



GRANT CARDONE'S

Top 7 Ways
to Increase
SALES
TODAY

So, You're Tired of Missing Sales?

I DON'T BLAME YOU! HERE ARE THE FACTS

- 1 **87%** of salespeople miss their quota
- 2 **70%** of employees are disengaged
- 3 **64%** of salespeople have no playbook and no plan when on a call
- 4 **48%** of salespeople never follow up with a customer; even once
- 5 **80%** of sales managers don't have time to train their people

Today's marketplace is more competitive than ever, which means the skill level of your team is more important than ever. A better-educated consumer requires a better prepared, better informed and better equipped sales team. If you want to stand a chance at winning the sale, you must focus on sharpening your skill daily.

The 7 Sales Tips that I have given here are just a start. Doing these things alone will direct your sales organization towards the path to greatness, but the marketplace today is extremely unforgiving, and will punish those lacking the necessary preparation. Most sales organizations are constantly needing to find ways to re-invent themselves and their sales methods to capture market share and dominate versus simply just competing.

For over 30 years I have worked with sales organizations, big and small, to help do just that. I built a seminar and consulting business with clients across the country in every business vertical imaginable who would spend hundreds of thousand of dollars to hire me to work with their sales teams on their sales processes.

However, after the economic downturn in 2008, my clients could no longer afford the travel, airfare, hotel/lodging expenses, and time away from customers to attend one of my seminars or workshops. In addition to that, the high cost of my private consulting became just another casualty of the massive economic pullback. I was forced to reinvent myself and the way that I impacted sales organizations.

I needed to find a way to be everywhere, whenever a client needed me... all the time. I literally needed to become omnipresent, and do it at a fraction of the cost. So I went where my clients and their customers went.... Online.

I went out and built what is today, the largest sales training university on the internet. With over 1600 courses and over 19,000,000 lessons taken, I can now be with everyone of your sales people and managers, everyday... all the time. From a tablet, smartphone or computer, your team can access my curriculum to solve every sales challenge, and every sales problem.

The curriculum at Cardone Sales University is assembled in digestible micro segments of 3-5 mins with full testing and reporting. Having daily training, daily sales meetings, and daily accountability in a sales organization is now a reality.

For free access to Cardone Sales Training University, visit CardoneUniversity.com and create your free account today. If you would prefer a live demo with one of our coaches, call 800-358-5771 or simply email contact@grantcardone.com with your request and one of our team members will reach out to schedule an appointment.

Greatness does not come without training!



How to implement these tips?

- 1 Learn and implement one tip per week.
- 2 Meet and discuss a topic daily.
- 3 Have your team complete exercises.
- 4 Monitor sales team to ensure skill is being applied and duplicated.
- 5 Measure results.
- 6 We are here to help. To speak to one of our business consultants please call **1.800.368.5771**

Keep us posted on all your successes at



@grantcardone
#cardonesalestips

Activate Your Powerbase

One of the biggest mistakes that sales organizations, startups, entrepreneurs and sales people make is that they spend time, energy and effort trying to sell to people that they do not even know. Entire Industries are putting more attention into marketing to strangers than they are with the people closest to them. I am talking about people who already know and trust a companies products and brand. I mean, think about it, would you to someone you already know, or to a complete stranger?

The beautiful thing about a Power Base is that EVERYBODY has one. Everyone has a base of power in their life where things are familiar and known. The easiest sale you'll ever make in your life is those who already know you, trust you and want to help you succeed.

How To Build Your Powerbase

So who is in YOUR power base? Here are some examples:

- ▶ Family
- ▶ Friends
- ▶ Past Co-Workers
- ▶ Neighbors
- ▶ Past employers
- ▶ Former Clients
- ▶ People you are doing business with (dry cleaner, insurance agents, etc...)
- ▶ Members of organizations that you belong to
- ▶ Members of your Church

Think about who you could add to your Power Base list and remember if you come up with a list of 10, you have to assume that each of your Power Base contacts knows at least 10 people, so now you have 100 people you can reach out to.

A phone call or personal visit is always the best way to reach out, and remember your goal is not to sell on this call it is to get out of obscurity and "re-activate" this person.

Reach out to them, tell them you wanted to re-connect, and ask them what they are up to. Naturally they will ask you the same. This is your opportunity to first, identify if they are a prospect for your company, product or service, and Second, find out who they know that may be a prospect that you could reach out to.

