1. Conquering Cold Calling
2. Gatekeeper,
3. PR Dept,
4. UDM – ultimate decision maker
5. Voicemail: leave only your name and number, no company name, how to get out of voicemail hell, tell them you’ll call them back,
6. Account Executive: it is the sales person
7. 20: 20 calls a day
8. Ynbf: your new best friend
9. Elevator Pitch: 30 seconds, state a problem, provide solution
10. Fogging: repeat something 3 times to get your point across
11. Make my day: give a compliment to the gate keeper to make her day
12. Personal Info: always get personal info. About the person
13. Personal Assistant: the person closes to the UDM; they know the schedule of the udm; is like the gatekeeper;
14. Message: never say your company name;
15. he won’t see me: say you’ll drop it off anyway; ask for 5 minutes; that they cant meet you on that day so ask for another day
16. Making appointments: always make them on Wednesday;
17. Vacation jackpot: ask them where they are going and talk to them about it and they feel like you care
18. Coffeecake call: when you go to a meeting bring coffe cake because it’s a nice icebreaker
19. Should you confirm a meeting: no because if they don’t show up they owe you a favor; if its out of town confirm it with the gatekeepr
20. Mirroring: shadowing a person facial expressions/posture/etc
21. Types of people: auditory, visual, kinesthetic
22. Finding out about money: ask them about their total sales, by giving them a range
23. P. A. C. T: patience acting courage and technique
24. 1st appointment goal: setup another appointment
25. common ground: find something you have in common
26. in state: when you meet someone on a second time, get them back in the state of mind the first time you saw them and remind them why they are so happy to see you
27. expert kills the deal: when the wife is trying on shoes and the husband comes in and kills the deal
28. handing over proposal: make sure you don’t do it on the first meeting
29. w-i-i-f-m: whats in it for me
    1. Sell Textbook:
30. Salesperson as economic stimulus: the sales person creates the economy
31. Revenue Producers: sales person
32. Adaptive selling: adapt the way your selling depending on who your buyer is
33. Stimulus response: if you say certain things, the buyer should respond in a certain way
34. Mental State??? (not on test):
35. Need satisfaction: trying to find a need and satisfy
36. Problem solving: people buy products in order to solve a problem;
37. Consultative: your functioning as a helper to the buyer and trying to solve their problem
38. Characteristics of sales career: compensation, independence, risk
39. Types of personal selling jobs
40. Combination sales job:
41. Trust builders (5):
42. Knowledge bases: competitors, customers, products, promotion, technology
43. Ethics:
44. Deceptive Practices:
45. Types of buyers needs: chapter 3
46. Changing a buyers mind- steps: chapter 3
47. Communication style matrix: expressive, driver, high responsiveness, low assertiveness high assertiveness, amiable,
48. Buying team: media buyer, media planner, strategist,
49. Types of question: page 91, closed end questions, multiple choice,
50. Application of questions: page 92
51. Facets of effective listening: ;
52. Adapt: is an acronym; assessment discovery, activation ,projection, transition
53. Non-verbal: body language
54. Proxemics: respect a person’s personal space
55. Sales Funnel: suspects, prospects, etc
56. Prospecting methods: cold calling, networking, etc
57. Buying Motives: profit, emotional, rational