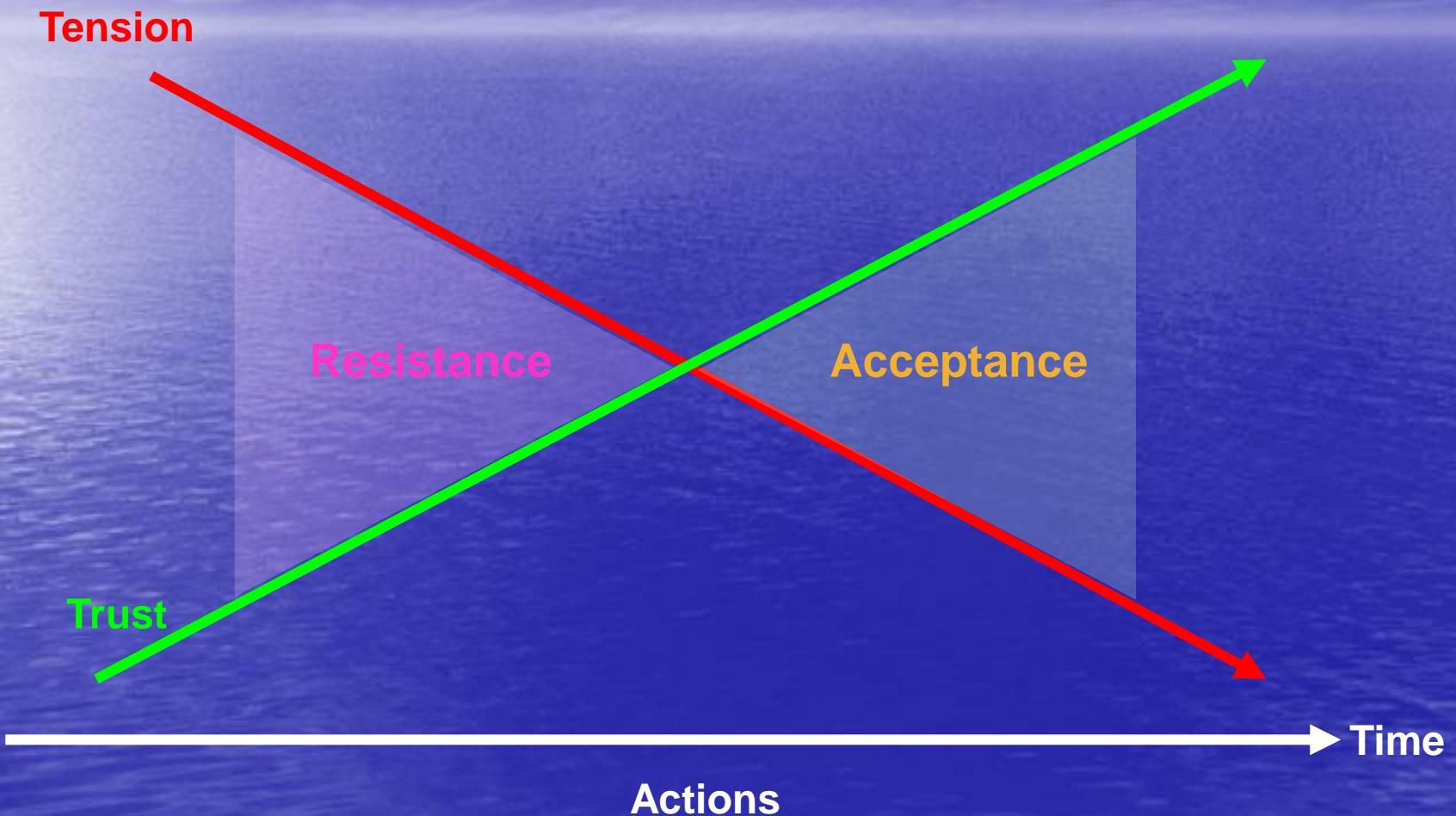
# Stratagem

- Sales professionals would increase their success rates dramatically if they did a better job of “dating” / “romancing” their prospects before ever saying “I do” to a sales relationship.
- For a relationship to be right on the outside, it must first be right on the inside.

# Stratagem

- Relationships have two parts --- essence and form. If essence is wrong, you will spend 90% of your time on form.
- The most profitable relationships mature over time

# Stratagem



# Stratagem

- The trust between you and your prospects is the absolute foundation for profitable, long-term relationships. All the sales training in the world will not create lasting success if your prospects don't trust you.

# Stratagem

☀️ People buy feelings. Yet most sales reps sell features or benefits, which are almost never effective in relationship-based sales.

# Stratagem

- There are enough people that will do business your way to not worry about those who don't.

# Stratagem

- A captivated audience stays to the end.

# Stratagem

☀ The truth is that prospects actually close their own sales if you offer valuable solutions to their needs and values.

# Stratagem

☀ 95% of sales reps go to 95% of the way and only get 5% of what is available to them. 5% of sales reps go 100% of the way and get 95% of what is available to them. You must decide in which group you want to be.

# Stratagem

- The sales rep who adds value after the sale clearly demonstrates that the relationship is more important than revenue, and the person is more important than profits.

# Stratagem

## Market Share

**5 sales made out of 100 were available from multiple customers**

## Client Share

**5 sales made out of 10 were available from one single customer**

# Stratagem

- You must do more to keep a client than you did to get a client

# Stratagem

- As in any relationship, the better in tune you are with your partner's needs, the more easily you can meet that person's needs

# Stratagem



# Stratagem

☀ You can't have loyalty without trust; and trusting clients will not remain loyal unless you have follow-up systems

# Stratagem

- The greater the performance, the louder the applause.

# Stratagem

- First, all sales happen as a result of trust --- the higher the trust the greater the sales. Second, in the end, all high trust is a result of one thing: consistent, genuine service.

# Stratagem

☀ If you become a trustworthy sales rep, you can build a consummate sales business by adding significant value to your clients through world-class service.

# Stratagem

- When you blow it with a customer, don't run from her/him. Run to her/him.

# Stratagem

- As much as it is within your power to carry out a task the customer has requested of you, always tell your high trust client you can.

# Do You Still Feel Lost?



Not to worry. Stratagems are only part of what is available to you. In the meantime, please practice, practice, practice, as it is practice that makes one perfect!

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