

STRAIGHT FORWARD

A conceptual image of a road that starts as a straight path on a green field and then curves upwards to form a large arrow pointing towards the sky. The sky is blue with light clouds. The text 'STRAIGHT FORWARD' is at the top, with 'STRAIGHT' in red and 'FORWARD' in black. Below it is the subtitle 'To More Appointments' with 'More' in red. At the bottom, the author's name 'PHIL M JONES' is written in white.

To **More** Appointments

PHIL M JONES

**STRAIGHT
FORWARD**

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Introduction

In today's world of modern selling many people look to overcomplicate simple strategies by adding unnecessary details, making tasks seem more difficult, and presenting their complicated methodologies as fancy acronyms that result in no more than trainers feeling important and the audience left confused.

These Straight Forward guides cut out the fluff, de-mystify the nonsense and present tried tested and proven solutions to the challenges faced by sales people on a daily basis.

Designed as a light read, this is a book to accompany a cup of coffee, facilitate a sales meeting or invigorate some of that travel time. Relax, enjoy your read and remember some of the reasons you started in this profession.

Why this topic?

Time and time again I stand in front of audiences full of Sales Professionals and business owners and ask for a show of hands to the question "Who would like more customers?" and see a room full of raised hands. When further questioned "How

many more? The room responds with words like “Lots” or “As much as I can get.”

What continues to surprise me is that regardless of the size of the business, the number 1 challenge to sales people is that they just wished they could get in front of more of the right kind of people. I have literally stacks of proven ideas to get you in front of more of the right kind of people. However it is the constant oversight of the basics that I see continually preventing us from reaching the success we are all capable of.

Reminding you of these basics and sharing some new fun ideas could be just the tonic you are looking for to ensure that your activities reap larger rewards and you continue to stand out from your competition. This book shares 11 simple strategies to ensure that you spend more time speaking to more of the right kind of people.

“I have literally stacks of proven ideas to get you in front of more of the right kind of people.”

Strategy 1 – Stop looking for a needle in a haystack.

Striving for more and having huge ambition are qualities that have fueled the sales profession since the start of time. This enthusiasm is also a huge barrier to us taking advantage of the opportunities that are already available to us. Too many sales people are simply out striving for more, without having complete clarity for what ‘more’ actually looks like. This results in any success being created purely from these sales people’s massive activity levels.

Surely before you rush out into the marketplace it makes sense to step back and decide exactly what your ideal customer looks like. As sales people, we have the privilege of being able to choose our customers. The biggest mistake we make is that most of us do not actually make that choice. I see every future customer as no more than a missing person. Instead of looking for anybody and everybody, get laser focused on exactly what your ideal customer looks like- to the point that you could describe

them to a stranger as you would with a missing person. Once you have that focused description in your mind, you will see opportunity more often, get more of the right kind of customers and be more targeted in all of your activity.