Action Items

1. Make your list of 10 people in your Power Base you will reach out to TODAY

1 _____	6 _____
2 _____	7 _____
3 _____	8 _____
4 _____	9 _____
5 _____	10 _____

2. Re-Engage Your past customers

Come up with an offer that you can make to customers that have already purchased from you that would re-engage them, shorten their buying cycle, or override an existing contract to add more service, products, or term at a discount.

3. Referrals

Reach out to your powerbase and get a list of referrals from them of someone they know who respects them who may be or may know of someone that may be interested in your product or service... remember ask for specific names, do not simply ask.

Examples

“Who is someone that you know I could reach out to today, that would take my call that could benefit from my service or product?”

Who is the first person that came to mind when I asked you that?

What is the best way to get a hold of them?”

Name _____

Contact _____

Name _____

Contact _____

Name _____

Contact _____

Name _____

Contact _____

ALWAYS ALWAYS ALWAYS Agree with the buyer. This is the first rule of selling, yet it is violated by the majority of all salespeople. It seems that more sales professionals, business owners and entrepreneurs are more concerned with being "Right" than they are with securing a deal and getting a client.

Every time a customer expresses an opinion or a complaint, and you disagree with them, it is the equivalent of you adding a brick onto a wall that you are building between the two of you. A sale will never take place with a barrier between you. I have negotiated \$50 deals where this is violated and \$50,000,000 deals where this is violated.

You don't have to handle every problem a customer has – simply listen and agree. This vital rule is often times confused with the age old saying "The customer is always right", and the fact is, customers are not always right. The fact that they may not be right does not mean that you have to make them wrong for it. It is simply their view, perspective, and opinion. Agree as you write the deal, don't disagree and fight the deal.

Most people wrongly believe that it "takes two" to have an agreement, but the truth is, it only takes one. Once one opposing party agrees, there is no longer a disagreement.

For example if your buyer feels like she needs to wait and think about it and you disagree with her, you will solidify her need to wait and you will not get her to close. However, if you simply agree with her that thinking about it is in fact a good idea and let her know that you agree, she will actually be more attracted to you and move towards you and not away from you. Once you have agreed with her, you can go ahead and explain how thinking about it will not change the fact that this is the right product/service, she CAN afford it and the investment will save money/time/energy, thinking about it will not change any of that, in fact moving forward now will free her up to put her attention on all of the other things she likely has to think about.

Agreement should be used on the phone, in person, and over the internet in every interaction. Agreement should be used in every step of the sales process – The Greeting, Fact Finding, The Presentation, The Proposal, and especially The Close.

So here are some agreement statements that you can use... remember agree THEN transition back to selling.

"I agree with you"

"I am with you"

"I understand you "

"I hear you"

"You're absolutely right"

"That is one of the first things I noticed too"

"I was thinking that too"

"I will make that happen"

Some will say that this is manipulation, I assure you being understanding of another's viewpoint regardless of your opinion is not manipulation, it is agreeing with another's reality, perspective and point of view.

This simple tip will work wonders in your career and it is magic in a relationship!

Action Items

1. What will be your top 3 agreement statements?

- 1 _____
- 2 _____
- 3 _____

2. What are the top 3 complaints you hear from your customers or prospects?

- 1 _____
- 2 _____
- 3 _____

Practice handling these problems with agreement vs. confrontation by role-playing agreement with the customer then transitioning to the next step of your process.

Over 63% of all sales presentations end without a sales person ever presenting a proposal of the figures involved with acquiring a product or service. I have worked in about every industry you can imagine - insurance, real estate, financial services, automotive, solar, HVAC, technology, farm equipment and supply, manufacturing, cosmetic lasers, network marketing and many, many, more. I have yet to come across an industry where this did not hold true.

Every customer that purchased from you last week, last month, or last year had at least one thing in common... they all had to see a proposal of figures and/or terms before they could purchase.

Now I have heard about every excuse or reason why this is a bad idea, however understand, that without a proposal of figures, there can be NO CLOSE. In today's "Information Age" customers are accustomed to getting information and it is your job as a sales organization to provide it. If you refuse to do this, your customer will simply go elsewhere to find a company that will.

