



STEVE RUDOLPH COACHING

Creating energized & effective workplaces... *one leader at a time*

Explore **ASHLEVILLE**

Convention & Visitors Bureau

Building Your Sales *"Winning Edge"*



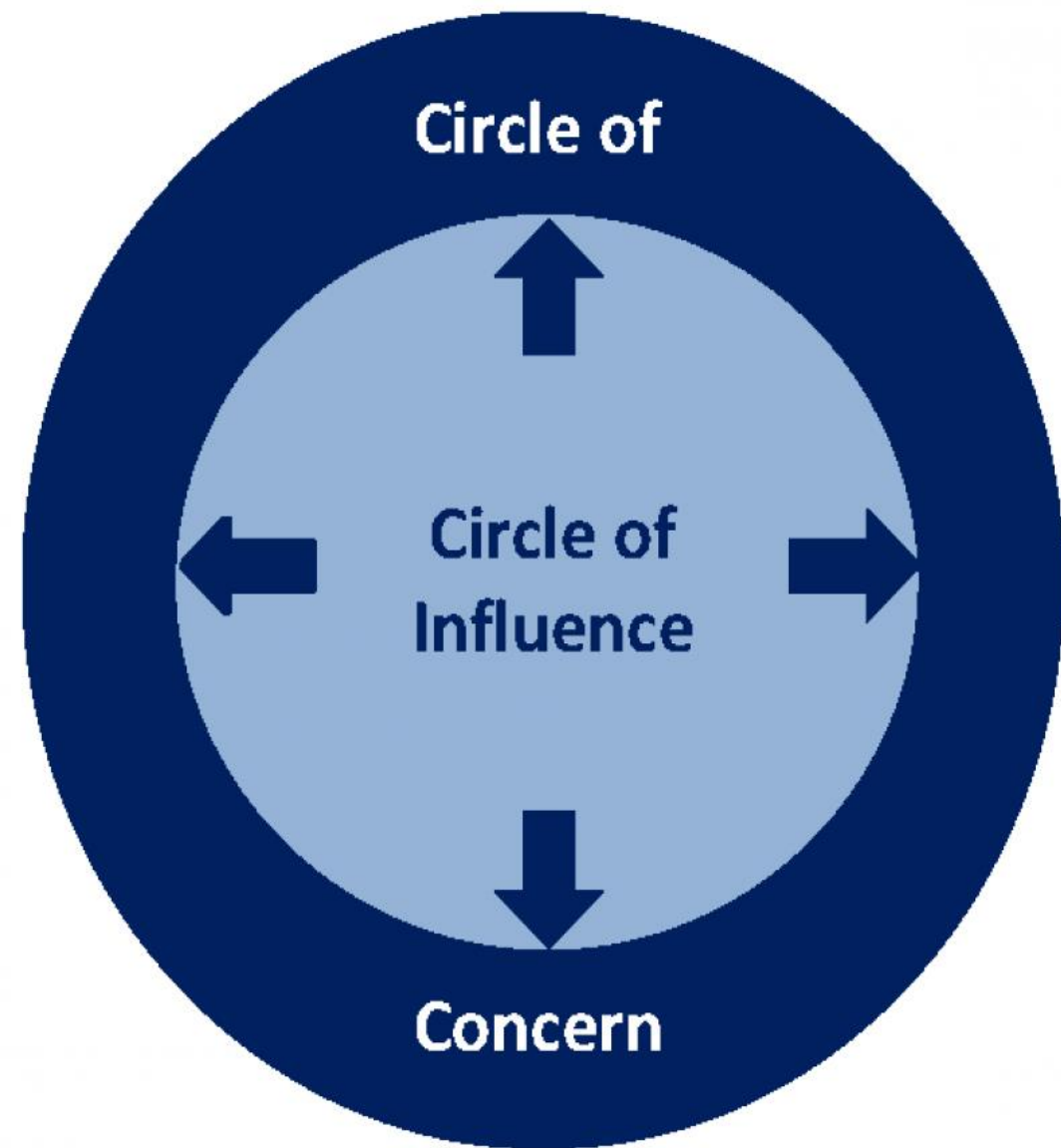
STEVE RUDOLPH COACHING

The “Winning Edge”

“Small differences in ability can lead to enormous differences in results.”