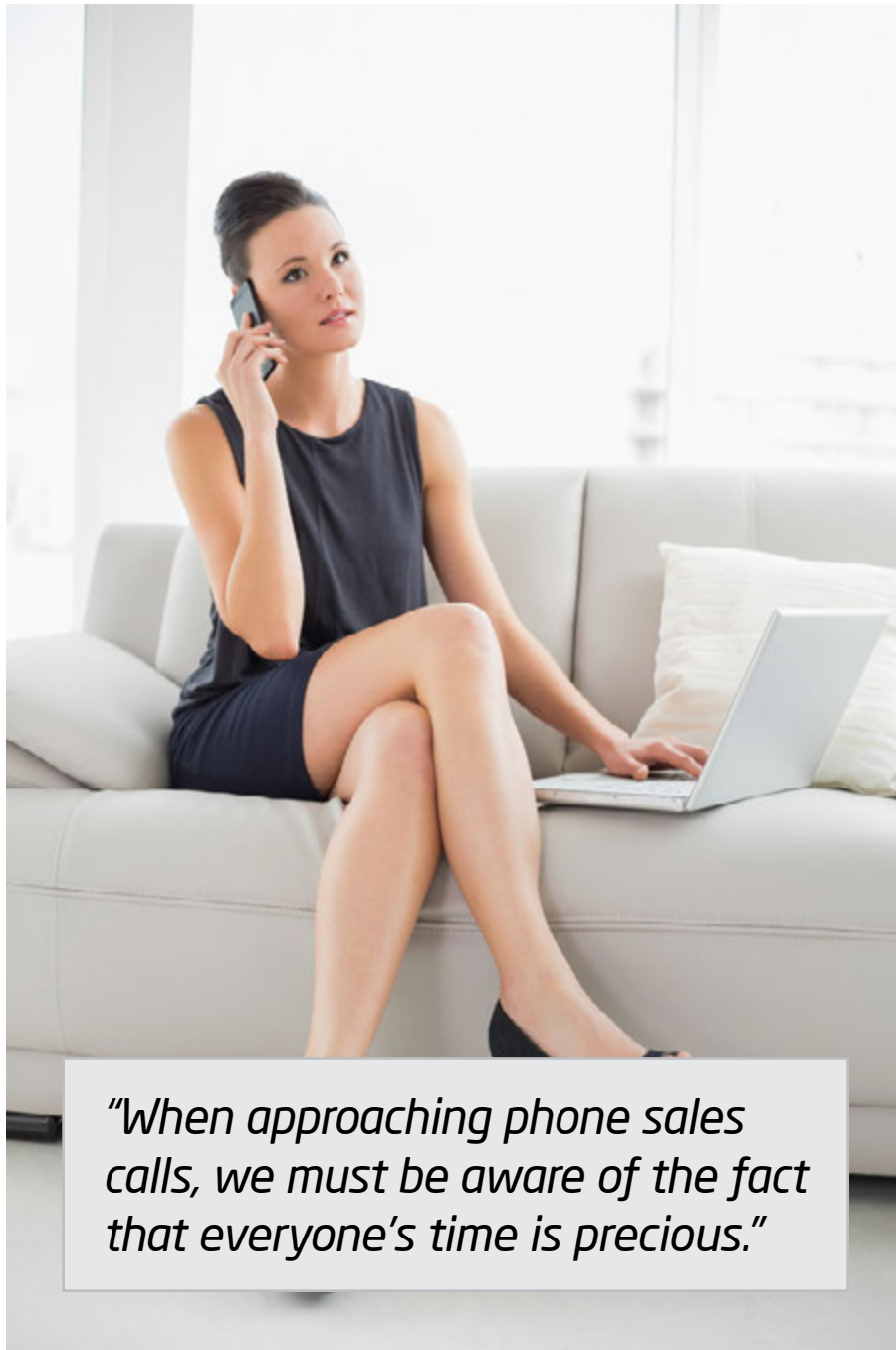
The additional benefit you gain once you can explain each of your target markets is that other people can help you to help hit the target. Just like a missing person, you can describe them to everyone you meet and let them introduce you to people or opt in to be a potential customer themselves.

Better than that - is once you decide with absolute certainty who the missing people are that you are looking for you start to see them more often. There is a part of the brain called the Reticular Activating Sensor (RAS) that is part of our conscious system that makes decisions throughout every day as to what information is important and what we shall ignore. Setting your RAS on the precise customer you would love to meet next means that you start to see and create opportunity everywhere you go.

"I view it just like the game of darts. Every time that you throw a dart you are aiming for something specific."



I am not saying is that you will only deal with people that fit your perfect description but simply being more targeted on your activity means you get lucky more often. I view it just like the game of darts. Every time that you throw a dart you are aiming for something specific. You don't always hit it yet each time you miss you still contribute to your score.



“When approaching phone sales calls, we must be aware of the fact that everyone’s time is precious.”

Strategy 2 – If you don’t ask....

We all know how that sentence finishes. However, quite often, the reason that we are not getting the opportunities that we would like is that we are not asking for them. It is highly unlikely that we will gain more appointments with key decision makers than the appointments that we ask for. With many people looking to avoid confrontation and hide behind email and direct mail to gain the attention of their prospects, you can actually achieve a lot by just picking up the phone.

When approaching phone sales calls, we must be aware of the fact that everyone’s time is precious. We are looking to sell the appointment and not our product or service. Keep the conversation short, give as little away as possible and be certain that it is just a short meeting. Keep the purpose of your meeting vague, as the intrigue created will become one of the motivators for them to see you. Utilize phrases like “I have some ideas that I would like to bounce off you.” The goal is to make it very easy for them to say yes. Commit to the meeting only being short-say that the meeting will just be 10 to 15 minutes and then confirm



that with the time you are asking for the meeting. By asking for a meeting at ten to the hour, quarter to the hour, ten past the hour or quarter past the hour you will have far better conversion rates than asking for appointments on the hour. Also suggesting an appointment at 11.10 implies that you are busy and you value time. This tactic presents you as a commodity. Continue to remember that perception is reality and posture is what you need to knock down big doors.

