

SALES | **A** · **S** · **A** · **P**
ATTITUDE | STRATEGY | APPLICATION | PERSISTENCE

**A FOUR STAGE
APPROACH TO
ACHIEVING A
SALES TARGET IN
DIFFICULT TIMES**



Dermot McConkey
DEVELOPMENT & TRAINING LIMITED

SALES **A.S.A.P**

ATTITUDE STRATEGY APPLICATION PERSISTENCE

A FOUR STAGE APPROACH TO ACHIEVING A SALES TARGET IN DIFFICULT TIMES

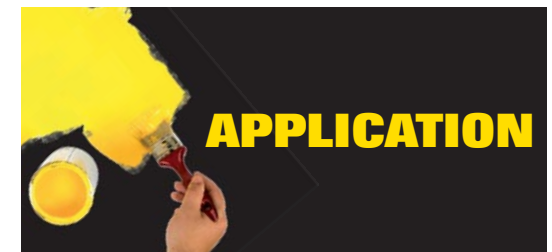
Times are tough. Read the daily papers at present and you are sure to observe serious doubts being expressed about our economic future and potential - more negative assessments, more pessimistic forecasting, more depressing de-motivational information. To sell in such a market will pose many challenges for sales people. There is little doubt that in order to achieve ambitious sales targets fresh and innovative thinking will be critical and essential. Thought processes will need to refocus, like never before, on pro-activity and skillsets - two factors that separate the best from the average in the sales industry. If business is not happening it must be made to happen. In tough times, research shows: 25% of businesses fail, 70% survive, but 5% actually thrive. There is still hope for all!

OBJECTIVES

Dermot McConkey Development & Training Limited have put together a four stage approach to achieving a sales target in these difficult times. The new Sales ASAP (Attitude, Strategy, Application, Persistence) programme offers attendees:

- ✓ An overall analysis of the importance of **Attitude**. How it is formed and what shapes it on a day to day basis. Remember: Your behaviours are a result of your decisions, not your conditions!
- ✓ A detailed look at **Strategy** planning – taking aim before you fire!
- ✓ An assessment of **Application** methodologies – which are the best to use at present and why ...and lastly,
- ✓ A detailed review of the art of **Persistence** – why, for many, it is so difficult to follow agreed plans and how to overcome the obstacles that threaten to sabotage your objectives and dreams.

Course can be run over 1 and 2 days - depending on specific requirements of trainees and companies.



ATTITUDE

A COMPLEX MENTAL STATE INVOLVING BELIEFS, FEELINGS AND VALUES PLUS A DISPOSITION TO ACT IN A CERTAIN WAY

It is generally accepted that all of our feelings, beliefs, knowledge and information to date, are based on our internal thoughts, both conscious and subconscious. We are in control, whether we know it or not. Sadly, many people choose not to believe they are in control of their lives and subtract themselves from reality. We can be positive or negative, enthusiastic or down-beat, active or passive. The biggest difference between people in this world in which we live is their attitudes.

Our present business attitudes stem from habits, built from the feedback of bosses, team leaders, supervisors, colleagues, society and self. They form our self-image and our world-image. These attitudes are maintained by the inner conversations we constantly have with ourselves, both consciously and subconsciously.

In this module we will review the critical role attitude plays in selling. In a market that is depressed and negative at present, it is vital to maintain a positive, can-do attitude. This separates the possible from the impossible. The real from the unreal. This is easier said than done of course but there are ways you can develop your attitude. We will review the following in detail:

- ✓ Self Esteem building
- ✓ The role of awareness, acceptance and repetition
- ✓ The Psychology of Success / 4 daily steps to make it work
- ✓ The Wheel of Life – creating balance in your world
- ✓ Learning from the lie detector test
- ✓ The Law of Expectation
- ✓ Optimism or pessimism – your choice?



STRATEGY

A MANAGEMENT PLAN OR METHOD FOR COMPLETING OBJECTIVES; A PLAN OF PROCEDURES TO BE IMPLEMENTED, TO DO SOMETHING USING KNOWLEDGE, SKILLS AND HABITS.



