



Queensland Mailing Address:

10/302 Christine Avenue

Varsity Lakes QLD 4226

Australia

Telephone/Facsimile: (07) 5520 6011

Telephone/Facsimile: (07) 5520 7033

Mobile/Cell Phone: 0407 149 524

e-mail address: kevinjbarrett777@aol.com

Techniques and Strategies For the Sales Professional

12 Faces of the Millennium. Master Them Now.

By Kevin J. Barrett

Have you given any thought to the new millennium? If you haven't, it may be a good idea to give it some thought.— it is already here. We are fast approaching and entering what many are calling the “Dawn of a New Age. The big celebration is over, now prepare for the explosion. If you wait, those who have prepared will pass you by.

Over the past 10 years we have seen very rapid changes in all areas of business. We have moved from the “Information Society” into what Peter Drucker calls the “*Knowledge Society*”. Over twenty years ago he coined the phrase “Knowledge Worker”. Companies are searching for ways to create an environment for “creating knowledge.” A good book on this topic is “*Knowledge Creating Companies*” by Nonaka and Takeuchi. I believe we have passed through the “*Knowledge Society*” into what I call the “*Creation Society*”. It is a natural progression, information must be converted into knowledge and knowledge must be used to create. Create something!! Anything!! Whether it is a solution, a new product, new ways to sell your products and services to the market or to sell-- YOU. The leading companies in the world realize more than ever, that the greatest asset they have are their “Human” Resources. Each member of the organisation must be able to gather information, convert that information to knowledge and apply that knowledge to the creative solutions that will differentiate them from their competition. In short to gain a “*Competitive Edge*” or what is often called “*The Competitive Advantage*”.

The impact of the last 10 years has been felt most by the Sales Professional. This will continue to impact them well into the next millennium. Let me share with you how some Sales Professionals are preparing for the new millennium. They are looking at the areas of their business and personal life that they need to master in order to become the leader in their field. As they examine each one, they realized that there are no shortcuts when you're striving to be the best. As they are making their way to the top, they are optimistic and looking forward to the challenges they will face.

Let me present to you a “*Vision*” for you to become a leader. One of the leaders of the 21st century. A “*Vision*” for the future is one of the key components, rating closely behind a vision is “*Purpose*” and “*Values*”. When your “*Purpose*”, “*Values*” and a clear “*Vision*” for the future are all aligned, it makes putting into place your “*Goals*” much easier, and gives you the “*Strategies*” for achieving those “*Goals*”, added clarity of “*Purpose*”. Our daily “*Actions*” are then aligned giving them added focus and strength. How clear is your “*Vision*” aligned to your “*Purpose*” and “*Values*”?

1. Master differentiation. Most people have an unrealistic definition about what differentiates them from their competition. Most people say quality, people, and/or service. Some are even foolish enough to say price. But all salespeople say the same thing, so—even if what you say is true—how would the prospect know it, or feel confident enough about it to buy your products or services? The answer is in the way you choose to differentiate yourself. You have to understand that the *competitive advantage* is something that's extremely important to your customer—that something is—an area in which you excel. Develop your own “*Competitive Advantage*” Statement.

When people meet you and ask you “What do you do for a living?”. Do you respond with “I am a Salesperson”. Everyone can do that. A “*Competitive Advantage Statement*” takes the advantages of your products or services and couples it with the benefits to a prospective client. It tells people why they will benefit from using your products and services. People like doing business with professionals, and using a “*Competitive Advantage Statement*” lets people know exactly that. “*Competitive Advantage Statements*” set you apart from the competition.

2. Master value. Put value before the sale. Give value and you won't have to sell price. Give value and you won't have to fight price. Give value and people will look for ways to buy. Most of all value yourself.

