



iPhone App User Series

Show Date
MAY 3, 2011



ROADMAP TO REVENUE

- 1) HAVE A GOAL | PICK A NUMBER.** It might be a REVENUE number or a personal income number but have ONE number that “drives your behavior.” Put it up in your car or on your mirror (or on your forehead, except for then you couldn’t see it).
- 2) KNOW YOUR MARKET | WHAT IT IS & ISN’T.** Most sales people spend way too much time with people who will never buy. You never get that time back. You get to make the call here, not them. If they don’t qualify to get your valuable time, then, politely, tell them you’ll have to move on.
- 3) HAVE A STORY | MAKE IT YOUR OWN** We talk a lot about story telling on our casts. Get really good at telling A) the company story of how it came to be, what problems you solve etc, and B) your personal story of how you ended up here. Go ahead and make it revealing and vulnerable., You don’t have to always be the hero.
- 4) HAVE A SYSTEM FOR SELLING** Statistics tell us that les than 20% of sales people have a system for selling. What that means to us is that most of the time you’re out of control. You can bet that your prospect has a system for buying and it’s likely stronger than yours.
- 5) MODERN PROSPECTING STRATEGY** Cold calls are out. Social media is in. Pleading to get in the door is out. Writing compelling content is in. Plus it helps your positioning (#9).



- 6) KNOW THE OBJECTIONS | BE PREPARED** You probably have about 5-10 objections that you get from prospects. Two things: A) know what they are in advance so you'll be able to handle them and B) preemptively address them before they do. (The top secret of never getting objections is handling them upfront).
- 7) SCENARIO INTELLIGENCE | THE 12 SITUATIONS** Write down the 12 typical scenarios in which you get bogged down. Maybe it's when price becomes the issue in the sales cycle. And for each of these, write down a roadmap to avoid (or fix).
- 8) GET A COACH | ALL HIGH PERFORMERS BENEFIT** All celebrities have coaches/counselors. Heck golfers take a covey of them on tour. Why? Because a coach will see things that you can't see about your behavior that is getting in your way.
- 9) POSITION YOURSELF | NO ONE ELSE CAN DO IT FOR YOU** We believe that frequently, the sale is won or lost based on your "position." And no one (especially the prospect) will position your value in quite the same way you will. So you get one shot at it...usually in the first call. Position yourself as a **PROBLEM FINDER/SOLVER** – not as an amateur sales person.
- 10) GET YOUR HEAD RIGHT** Keep thinking abundantly, stay detached from any and all outcomes (even if your manager/self is bearing down on you) and have high intent (make sure your intent is wrapped around solving your customer's problems).



About The Hosts

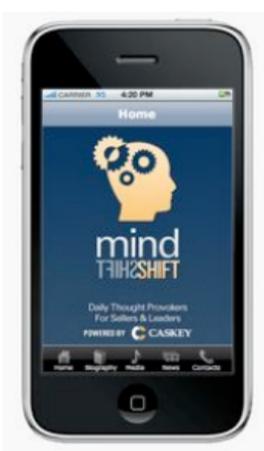
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Bill Caskey and Bryan Neale host each episode released weekly.

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Bill Caskey

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