

The logo features a large, stylized number '10' in white on a red oval background. To the right of the '10', the words 'Proven Sales Strategies' are written in a bold, black, sans-serif font.

# 10 Proven Sales Strategies

By Ryan R. Dohrn

Founder, SalesTrainingWorld.com

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Favorite sales blog posts by Ryan Dohrn as chosen  
by over 25,000 the monthly readers.

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## About the author:

Ryan Dohrn is the founder of the sales consulting firm Brain Swell Media, the author of the business book Selling Backwards and the Publisher of SalesTrainingWorld.com. Ryan has entrenched himself in the sales and marketing business for over 25 years having worked for the likes of the NY Times Company and Disney/ABC TV. He has trained over 4,000 sales professionals in 7 countries. Ryan has also had the unique opportunity to work with the sales and marketing teams at Boeing, the US Army, Lockheed Martin, John Deere and over 200 other national brands. Ryan is an internationally certified business coach, an acclaimed speaker and has been featured in USA Today and on Forbes.com. Ryan currently works on a monthly basis with over 75 companies and their related sales, marketing and management teams.

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## CHAPTER 1

### **6 Simple Ideas to Achieve Your Sales Goals.**

Each New Year we set resolutions or goals for the upcoming year. As a sales coach it was interesting to learn that experts tell us that 90% of people set goals on January 1st, yet less than 10% achieve those goals. So, after training over 3,000 sales people, and selling actively every day, (and not just myself by the way) I have identified 6 things you must do if you want to actually achieve your sales goals for the New Year.

Idea #1: Set goals that are realistic. All too often the goal is just too large to accomplish in the period of time that you have allocated. This seems so simple, yet it is the number one offense of New Year goal setting. As a sales training coach, I very often cut my clients goals by as much as 35-50%. Trust me... be realistic. Push. Stretch. Grow. But, be realistic if you want to succeed this year.

Idea #2: Set focus points. After you make a list of your goals you need to set a path to achieve the goals. These are the things that you will need to do in order to reach the goal. For example... I want to grow my sales revenue by 75%. Ok, great. What is that number? Say it is \$100k. What are the three things you will need to do to accomplish that? Perhaps, clean up your CRM? Maybe get to work at 7am every day? Perhaps you will need to get some sales training? Without focus points, goals are dreams at best. Get specific.

Idea #3: Eliminate random patterns in your life. Each day should not be a new day in “sales land”. Identify patterns in your life that are random. If they are important to your sales process then turn them into time blocks and commit to them daily. Use your calendar to keep you on track. If they are not important to your sales life, eliminate them. If you do not know if they are important, ask your sales coach.

Idea #4: Identify repeatable patterns of success. Last year there were things that went right. Identify those things and repeat them. Identify things that did not go right and do not repeat them. Seems simple right? Then, when do so many sales people repeat things that do not work and hope for a different result? Because from birth you have been taught that if you work really really hard you can achieve anything. This is not true. Sorry. Working hard at the wrong things will get you no-where. Not sure where you’re off in your sales process? Get some help.

Idea #5: Understand that sales is a numbers game. Break down your numbers into bite sized pieces. Rather than stare at a \$200,000 goal, break that down. Then create a plan to attack the smaller pieces. Once you have the number broken into manageable pieces, then back yourself into your numbers. For example, if your goal is \$200k and your product sells for \$10k, then you will need to close 20 deals. If you close 50% of the clients that you meet with, then you need to prospect 40 potential clients. As a sales coach, I would advise you to prospect 50. You need a buffer to stay on track.

Idea #6: Get some help. I must warn you that goal setting is easy. Reaching those goals is not only hard... it is near impossible without some help and guidance. Think about this... when do you lose the most weight? By yourself or with a partner? When do you gain the most muscle mass? By yourself or with a trainer? This blog is not about me as a sales coach or sales trainer. This blog is about you. What do you need to be a success? Tiger Woods has a swing coach and he is one of the best golfers in the world. Behind every great team is a great coach.

Sales coaching and sales training is what I do. I would love to help you be a huge sales success this year. Please reach out to me for a free Personal Sales Assessment. This is a free 20 minute assessment via phone that will reveal the areas where you are weak. There is no obligation or strings attached. I promise no sales pitch.

Be sure to listen to this blog LIVE on the podcast! The link:

<http://salestrainingworld.com/sales-training-podcast/sales-training-advice-podcast/>.

## CHAPTER 2

### **10 Sales Email Subject Lines To Get An Open, Read and Reply.**

Many sales trainers talk about the “good ole days” before email. When the phone was your weapon of choice. Many even suggest that email has ruined the sales process. I could NOT disagree more. In my sales training workshops I teach that email is an amazing piece of technology. If used in the right way it can truly help the sales professional win and grow business.