“What I have learnt about decision makers is that they are typically busy people, massively value their time and often have a significant ego.”

Strategy 3 - Asking for the one thing that everyone loves to give

What I have learnt about decision makers is that they are typically busy people, massively value their time and often have a significant ego. Given the fact that they are also often very well-protected by gatekeepers; crafting the perfect message to catch their attention at the right time can be a huge challenge and mean that you might never get your opportunity.

There is one thing that every important person loves to give and can allow you to be sat in front of the most guarded of people with relative ease. This simple technique has resulted in me winning appointments with countless CEO's, Sales Directors, Celebrities, Sports Personalities and multi millionaire business owners. The technique in question is simply asking these people to share their opinion on something.

Very often we are simply looking for the smallest opening to get in front of these important people. That small opportunity

will give us the chance to start a relationship and carve out an opportunity. Everybody loves to be asked for their opinion as it shows that you respect them. Keeping the remainder of your request vague will again trigger the emotion of intrigue and means that they have to see you just to find out what its all about. I am sure you all have something that you could seek the opinion of your most wanted prospect.

A simple example that worked well for me was to reach out to some very carefully selected sales directors and invite them to review my book “Toolbox” before its launch. Upon the agreement of the individuals to review the book I delivered the copies by hand and was then in the appointment that I really wanted. Of the 22 people I invited, 16 agreed to review and this simple exercise resulted in 9 new contracts.

“Everybody loves to be asked for their opinion as it shows that you respect them.”

Strategy 4 - What I learnt from a fudge shop

A short while ago, I was shopping in Stratford upon Avon when one of my little girls needed to use the bathroom. As the girls went off to use the ladies I was left doing the one thing that I hate the most; waiting. This resulted in me scanning the cobbled streets on a Saturday morning looking for something to occupy my mind when I was then surprised to see a small boutique fudge shop absolutely streaming with customers.

It was remarkably busy and was certainly the busiest shop on the street and I was trying to work it out. I was certain that all those people had not woken up that morning and made a special trip just for the purchase of fudge. I continued to watch and moments later the shop emptied and then out came an attractive girl with a tray of samples, stopping passers by and enticing them back into the shop. Minutes later the shop was full again and I had joined the crowd to see inside. A few minutes later I left the store £6.80 lighter with 3 bags of fudge.

This taught me a number of things. It reminded me of our ability to sell things to people that they had not already decided to buy, and the power of creating a crowd. Above all else it demonstrates that if you show people what you do as opposed to tell people what you do, you attract far more potential customers. You see if the shop had a sign saying that it produced "The finest fudge in town" it would have attracted far less. It was the fact that it stepped out and demonstrated the quality of its produce that attracted the crowds.

Think about how you can demonstrate the value you bring to your customers as opposed to explain it to them. A simple rule would be to treat them as your best customers, before they are even your customers and they may soon become your best customers.

"Think about how you can demonstrate the value you bring to your customers as opposed to explain it to them."

Strategy 5 - Bin the brochure

Sticking with the theme of showing your potential customers rather than telling them what we do, it continues to surprise me why so many company brochures and websites do no more than tell the potential customer what is done. Let's be honest and ask ourselves how often the leaving of a brochure has resulted in a customer ringing us up at a later date being ready to take the next step?

Most company brochures are no more than a self loving document full of "so what?" information that in no way leads the potential customer getting any closer to wanting to do business with you.

If we want a tool to help us get through doors then it must be of value to the recipient; something that they can use, will be around a while and ideally demonstrates your expertise. In my business this is easy as I use my books and cd's for this purpose but what could it be in your business?

Think about the challenges your target customers have and look to provide them with a tool that will help them overcome this challenge, show that you know your stuff and also demonstrate that they may need some help to overcome this. I have seen marketing companies use SEO guides, Engineering companies provide technical explanation guides, Catering companies provide useful tips on arranging your event and countless others. By demonstrating your expertise and providing something of value then when they realize they need your service you are the only company in question.

I call these tools "industrial strength business cards" as they always contain your contact information yet stand the test of time as they have a genuine value to the recipient.

