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And Preparedness

1. ***“They didn’t get back to me.”*** or, ***“They are getting back to me.”*** Expecting someone to get back to you stops the action. Take the initiative. Never wait long for anyone to return your telephone call or email.
2. ***“No one ever told me.”*** Let people hear you talk this way very often and you will have made a very clear statement about the way you work. You display passive-aggressive tendencies, which are nonproductive. You operate in a tunnel, oblivious to everything that is going on around you.
3. ***“I didn’t have the time.”*** And don’t bother with “I was too busy,” either. If you find yourself saying things like this, you are writing your sales and sales association obituary. Your position tombstone will read, “Couldn’t handle the job.”
4. **“But they said it would be done on time.”** *There’s only one problem – it wasn’t. Why? Because your failed to check to determine progress and possible problems.*
5. ***We’ve been playing telephone tag.”*** The words “telephone tag” should never be heard. If you’re playing “telephone tag,” you do not live in real time. Do whatever is necessary to stop this from happening. Give your cell phone number or private access number to your customers so you can be reached and make sure you get their best access numbers or contact information.
6. **“I haven’t been able to get through to him/her. . .”**Of course, voice & e-mail can be a terrible problem today. The barriers are higher than ever and seemingly impenetrable at times. Get creative. Do whatever it takes to get positive attention and action. Sitting back and making excuses is a sure sign that you can’t cut the mustard and close the deal, make the sale and earn the commission.
7. ***“I’ve never done this before.”***  Understand your skill sets and capabilities. If you are associated with World Pac Paper there is something (and more than one thing) that you displayed, which has convinced us that you are a worthy and capable sales professional. If you find yourself being stumped by doing something new or different, without calling upon available resources to assist you, you will always find the challenge in a new opportunity, instead of an opportunity in a new challenge.
8. *“****This is too hard.”***or ***“I can’t do it.”***  Your skills and capabilities have allowed you to do, and master, challenges in your life and on the job. These skills are transferable. They will allow you to develop the confidence to take on the new challenge. You can, and will, figure it out. It may just appear different and nontraditional to your previous sales experience, but “*nothing is new under the sun*.” Unless you can take the seemingly nontraditional (at least to you) experience to turn it into a working and productive sales experience you are best suited for something that may not exist, if it did you’d be doing it.

The message in business today is very clear. The only measure for success is effort and performance. Whatever the roadblocks, it’s your job to remove them. If not, you’ll be perceived as one of them.

**8. You pitch your most popular/current product.**

We've all been there. The latest product with all the bells and whistles has finally been released so let's suggest that product to all of our prospects and customers even though it may not be appropriate. At least they'll know about it, right?

**9. You don't clarify objections.**

You've been selling so long that you "know" what someone means when they say, "You're too expensive" or "Let me think about it." As a result, you just plunge ahead and rebut the objection hoping that you will overcome it.

**10. You have stopped learning.**

You can't teach an old dog a new trick is your favorite motto. Besides, sales is sales and you don't need to learn anything other than the basics ewest products.

**11. You believe that sales is a numbers game.**

The more doors you knock on and the more calls you make, the more sales you make. While this may be true, your time is valuable and you can invest more effectively. Focus on talking to high-value prospect instead of pitching to anyone who will listen or that you connect with.



# Things Good Salespeople Never Say

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Notes from the Chair



What’s the difference between a sales rep and a consultative approach to selling? Lots more sales for the consultant!

The consultative approach to selling is the new millennium approach to helping customers and prospects buy. It is the customer-centric approach. But beware – you can’t just go out and change your title. The catch is you must earn it. And it isn’t easy.

A consultant makes calls and sales just like any others salesperson. The difference is in their attitude, their approach and their commitment.

* A consultant is willing to forego short-term gains to achieve greater long-term benefit to him or her and the customers they serve. You may have heard, “this *is not a sprint, but a marathon*.” It’s true. Sometimes it can take a long time for the full pay-off of working with prospects, as you try to gain business, or current customers, as you develop new business.
* A consultant builds relationships on a foundation of trust, respect and performance.
* A consultant gains and builds credibility. In our profession, credibility comes from consistently demonstrating preparedness, knowledge, expertise and genuine concern for the customer’s success in a way that is perceived by the customer to be useful, needed and valuable.

You must provide that credibility. You must transform yourself from a salesperson to a resource in the mind of the prospect.

# Consultative Selling is a State of Mind. . .and Preparedness

Do you execute the selling process at its highest level? Look at the types of questions you ask. List them. Are they extraordinary? Do they make the prospect think in new patterns? If not – change them. Here are some lead-ins to consultative types of questions:

* What makes you think . . .
* How do you select. . .
* What’s important to you about . . .
* Where do you select. . .
* How have you employed. . .
* What’s been your experience with. . .
* If you could change one thing about. . .
* How would you improve. . .
* What plans have you made to. . .

Consultant is to sales rep what Jaguar XK is to Hyundai Accent. Both will get you to the dance, but the Jaguar sells itself. The Hyundai is a harder sell, especially if they’re side by side. (Which one would you rather be?) Here’s the difference between a consultant and a sales rep. . .

* Consultants are considered experts: Sales reps are considered salespeople.
* Consultants are specialists: Sales reps are selling something.
* Consultants are respected as leaders in their field: Sales reps strive for recognition.

“Know thyself means this, that you get acquainted with what you know, and what you can do.”

* Consultants are confident: Sales reps often fight to gain a positive image.
* Consultants are articulate: Sales reps are fast talkers.
* Consultants are considered a valuable resource: Sales reps must prove themselves.
* Consultants are problem-solvers: Sales reps tell about their product.
* Consultants are supposed to ask deep probing questions: Sales reps asked forced questions.
* Consultants are friends, mentors and advisors: Sales reps have something to sell.
* Consultants don’t sell, they make recommendations for the prospect to buy: Sales reps sell, sell, sell.
* Consultants offer real-world solutions that make sense to the customer: Sales reps try to close the sale.
* Consultants are high paid professionals: Sales reps just earn commissions.

Which are you – consultant or sales rep? “Consultant!” you yell, “I’m a consultant!” It’s easy to tell which one you are if you are honest with yourself. Also understand that others have perceptions of you and they can also easily tell if you are a Consultant or a Sales rep.

Becoming a consultative seller is not achieved overnight. It’s a dedicated self-discipline that must be practiced every day. . not just dedication to changing the way you think about selling, but a dedication to changing and enhancing the way you think about yourself and your ability to serve the customer.

There is a lot in a professional title. It may speak for you before you are able to speak for yourself. In addition, there is also the attitude and action of the individual with the title. You may not be titled as a *Sales Rep*, but your actions and approach to selling may reflect a sales rep mentality.

Presenting another approach to selling, regardless of the title is the aim of this segment. Regardless of your title, exhibiting the strengths of a consultant denotes your experience and expertise in the field. Show your customers and prospects that their business is in competent and capable hands, just like the consultant.

Thinking of yourself as a consultant is one thing. Having the customer perceive you as one is quite another.

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