

What Makes the Best of the Best the Best of the Best



Bill Farquharson

BillFarquharson.com • bill@aspirefor.com
781-934-7036

The Sales Vault

- Weekly Zoom presentations
- Weekly sales challenge discussion groups
- Download templates, scripts
- Archived, searchable content
- SalesVaultInsider.com/PINE



WAYS M Answers...

- No one answers the phone, returns calls
- Prices too high
- Don't know what to say
- Too busy calling on existing accounts
- Lost a big account on price
- No one buying print any more (or now)



What the Best Do Best

- Solve, not sell
- Not just follow, but nail the fundamentals
- Follow the Four Agreements
- And most importantly...



1. Diligence

- 90% of first-time VMs no follow up
- 95% of 2nd calls make no 3rd call
- #1 most important selling characteristic
- Advice from the successful: "Make the calls. Make the calls. Make the calls."



2. New From New

- They pay attention: WSJ, trends
- Verticals
- 7 Big Fish at any time
- Plus, they work their network



3. Stay Ahead of Existing

- Become a SME, send info to your accounts
- Now: 2022 planning meetings being held
- Know #1 reason why we lose an account



4. Amazon-Level Communicators

- Where is the job? When will it ship? How did it go?
- If a client calls you, did you make a mistake?



5. Well-Researched Calls

- Never, ever ask, "Who buys your...?"
- #1 most important selling skill
- If you can't answer the sentence, "The purpose of my call is..." Don't call.



6. Have/Follow a Process

- 9/10 sales reps have no process
- Not complicated. Not unique.
- 4 week minimum
- Make sure you track it



7. Plan Ahead

- Plan tomorrow today
- Plan next week this week
- Know where they want to be 6, 12 months
- Short-term goals



8. Accountability

- Makes things happen
- Have a coach
- Meet weekly to state goals, report results



9. Get Their Phone Ringing

- Marketing is the new Sales
- Case studies, White Papers
- Shout it out on LinkedIn



10. Differentiate

- Diligence/Pleasant persistence
- Call quality
- Stay informed of client's business needs
- Common courtesies: "Thank you," h/w notes, birthday cards, T-day



The 4 Keys to Sales Success

- 1.Call quality...
- 2.Target market...
- 3.Process...
- 4.Diligence...



The Sales Vault

- Free for 30 days
- Monthly \$30/participant



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