Examples of getting this wrong are the creation of items like diaries as most people that I know are already happy with their time management tool and are unlikely to change because you have delivered them a gift. A great alternative would simply be a well-produced, high quality hard backed notebook. Everybody loves a notebook; it will rarely be disposed of and typically be used. If you can then make the same tool "remarkable" it will mean that others pass comment on it and this again results in more opportunity for you as other people are forced to talk about you.

Strategy 6 - 2 versions of yes

Physically getting someone to commit to a date and time can be the biggest hurdle in actually completing the appointment. Often you have confirmed a level of interest and crystalized the fact that they are open minded to doing business with you but still will not give up exact slots in their schedule.

One of the biggest mistakes made is to ask the question "when is good for you?" Although on the face of it this is a question that demonstrates willingness to help and proves your desire to be accommodating it actually leaves the potential customer with too big a decision to make.

This question creates a string of variables within the other person as their brain tries to remember every potential eventuality of their schedule in the coming weeks and can often overwhelm or create confusion.

Simply changing the question to providing them with a choice of only 2 days will see a far quicker acceptance of date and an easy response for them.

An example would be "I can come and see you on Tuesday or Wednesday next week - when suits you best?" gives them something very clear to agree to.

Posing the question that way ensures that they always pick one of the available days or if they cannot accommodate then they suggest the alternative. Please remember that it should be a choice of separate days at this stage and not mention times. Only once the day is agreed should you confirm a time - closing the doors one at a time makes their decision making process simpler and the result is that you gain confirmed appointments quicker and easier.

"Closing the doors one at a time makes their decision making process simpler and the result is that you gain confirmed appointments quicker and easier."

Strategy 7 - Obligate them

It's very easy for people to ignore you all the time. They have no accountability towards you and can avoid you at little to no consequence to themselves. It's far easier to get their attention once you become of a value to them. You can obviously invest time, effort, and energy demonstrating your value and helping them see how you can benefit them or you can take a fair advantage, save huge amounts of time and become an immediate value to them.

It's the second of these options that can create an instant fast track to success. I am suggesting that you make it obligatory that they see you. In a Business to Business environment this can be simply achieved by becoming a customer of theirs.

Find a way that you can spend money with the individual that you would like to meet with and then once you are a customer of theirs, they will be far happier to meet you. In fact, I often review my entire supplier list and check that all of them are customers of mine in some way shape or form. If they are not yet customers then I will use our position as their customer to

arrange a meeting with them and invite them to buy from us. If they choose not to then I may execute my right to change suppliers to someone who decides to reinvest in us.

This same result can also be achieved by physically buying the time of the person you are looking to meet with. Whether it is their favorite lunch venue, sporting event, or even arranging a meeting with someone that you can connect them to; utilizing what they want to get what you want creates a genuine win win and gets you one step closer to your ultimate goal.

I remember once that I developed a training programme for coaches and consultants and needed just half an hour on the phone with the right person to explain the benefits of my program. I had a 3 out of 5 conversion from these calls. The programme was worth \$2500 to me so I sent my target market customers a \$100 cheque for 30 minutes of their time and physically purchased the appointment. The response rate was incredible and the conversion rate maintained - better still nobody cashed the cheques!!!

Strategy 8 - How a TV detective taught me something magical.

You may or may not be familiar with the television detective of the past called Colombo. He was famous for one set of words that he would produce as leaving a conversation, when the suspect's guard was down and would allow him the chance to gain the key piece of information he needed to solve the crime. As he was leaving he would simply say "Just one more thing..." and it was this that allowed him to have the full attention of his suspect in a vulnerable position and ask the killer question.

We often find ourselves in conversation with either key prospects or people who could lead us to our key prospects, yet we find it difficult to get the conversation we would like. Just imagine how you could create "Colombo moments" in these conversations and then either introduce your key opportunity or ask for an introduction into the key person within the organization you are prospecting.



It was the creation of a Colombo moment that helped me to create the appointment for the business that is now my largest account. In fact I would go as far to say that had I not created that simple Colombo moment then I would still not have landed that account.

"It was the creation of a Colombo moment that helped me to create the appointment for the business that is now my largest account."

Strategy 9 - A confirmation call like no other

Many appointments fail to happen even once because they either get cancelled prior to the day itself or on arrival the key person is conveniently not available.