Breaching the money conversation by presenting figures can truly open a deal up. I have even implemented a policy in my office in every presentation that we make to present the investment for our proposal at the beginning of the meeting before we even make our presentation. This does two extremely important things:

1. Removes the Mystery

Without a point of reference on cost, the buyer is left to determine the perceived value for the product or service on their own. By the end of the presentation they have made up in their mind what the product is worth and what they are willing to pay. This can present an uphill battle in the close. By presenting a proposal to every customer, and doing it early, the customer has the entire sales presentation to make sense of the money with a point of reference that YOU have set for them... rather than one THEY created on their own.

2. Sets you up for the close

By presenting a proposal, particularly early on in the presentation, you open yourself up to ask for the close at any point during the presentation. One of my favorite questions to ask during a presentation is "Have you seen enough to make a decision?". Now, if a proposal has yet to be presented, it is simply a trial close. If figures have been shown, the buyer can actually make a move.

In companies that hire me to provide them with training, increasing the number of proposals written is always one of the top priorities. The more deals that get to a proposal, the more deals you will win, PERIOD.

Make a proposal. Always. Even when people are not ready to buy, I make an offer.

Many people suggest not presenting all buyers with figures, but I believe that if you do not present them, you can never come to an agreement. To be crystal clear, I am suggesting that you do whatever you can, to get to figures with every prospect in every situation.

Our goal is that 100% of those prospects that we come into contact with are presented a proposal, and in many cases multiple proposals on different products or packages. People cannot make a decision if they do not have the information. My company recently did a mystery shop with a Fortune 500 company and found that customers were only being made a proposal 37% of the time. That means that 63% of the time, the company never had a chance at the business!!

By focusing only on increasing the amount of proposals that were given out to customers, we have increased sales for companies as much as 40% in only 30 days. We recently did this with a retail group in Boston where we provided them with online sales training daily and drove their team towards one target... increasing the number of proposals given to prospects. In one month, we added \$350,000 in gross profit.

Without a proposal, you give your prospect nothing to say yes to.

Action Items

1. How can you ensure you present numbers to every prospect?

2. How would presenting a proposal early in the sales process effect your presentation and ability to close?

3. What are some of the issues that may arise from presenting a proposal early on, and how would you handle them?

One proven way to increase sales and most certainly gross profit is by presenting options to your prospect in your proposals. Options can be a great way to capture deals that you are missing now. Keep in mind, when a buyer says “No”, often times they are just saying “No” to what you have presented, and in my experience this arises more often than not when only one option is presented by the sales person.

Options give your buyer the ability to compare and in most cases lock in on what they really want and need, then select the package that is most appropriate for solving their problem. I always give a buyer 3 options, the first is what the customer requested the second is a higher priced package, and the third is the lowest priced option.

Providing options does a few things:

1. Establishes a Bottom

By presenting a lowest priced option, you establish a bottom. What I mean by that, is by you suggesting a lowest priced option you prevent the custom from making you a ridiculous offer.

2. Use Inventory Not, Price To Negotiate

One of the best ways to preserve gross profit in your deals is to move customers to different inventory/packages when they are looking for a discount.

*Remember always move the buyer up in price/package on the offer FIRST then if unsuccessful move to lowest priced option. DO NOT discount until you have moved the buyer through 2 different options.

3. Increase Revenue in the Deal

I had a customer once that I presented my online sales training platform to. It was the only product that they customer had asked to see or expressed interest in. During the meeting, after I proposed what the buyer requested, I showed him an additional option where I would include live trainers in their business along side my online program. The customer loved the idea and I ended up adding an additional \$150,000 to the deal. Never assume your customers have “landed” themselves on the right product, remember, YOU are the professional in your space, not them.

Options open you up for quite a bit of flexibility in your deal when it comes down to negotiations and using options can inject more revenue, prevent unnecessary discounts, prevent your prospect from throwing a lowball offer at you without you first establishing a bottom.

Action Items

- 1. Determine the most common offer that you propose to clients. Once you have done that determine what options/packages you can propose to every client:**

Higher Priced Option/Package

Lower Price Option/Package

- 2. When you make a proposal to a customer of what they have interest in, what should you do when they ask for a discount (Don't forget Tip #2!). How will you transition?**

The third party touch is a great way to increase sales, close more deals, or get taken out of mystery on deals that hang up inside your pipeline.