3. Master creativity (innovation). Look at the companies that used creativity in the 1980s and 1990s—software developers like Microsoft, retailers like Home Depot and Nordstroms, airlines like the U.S. airline Southwest, have achieved success with creativity and innovation. A company like 3M has consistently been a leader in innovation and creative solutions for customers. Okay, so you're not Nordstrom or 3M, but you can learn to be more innovative and creative. Yes, you can become a master of creativity. Start by reading books on the subject. A Whack on the Side of the Head: How You Can Be More Creative by Roger Von Oech and Jump Start Your Brain by Doug Hall are good books. Learn to activate both sides of your brain. This is the characteristic of Genius Mentality. For the past 30 years Jose Silva and the “*Silva Method Seminars*” and through a wide range of books have taught over 14 million people in over 109 countries to tap into this *Genius Mentality for creative solutions*. And if you're wondering how closely creativity is linked to success, ask Bill Gates. Gates is the world's best creative software developer, and one of the world's wealthiest men.

4. Master loyalty. Satisfied customers shop anywhere—loyal customers recommend others to you and will fight before they switch. Which would you rather have—1,000 satisfied customers or 1,000 loyal customers? When it comes to loyalty, there are five elements to master. They include:

- Loyalty to your company.
- Loyalty to your fellow employees.
- Loyalty to your customers.
- Loyalty from your customers (which you must earn).
- Loyalty to your family and friends.

What are the easiest ways to get loyalty? Give it. Earn it. But BEWARE: Money often kills loyalty. Money (greed) is the wedge between loyalty and rats deserting a ship. It is not really money that kills loyalty it is Greed that kills loyalty. Money is actually very good. We as a nation have a lot of hang-ups and fears in regards to money that often prevents us from achieving our true potential. But that is a topic of another Technique and Strategy.

A GOOD EXAMPLE: Professional athletes USED to be loyal to their teams—now they are loyal to their agents and their contracts—this leads to disloyal and disgruntled fans. We had the war of the leagues a few years back that underlined this very well. Jackie Mason an American comedian once said, “*Money is not the most important thing in the world. Love is!... Fortunately, I love money!!*”. There is a lot of truth in that statement. Love money instead of coming from a position of fear about money, or a fear of the lack of

money.

5. Master friendships and relationships. Connect with the right people. Master networking. The master of the friendship and the relationship is the one who has mastered loyalty and has embraced the philosophy of long-term. When you cultivate friendships and relationships, you create a ‘Loyalty ladder’. It has been established that a business that is based on a “Revolving Door” cost seven times more to maintain than a business that has developed a “Loyalty Ladder”.

6. Master positioning. It’s not who you know, it’s who knows you. Are you positioned or do you compete? Positioning is value, image, and leadership. Competing is proposals, bids, and price wars. Which do you think will win? Which are you doing?

7. Master the Internet. And you master the technology to make your sales happen faster. The Internet is here to stay. It’s a fact. Half the world’s business will be conducted there within the next decade. Master it now so you’re ready to utilise this technology—if you don’t you may become ground beef. Technology is not a luxury, it’s the best way to stay ahead of the crowd—and the competition. The Internet is not an option—UNLESS you choose to ignore 50 percent of your market.

8. Master money. There’s a big difference between earning it and keeping it. How much money do you need to retire comfortably? How much of that do you have now? Squirming yet? I certainly am. I at certain times have ignored this basic, fundamental truth. When I have ignored it, I have generally experienced some difficulty financially. NO MORE!! My advice: Invest, don’t spend. One of the simplest ways of doing this is to “**Pay Yourself First**” (a general rule is the first 10% goes to you). Looking to make the right choices? Remember this Six-word secret: **Seek professional help from wealthy people.** You don’t have to look very far to find wealthy people. When you do find them, you will find that most of them have “financial planners” working for them on “Creating Wealth”. You will also find that they have a healthy love and respect for the power of money. They do not fear money or the lack of money. Keep in mind however, that not all wealthy people have a healthy view of money. Be discerning and seek advice from the right people.