My advice would be to avoid making the typical phone call on the day before the meeting to confirm as this provides the perfect opportunity to cancel or reschedule. By alternative, we must first make it very clear on the agreement to the appointment that this is a concrete time in your diary and that you will be with them on that time on the given day.

Then on the day itself you make your confirmation call and do something they more than likely have never heard before. Phone an hour before the meeting and apologize. This is not the typical apology but something that really sets you apart from the crowd.

Try saying words like

"Hi (Insert name) I am on my way as promised and I am really sorry. I have just punched your details into my GPS and it says that I am running 15-20 minutes early. Would you like me to come straight in or would it suit you better if I waited in the car and made some calls until our agreed time?"

This call catches them completely off guard, reminds them of your appointment and allows you to start the meeting before the meeting by already engaging in rapport. In addition, it is nearly impossible for them to reschedule at this late stage because you are already on your way and have proved to be very efficient and professional, thus making it rude for them to suggest reappointing.



Strategy 10 - Work what you have

There is a wealth of new business opportunity within your existing contacts. Using your contacts to share their contacts is proven to be a highly effective way of creating new opportunities yet still most people fail to ask questions of these people to introduce you to others.

I am certain that you would like more referrals and am also certain that although you would like more that you still fail to ask for them at EVERY available opportunity.

I have come to the conclusion that you don't ask for something that you clearly want because of 1 of 3 reasons. You are either:

- Too lazy
- Don't know when to ask
- Don't know how to ask

The very fact that you are reading this right now tells me that you are definitely not too lazy so it must be one of the other 2 reasons. So lets first tackle the when to ask.

When is the right time to ask for referrals?

The reality is that there are a huge number of times when asking for referrals would be appropriate. Times like just after they have purchased, just after you have delivered what you said you would, and occasions when you fix something that didn't go as planned.

Knowing the right time however is far simpler than that. The best time to ask for more is just after you have heard the words "thank you".

Instead of simply applauding yourself each time you receive this gratitude, you must understand that the words "Thank you" are gifted each time someone feels like they owe you. They are in fact a very slight sign of the feeling of indebtedness. And this means that you are in a position of huge leverage each time you hear these words.

Next time you hear the words "Thank you," let them set a memory trigger that reminds you that now is your time to ask for more.

How should I ask for the referrals?

The precise words that you reach for when requesting their assistance towards referrals make a significant difference in the level of your success. Through years of practice I have

developed a high performing set of words that creates an abundance of genuine new opportunities.

Stage 1

It is vital to get an upfront commitment when looking to gain an action from a contact or customer. This can be achieved quite simply with the inclusion of some simple magic words.

"You couldn't do me a small favor could you?"

EVERYBODY says YES

Stage 2

We must now position the request.

"You wouldn't happen to know, maybe just 1 person, who just like you would benefit from (insert benefit)?"

Benefits could include

- Receiving the best products at great prices
- Working with an organization that truly values its customers
- Saving \$x on (insert product)

Simply provide them with the specific benefit that they thanked you for.

Stage 3

SHUT UP! Self-explanatory really - you must let them think of someone.

Stage 4

Watch for them changing their physiology; either a move forward or backwards, a shuffle on their seat or perhaps even a sharp intake of breath. This tells you they have thought of someone.

Stage 5

“Don’t worry. I am not looking for their details now but who was it you are thinking of?”

Await name

Stage 6

Ask them when they are next likely to see this person?

Gain response

Stage 7

“Great, you couldn’t do me a further favor could you?”

EVERYBODY says YES

Stage 8

“Would it be ok if when you see them next you could have a short conversation with them and explain your experience of working with us and see if they are open-minded to taking a call from us so that we can help them in the same way that we have helped you?”

Await response

Stage 9

Agree a specific time and date to follow up with them

Stage 10

Open scheduled call with the words “I am just calling as promised” to which they reply “Thank you”

Stage 11

“I am guessing that you did not manage to speak with (insert name)?”



If they say yes then take your referral

If they say no, they will make contact promptly and then reply to you once they have agreement for you to call them

Strategy 11 - The missing ingredient

I am sure that in these ideas shared there are a number that you can take away and action to help you improve your results in winning meetings with decision makers. There is one simple quality that can quite often be the difference between success and failure. Once you have decided on your ideal target for a business opportunity, how hard to you try and keep getting knocked back before you give up? I have had the privilege of studying and interviewing a huge number of very successful people and learned a lot about what it takes to reach high levels of success. What I have learnt from countless "overnight success" stories is that none of them happen overnight.