Introducing someone else into a sale for help is not what I would consider reinventing the wheel nor is it a new idea. It has proven over time to be an effective way to add more push to get a deal done or as a way to uncover new information that can aid in getting a deal wrapped up. The third party touch however, has become a lost art. I gotta to tell you, I can't remember the last time that I have tried (unsuccessfully) to purchase something and then received a call from a manager trying to take a second swing. This is a indicator to me that there is HUGE opportunity here!

The purpose of adding a manager or even another co-worker into your sale for help is because often times a fresh face can uncover new information, an unspoken objection, or reveal the hidden dominant buying motive (DBM). I mean, in some cases I have turned deals early in the transaction because of a simple difference in personalities. Never be afraid to turn a deal to someone else, half of something is better than 100% of nothing.

There are a couple scenarios where the turn to a third party should happen. Ideally you would be able to get a third party introduced prior to the end of the first presentation cycle, particularly if indications were that the customer was not going to close. An example of the turn could be

"You know what before I let you go, I just had an idea. I want to introduce you to my manager, she likes meeting everyone I speak with before we part ways to ensure we have sufficiently served you."

Using this approach will insert another person in to the sale who can ask some poignant questions that the salesperson hadn't thought of or perhaps was afraid to ask.

Secondly, the third party touch is a good idea to have as a mandatory step during follow-up to secure the prospect as a client. Escalating your follow-up attempts by getting a manger involved shows the client their business is important, not just to the salesperson, but to the management team as well. I remember being on a deal where I had every sales person on our team call the client expressing to them how important their business was to our company. Get everyone involved!

The follow-up call from your manager, if the sale is missed, should be short and direct. Something like this "Hello, my name is John, I am the Director of Sales at XYZ Company, do you have 30 seconds? Ok great, I was just curious to know... why haven't you done business with us yet?" then... shut up and listen.

You must operate with a **WHATEVER IT TAKES** mentality if domination of your market or industry is important to you. That means getting more people involved in getting your deals done and getting people re-engaged that you have failed to close in the past.

Action Items

1. Where at in your presentation would it make sense for you to introduce a manager for help? How would you transition to your manager?

2. Who else (specifically) in your company could you ask to make a follow-up call for you. Name 3-5 people

1 _____

2 _____

3 _____

4 _____

5 _____

3. Right down the names of the first 5 customers that come to mind that you missed the deal with in the last 2 weeks and write their names here, and commit to having a third party make a call to see what you missed.

1 _____

2 _____

3 _____

4 _____

5 _____

A simple and effective way to increase sales immediately is by making a small addition to your sales process – asking for the second sale. Some also refer to this as an upsell.

The second sale is one of the most overlooked and misunderstood concepts in sales today. The second sale allows a company to increase the value of the customer to the company by simply selling them more of their product or service. The second sale is the EASIEST sale that you can make, and here two main reasons why.

1. Trust Has Already Been Established

The customer has already made the decision that they trust you enough to do business with you once... that bridge has been built, which means it is exponentially easier to cross again. You get to bypass the relationship building because... the relationship already exists!

2. It Validates Their First Purchase

People have an innate desire to be right. Making an additional purchase from you actually allows them to self validate the first purchase that they made. It reinforces the decision that they have previously made to purchase/invest in your company, product, service, and you.

When I present this idea to businesses that I consult for, their first reaction is almost always, "But what if the offer makes the customer back out of their decision to buy?" or "We don't want to get greedy." Look, if you believe in your products and your company, then the customer getting more of them is always a good thing, and something you should never be afraid of asking for. The customers that do the best with my sales training are the ones that go all-in and buy everything I have. But the ask for the upsell can backfire if not executed properly.

The second sale can be offered in two areas - during the sale, and after the sale. The first upsell opportunity occurs during the initial transaction. It is important to note that you don't want to offer the upsell too early in the process. It is vital that you first secure the buyer's agreement on the first purchase BEFORE you offer the upsell. Prematurely going for the upsell before you have solid agreement on the first purchase may not only result in missing the upsell, but in some cases it can cost you the entire deal.

Your next shot at the upsell will come after the buyer has already made their first purchase. The timing of this call/offer will vary based on the ownership cycle of your product and the variety of products/services your company offers. The timing of the ask after the sale is not quite as critical as it is during the sale, but the most important part about the after sale upsell is that you just make the attempt.