9. Master Life Long Learning. Become a student for life about life. The more you can learn about your profession and business, in general, the better off you will be. Twenty years ago and as little as ten years ago it was perceived that a Sales Professional, really did not need a college education. Today not only are they required to have a college education, more and more organisations are requiring MBA’s for their Sales Professionals. With Life long learning you will be better prepared to handle the changing market place. Learning institutions are now offering degree programs via the Internet!! You do not even need to attend classes and you can study from anywhere. There is no reason for people not to be able to update their educational level.

10. Master Change. The people and companies that have “Mastered Change” will be consistently the leaders in their field. These people are attuned to their surroundings and are able to react appropriately to any circumstance. They are always looking and observing, factoring this feedback into appropriate action. It is not often what happens in our life and career that is important, but how we react to those events. One of the keys to handling change is learning to recognize the changes before it happens and to respond appropriately. Responding out of Eu-stress instead of Dis-stress.

11. Master Communications. It has been said that 85% of the problems we have in life “Talk back at us”. They are other people. A Sales Professional that is constantly improving their ability to communicate and collaborate with their clients, expands the range of people and clients they can work with. Tony Allassandre says the keys to effective communications is to “C.A.R.E.S.S. your clients.”

- **C**oncentrate - really focus in on your client. Use eye contact.
- **A**cknowledge - Let your client know you are listening to them. Use verbal prompts
- **R**esearch - Ask appropriate questions. (Open ended, Close ended and redirecting)

- **E**xercise Emotional Control - Be sensitive to cultural and belief difference.
- **S**ense - Be aware of body language, the true meaning behind what is said
- **S**tructure - Be able to put the information into a format that you can use in the future.

Using this acronym of effective communication and listening you will begin to master communications. You will be able to turn clients into friends and have a significant enlargement of your loyalty ladder. Learning and Mastering **“NLP in Sales and Marketing”** is one of the best and fastest ways of improving your communication skills. NLP (Neuro Linguistic Programming) assists us in developing “Rapport” with the people we are communicating with. It will allow you the Sales Professional to communicate effectively with an expanded range of people. Quite simply, the more people you are able to communicate with, connect with, the higher your sales will be.

12. Master yourself. Strive for personal excellence. To be the best you can be for others, you must first be the best you can be for yourself (Remember, you are the most important person in your world.) Become a master of attitude, a master of goals, a master of belief in yourself, a master of achievement actions, and seek a daily dose of what’s new. From the school of N.L.P., comes the four levels of learning.

- **Unconscious Incompetence** . You don’t know, you don’t know. If you have never seen a car, you would not know you did not know how to drive a car.
- **Conscious Incompetence** . You know, you don’t know. Now you have seen a car for the first time, you know you don’t know how to drive the car.
- **Conscious Competence** . If you concentrate on what you are doing, you can do it. You are learning to drive now and as long as you remember to put in the clutch and watch the road etc. you can drive.
- **Unconscious Competence** . You do not have to think about what you are doing, you can do it. It is like being on automatic pilot. You can now drive, listen to the radio, carry on a conversation and still stop at a red light. (most times!)

I believe there is a fifth level, which I have called:

- **Super-conscious Competence** . You are now able to link up to other areas in your **Unconscious Competency** data base and create **NEW** creative responses. The perfect response for any given situation. Those who operate at this level are the **true “Masters of Life”**.

It is really a thing of beauty to watch a “Sales Professional” who is operating at **Superconscious Competence**. We catch glimpses of this in all walks of life. In the sporting arena, we witness it many times. Players like Michael Jordan, that are playing at a higher level, we say they are **“in the FLOW”**. Time and space seem to meet, things happen almost in slow motion.

So, how much time do you spend on self-mastery? More time then you spend watching TV?

Kevin Barrett is a Business & Training Consultant and Silva Method Lecturer and can be located at kevinjbarrett777@aol.com for further information. We welcome your response and suggestions