The prizes worth winning never come easily. Persistency, resilience and hard work are all qualities that are essential when knocking down challenging doors. People love doing business with those that want to work with them. Sometimes people will continually put you off just to test how much it means to you. That's why its worth picking your prospects carefully and ensuring that you are prepared to see it out till the end and do whatever it takes to follow through.

About the author

Phil Jones is an award winning international speaker, author and trainer, having worked in 18 countries across 4 continents. His vast experience has resulted in him being recognised as an authority of sales psychology and negotiation, for increasing turnover and profitability, and for “walking the walk”.

Phil started young and has achieved accolades enviable by many more than twice his age. Receiving the accolade as the youngest ever winner of the prestigious BESMA (British Excellence in Sales and Marketing Awards) Sales Trainer of the Year award in 2013 his schedule has been non-stop, helping people across the globe. He has accomplished more than most in his fast-moving life, having started his first business at just 14 years of age, clearly demonstrating the qualities of a budding entrepreneur with a natural and simple approach towards sales.

After developing a number of successful business ventures through his teens Phil joined the Management training programme of one of the UKs leading department store groups, Debenhams. Within months (at 18 years old) Phil was rewarded with the role of Sales Manager, continually building his reputation by delivering exceptional results.



Phil M. Jones

He later moved to one of Britain's favourite furniture retailers, DFS, as a promising Store manager, improving and developing sales skills of everybody he worked with. From here he held roles as head of retail, developing a number of commercial relationships for a number of Premier League football clubs, including Birmingham City Football club and Leicester City Football Club, before building a property business responsible for sales of over £240million per year.

With a track record of developing opportunities for organisations at all levels, Phil is acknowledged for his strategic intellect and has been instrumental in turning around underperforming businesses by developing new opportunities.

What makes Phil special is that through all his experiences he continues to learn. He has written journals since his first business began and collected countless lessons along the way. This meant that in 2008 when Phil decided his true passion was to shake up the business education market by offering something unique, he was well set to make a massive difference.

Philmjones Ltd launched by developing a simple, one-day workshop titled Reaching New Heights. In it's first year, Phil took over 2500 people through these lessons and in April 2011, he shared his knowledge, material and business systems with a group of like minded professionals, keen to help their local

business communities too. Reaching New Heights was launched as a business opportunity and we now have a team of trainers, coaches and mentors delivering Phil's message internationally.

Phil is a regular guest and keynote speaker and his natural and interactive approach continues to delight audiences internationally; from England, to Iran, all across the USA and many places in-between. Praised for his uniquely entertaining delivery style and practical, simple, useful content, Phil's speaking work has seen him sharing a stage with the greats and often being compared to Legends like Zig Ziggler, Jeffrey Gitomer and Tom Hopkins

By 2012 Phil had released his first book Toolbox, shortly followed by his second Magic Words, an Amazon best seller. Both books have reached high acclaim. Phil also provides his expertise through a vast number of widely open audio programmes meaning that with international distribution his unique philosophies are shared worldwide.

Put simply; Phil Jones has developed a fresh understanding towards sales with simple processes and procedures, which help people to win more customers, who are encouraged to invest more frequently and return more often.

Phil is not a theorist but is a business educator and true sales

Straight Forward - To More Appointments

professional, who speaks from his own experience. His mission is to teach the world to sell; changing the perception of "sales" from being a dirty word to being a profession to be proud of.

Find out how Phil can help you further at www.philmjones.com

STRAIGHT FORWARD

As busy people, our time is precious and it can be all too easy to stop learning new skills and searching for new strategies with the pressures of the daily routine. This results in no improved results and no further success that typically results in many Sales Professionals and business owners losing their confidence.

Obviously they could wait for their luck to change, hope for a lucky break, or step back and take action to own the improved results they are truly capable of. This series of Straight Forward books deliver instant practical and innovative solutions to everyday challenges faced by business owners and sales professionals.

Delivered in a simple, quick and easy to read format - Think of these Straight Forward books as the espresso shot for your sales results.

“ Phil is an insightful creative person that inspires not just action but thought, my conversations that I have had with him during ISMM expo's and the emails I get don't always drive me to action but without fail drive me to question and think about what I am doing and how I am doing it.”

Jonathan M

philmjones
helping your business reach new heights

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