The after sale upsell gives you the opportunity to accomplish a number of things all of which benefit you and your position as the clients sales person.

- ▶ Add More Products/Value/Revenue
- ▶ Follow-Up
- ▶ Ask for Referrals
- ▶ Provide Service on existing purchase
- ▶ Determine if customer needs have changed
- ▶ Handle any customer concerns or problems

Action Items

1. Based on the buying/ownership cycle for your product or service, when does the second sale offer make the most sense for your client?

2. Give two examples of an second sales product or service offer for your business, one higher priced upsell, and one lower priced downsell.

3. Based on your second sale product, forecast the potential added revenue for the year assuming you upsell 50% of clients. See Example below:

Fill in the Blank

Clients Sold Per month	20 <hr/> X.5 (50%)	<hr/> X.5 (50%)
Clients who purchase 2nd Sale	10	<hr/>
Upsell Value/Added Revenue	\$3000	<hr/>
Monthly added Revenue from Second Sale	\$30,000	<hr/>
Annual added Sales Revenue	\$360,000	<hr/>
Total Revenue added if only 25% Convert to upsell/second sale	\$180,000	<hr/>

The biggest sales opportunity, what I call The Greatest Sales Secret, is one simple thing... Follow-Up.

Follow-up is the most powerful sales activity a sales person can perform. Whether it is follow-up in order to secure an appointment or a presentation, or if it is after sale follow-up to ensure your customer keeps coming back, follow-up is the most common deficiency in almost every sales organization that I work with.

First some stats... to REALLY drive home the opportunity here.

- 1. 80% of all transactions take place between the 5th-12th follow-up attempt.**
- 2. 48% of Sales organizations never make 1 follow-up attempt.**
- 3. Only 2% of Sales are made on the 1st contact**

See what I am saying....

Most salespeople and sales organizations never get anywhere in the realm of following up enough in order to move a buyer into a purchase. I have identified the top 3 reasons why your sales team fails to nail this critical skill called follow up.

Incorrect Estimation of Effort

Remember – 80% of transactions will require AT LEAST 5 contacts. Most companies don't even have a plan to get to past the first follow-up call. Companies need to change the think around how much work it actually takes to get a deal done.

Lack of Creativity

Most companies fail with follow-up because they simply lack the creativity necessary to stand out and get a customers attention. If you say the same thing every time you follow-up, it is only a matter a time before the salesperson is sick of repeating themselves and the customer is sick of getting the call.

Lack of Commitment

Without commitment, nothing else matters. Sadly, this is where most companies fail before they even get started, they simple have not even made a commitment to follow-up. In fact, 48% of organizations never even make the 1st follow-up attempt.

To capitalize on this massive opportunity simply follow the **OPCS** plan:

Organized – Use a CRM to log ALL client interactions and the context of every contact so that you can strategically follow-up with your prospect without repeating information covered in a previous contact.

Planned – Understand your cadence, or rhythm/pace of your follow-up. What do you do after the 1st call on Day 1? What email do you send on Day 2? What do you send via text on Day 3?

Creative – In a noisy market place, creativity is KEY. What are you doing to stand out? Are you using texting, video, images, handwritten letters, case studies, articles, blogs. NEVER repeat the same follow-up.

Speed – I always say time kills all deals. But it definitely kills contact rates. You are 9x more likely to convert a prospect if you respond within 5 mins. After 60 mins, that number drops 100X.

So what is your plan?

Action Items

- 1. In the spaces below, map out your follow-up plan that you will follow with every client and every lead below for 12 days. List what you will do on each day. Ex. Day 1 Call & Email, Day 2 email video, Day 3 send text message of industry related article, etc..**

Day 1 _____	Day 6 _____
Day 2 _____	Day 7 _____
Day 3 _____	Day 8 _____
Day 4 _____	Day 9 _____
Day 5 _____	Day 10 _____

- 2. Create a resource package of follow-up collateral. This package should include case studies, relevant business articles, and links to supporting videos (either produced by your company or non related to your product but support to the decision you want the buyer to make). Focus on assembling a resource package of information that adds value not just a sales pitch. Be sure to include enough resources to get you through at least 12 contacts.**

- 3. Give 3 examples of creative follow-up voicemails that you will leave. Remember, do not say "just following up", do not pitch your product, be sure to add value and set a hook.**

1 _____

2 _____

3 _____