In this module we will review how having a focused and appropriate sales strategy will help you achieve your goals. Strategy is often typically associated with the military world but strategy in selling is equally important. Many sales people operate a "ready, FIRE, aim" philosophy when it comes to planning their sales approach. Such efforts often fail. Adopting a "ready AIM, fire" approach is far more likely to lead to success. We will review the following in detail in this module:

- ✓ Market research / Mystery shopping – start at the start!
- ✓ Learning from feedback. There is no such thing as failure – only feedback
- ✓ Circles of Influence / Past customers / Suppliers
- ✓ Checklists to stay on course

APPLICATION

A DEDICATED ACT OF BRINGING SOMETHING TO BEAR!

In this module we will review how to activate your strategy. The ultimate goal will be to enable the sales person or team to effectively translate strategic intent all the way through to results in a clear and powerful process. A focus on the critical success factors will be the objective. Depending on the industry sector, we will review some or all of the following:

- ✓ The power of "Thinking in Ink" and visualisation
- ✓ The KASH principle
- ✓ Pro-activity: Driven by the daily Success 4 Mula
- ✓ 3 World reviews – why / who /when
- ✓ Key negotiation skills
- ✓ USP's of product / service / company and self
- ✓ Sales presentation on paper
- ✓ Sales presentation in slides
- ✓ Sales skills – the ones that matter
- ✓ Website development
- ✓ Emailshots – what works with emails
- ✓ Texting / Mailshots
- ✓ Outbound telemarketing
- ✓ Getting quality referred leads
- ✓ Public speaking – you or others?
- ✓ Advertising
- ✓ Networking
- ✓ Sponsorship

PERSISTENCE

“NOTHING IN THE WORLD CAN TAKE THE PLACE OF PERSISTENCE. TALENT WILL NOT; NOTHING IS MORE COMMON THAN UNSUCCESSFUL MEN WITH TALENT. GENIUS WILL NOT; UNREWARDED GENIUS IS ALMOST A PROVERB. EDUCATION WILL NOT; THE WORLD IS FULL OF EDUCATED DERELICTS. PERSISTENCE AND DETERMINATION ALONE ARE OMNIPOTENT.”

Calvin Coolidge



Resistance to persistence is normal for most in life. Persistence is the stamina to hang in there: the doggedness to persevere in order to get the job done over time. Success depends on backbone (courage) and jawbone (communication skills), not wishbone. Many people think that persistence is primarily a character trait. There is some truth in this. Certain types of people have more persistence in them than others. But persistence also involves tackling things in a certain way that makes it easier to keep going through the inevitable ups-and-downs and challenges businesses go through.

In this module we will review how to stay persistent in the light of likely distractions and disappointments. We will review the following in detail:

- ✓ The Walt Disney, Col Sanders, Thomas Edison factor
- ✓ Love what you do or else!
- ✓ Buddy buddy – pressure cooker!
- ✓ Simple does not necessarily mean easy
- ✓ Time management / Focus
- ✓ Spot checking along the way
- ✓ Reminding yourself of rewards – you and your customers
- ✓ Long term versus short term viewing

You may have to fight a battle more than once to win it!



Course presenter:

Dermot McConkey

FSII, MIITD

Dermot McConkey is Managing Director of Dermot McConkey Development & Training Limited, a business development and training consultancy. He has worked in both the Life and General insurance industry for over 35 years. He has held positions in Sales, Sales Management, Marketing management and Training in that time.

He has a reputation for being a highly motivational, popular trainer where his fast paced delivery of the psychology of success is key to every programme he facilitates.

He produced his first book – "Onwards and Upwards In Words" in 2001 and then shortly afterwards launched a new inter-active sales development software training programme called "Go Sell whatever you want to sell" to the Irish marketplace. He is a contributor of articles to various national newspapers, magazines and websites as well as the Irish Broker magazine, the PIBA magazine and The Professional Magazine on sales and marketing matters. He also contributes articles to the Sales Institute of Ireland's Newsletter.

*If things do not change, they are sure to stay the same.
Staying the same is not an option today!*

**FOR MORE INFORMATION OR TO BOOK A
TRAINING COURSE PLEASE CALL US ON**

[01] 8403059

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