

The 10 Best Sales Actions To Take Right Now



Bill Farquharson

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

The Bio Slide

- Sold print, digital, wide format, labels, promotional
- Sales trainer for the Graphic Arts
- Columnist, Printing Impressions magazine
- The Sales Vault (SalesVaultInsider.com/PIASD)



SalesVaultInsider.com/PIASD

Live Workshops:

1. For Innovative Lead Sources
2. Pre-Call Research: Access to the Decision-Maker
3. How to Create An Effective Prospecting Process
4. Time Management Basics
5. Time Management Masters Class
6. Selling Digital/Inkjet Printing
7. Making Effective Sales Presentations
8. Old Dogs, New Sales
9. Basic Social Media
10. Three Functions of Social Media
11. Curating Ongoing Content
12. The Sales Triathlon
13. Vertical Markets: Banks
14. Vertical Markets: Hospitals
15. Prospecting for Introverts

Other Benefits:

- Live instant access
- Weekly peer group sales discussions
- 2 workshops with Kelly Mallozzi
- Exclusive downloads (scripts, letters, etc.)
- Searchable Archived Content

30 days free, then...
Monthly rate of \$30/Participant



Today: 10 Sales Actions

- Protect your turf
- Grow that turf
- Polish the apple
- Be anecdotal
- Get wicked smaht
- Uncover new leads
- Name your Silos
- Have a plan, Stan
- Get sales-efficient
- Be a big mouth



1. Protect your turf

- Scale of 1-10: "How secure is this account?"
- Scale of 1-10: "Do I understand them?"
 - Their business needs
 - Their 2021 challenges, 2022 growth plans
- How wide is my contact base?
- Have you brought them a new idea?



2. Grow that turf

- What is your plan?
- Do they know everything you do?
 - No? Tell them
 - Yes? Tell them again
- Come up with one new idea per customer
- Share something about their world



3. Polish the Apple

- What does the back of your DVD say?
- Get outside advice: What does my LI profile say?
- Profile picture. Title. Testimonials. Be someone YOU would want to buy from
- Connect. Connect. Connect.



4. Be anecdotal

- Marketing is the new sales
- Tell the story visually
- Post success on LinkedIn?
- Post a video on LinkedIn
- See the website (Amanda, Michael)



5. Get wicked smaht

- How to Win Friends and Influence People
- The Four Agreements
- The Five Love Languages
- The 5 Elements of Effective Thinking
- Never Split the Difference
- The Assertiveness Workbook
- Driven to Distraction
- Brand Warfare
- Essentialism
- Blink



6. Uncover new lead sources

- Pay attention!
- Read the Wall Street Journal every day
- Get sales curious: Remember these 5 words
 - “How’s business?”
 - “Tell me more”
- Write a White Paper



7. Name your Silos

- Sales Silos: The functions of your active selling which result in the best sales
- No more than 5
- What is the best use of your time?



8. Have a plan, Stan

- Each Silo needs a plan (think Geico)
- Where do you want to be in 6 months?
- Start with, "What specific actions will I take for the next 7 days?"



9. Get sales-efficient

- See the day, week, month ahead
- How to quit work at 4pm & still have a good day
- Prepare, prioritize, answer the question, "What's the best use of my time right now?"



10. Be a big mouth

- Add accountability
- Be a big mouth: Tell someone your goals
- Meet on a weekly basis



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- Exclusive downloads
- WAYSME Archived Resources



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