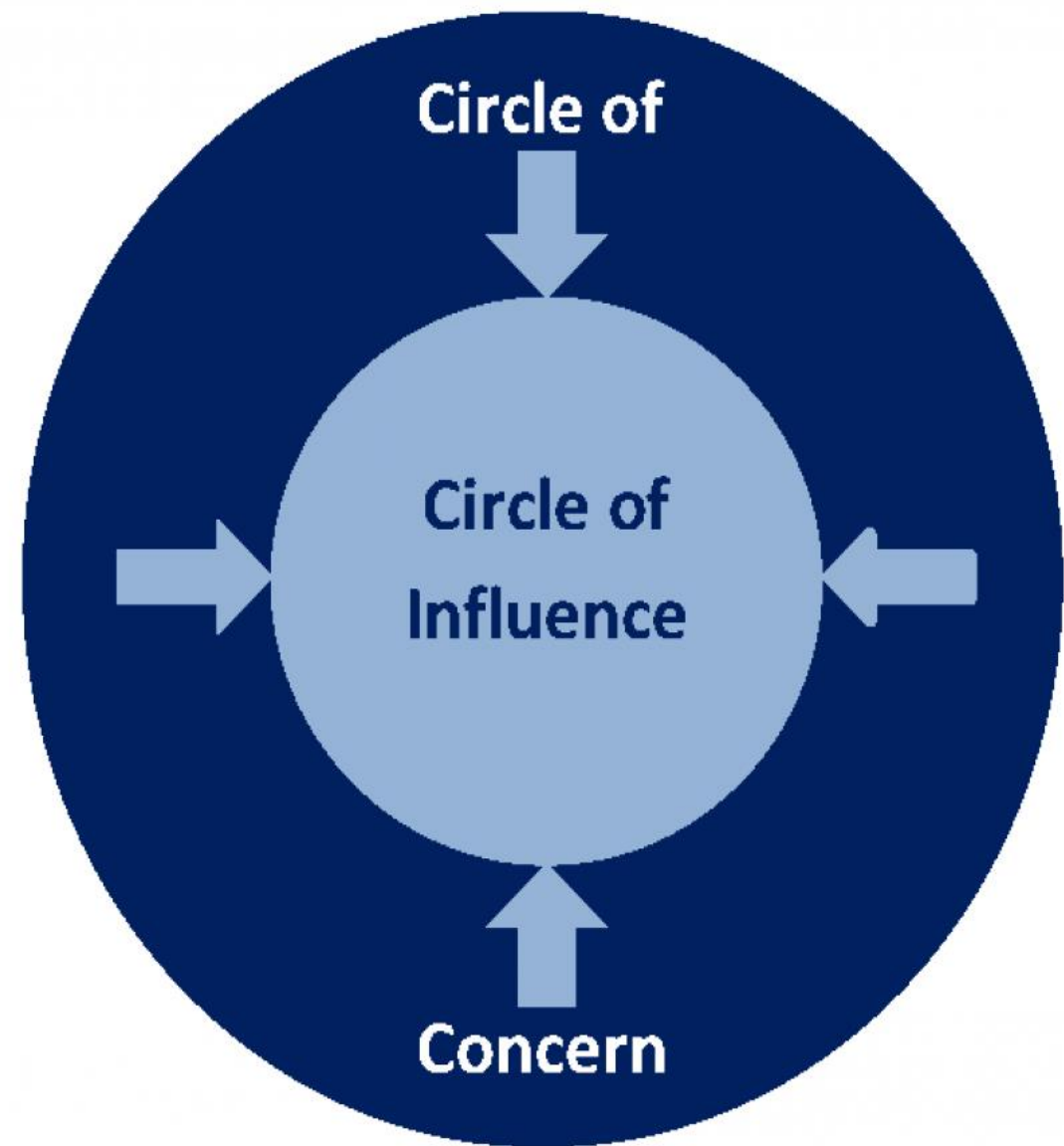


STEVE RUDOLPH COACHING



Proactive Focus

Positive energy enlarges Circle of Influence



Reactive Focus

Negative energy reduces Circle of Influence

Mastery is Built Upon the Fundamentals



In Triads or Pairs, Please Discuss...

What are the traits, mindsets, habits, skills and best practices of successful sales professionals?



Traits, Mindsets, Habits, Skills of Great Sales People:

- **Optimistic** – have a positive “can do” attitude
- **Great interpersonal skills** – strong empathy, great listeners
- **Highly organized and disciplined** – have a *process; goal oriented*
- **Self-directed**, life-long learners – value training & practice
- **Open – minded** - willing to try new approaches
- **Competitive** - highly motivated to win, love challenges

Your Professional Development...

**Please write down 1-2 Sales
Areas you commit to
strengthening or developing in
2019.**



All things being equal...

**People Buy
From People
They Trust**

Sales is something we
do with and for
people, not to people.

Persistence... not Perfection

- **48%** of sales agents never follow up with leads a second time. This is significant since
- **10%** of sales are closed on the fourth contact, and
- **80%** are made on the fifth to 12th contact.

**National Sales Executive
Association**



Your 30 – 60 – 90 Day Plan



Building your professional network...

Please line up according to your birthday

Please huddle up into groups of 3

Each person please:

- 1) Introduce yourself and your business
- 2) Share **one** successful lead prospecting or sales practice that yields results for you, or, **one** sales area you find challenging or frustrating

60 seconds each, GO!



Pick up phone and CALL!



Lag (“Oh Crap”) versus Lead Indicators



\$ Sales LEAD Indicators \$

- Number of calls made
- Number of emails sent
- Number of purposeful conversations
- Number of social media interactions
- Number of professional networking events
- Number of meetings scheduled
- Number of demos or sales presentations
- Number of referral requests
- Number of blogs/articles/links/white papers/podcasts / research sent

"Sales people who actively seek and exploit referrals earn 4 to 5 times more than sales people who don't."

-Jonathan Farrington and Associates



STEVE RUDOLPH COACHING



FIND NEW
CLIENTS!

What percentage of your work week should you spend prospecting, building relationships?

20% =

8 hours a week =

1.5 hours a day



Urgent

Not Urgent

Important

Do

Important and Urgent

Crises, Deadlines,
Problems

Schedule

Important but Not Urgent

Planning, Learning,
Relationships

Not
Important

Delegate

Not Important and Urgent

Interruptions,
Meetings

Delete

Not Important and Not Urgent

Cat Videos,
Facebook

“I don’t know why I run so fast, I just run...”

Be Your Best!

<https://www.youtube.com/watch?v=Jql8NyZtCmo>

Thank You!