Before we get into the best sales subject lines for email success, please allow me to offer three pieces of email sales advice.

- Email does not replace the phone. The phone is an amazing tool when trying to build a relationship with a prospect from a distance.
- All too often you ignore the phone and only focus on email. Sales superstars know how to balance phone, email and face time to maximize the total sales process.
- Email lacks tone and emotion. Of course you can YELL and ;-), but, your voice is a powerful sales tool. During my sales training workshops I teach a pattern of voice mail and email prospecting that gets results! Do not give up on the phone when these sales email subject lines get you results.

Here are my top 10, email subject lines that have been getting me results in the last 30 days or less. I will also provide email examples and advice on each as well.

- Subject line: (Name of a mutual connection) recommended I get in touch.

•

Body of email: "Hi Donnie. Ryan Dohrn recommends that you and I touch a base about \_\_\_\_\_. He and I mutually felt that this idea could benefit you. Could I have 20 minutes via phone to discuss this week? I promise just 20 minutes. I take pride in not wasting people's time."

Advice: There is clearly no better way to connect with a new sales prospect than through a referral. Agree? Also, notice that I assure the prospect that I will not waste their time. Many sales people before you have wasted a prospects time. You want to take pride in not being one of those "vampires of time."

- Subject line: I was just wondering...

Body of email: "Hi Rachel. I was wondering if you would be open to a 20 minute phone call about (insert sales topic here). I promise to respect your time. 20 minutes is all that I need."

Advice: This sales subject line is often used as a follow-up or can also be used as a way to offer a meeting invitation. For example,

- Subject line: May 29th?

Body of email: "Hi Ron. I will be in Clinton, on May 29th for a meeting. Could I get on your calendar for 20 minutes in the morning? I promise just 20 minutes. I take pride in not wasting people's time."

Advice: I often use this subject line to request a meeting date or to offer a follow-up date for a meeting.

Subject line: 3 reasons...

Body of email: "Hi John. I truly feel there are three reasons why we should work together.

- Your mission. I understand your company and appreciate your mission.
- Your support needs. I have a quality reputation for offering best in class customer service.
- Your budget. We are the only company offering your payment options.

Advice: This subject line is most often used after you have tried several times to connect with a prospect via email. The idea is to list three reasons why the prospect should reengage with you via email.

- Subject line: Did something happen?

Body of the email: "Hi Terry, Was there something that happened after our meeting that I can help you resolve? You sounded very positive about setting up a follow-up call. I am not a high-pressure type of guy. I truly want to help you with \_\_\_\_\_."

Advice: After a proposal or a meeting this subject line will often play with a prospects emotions and get you a response. I might even say in the email

- Subject line: New idea for you.

Body of email: "Hi Bob, I would love to share with you a new budget friendly idea that is really working for other companies like yours. 20 minutes is all that I need. I promise just 20 minutes. I take pride in not wasting people's time."

Advice: I like to use this subject line right out of the gate when trying to set a meeting with a new prospect. Of course you need a new idea to share. Or, you can share a thought that will give your prospect a slight competitive advantage.

- Subject line: (Name of a competitor) is marketing very well? Or, just the company name of a prospects competition.

Body of email: “I see that John Doe is really marketing a lot these days. I have an idea to really give them a run for their money.” Or, “Hi Rex, I see that John Doe just launched the new ABC Model. I have a unique idea to share with you that could give them a run for their money.” Or, “Hi John, your competitor John Doe just bought into our system. I truly feel you need to take a look at this as well.”

Advice: This subject line is most often used by my media sales coaching clients. But, it applies to other sales sectors as well. This sales subject line will ruffle a few feathers. So, be careful. I never EVER share client information with other clients. I am simply using this subject line to prompt a reply based on friendly competition. Again, you want to be ethical with what you share using this approach.

- Subject line: Wrong person?

Body of email: “Hi Michael, I hate to be that sales guy that keeps emailing the wrong person. Any chance you could point me in the right direction of the person that handles \_\_\_\_\_?”

Advice: Often used as a last ditch effort, this subject line allows the client to provide you information that you can use to move them off your prospect list. Be real and often you will get a reply. This truly only works if the sales prospecting pattern you use is aggressive. If you only email once a month, forget about it.

- Subject line: 20 Minutes

Body of email: "Hi Nicole. I saw on your web site that you just launched the A350 Model. I have an idea to help you promote that to

our client list of 360,000. 20 minutes is all I need to share with you an idea. I promise to not waste your time and keep you on the phone for 45 minutes. I pride myself in not being that type of sales person."

Or, "Hi Nicole. I saw on your web site that you just won the contract for Jayco. Congrats. I have an idea to help you with the staffing issues related to that contract. 20 minutes is all I need to share with you an idea. I promise to not waste your time and keep you on the phone for 45 minutes."

Advice: This subject line can be tricky if you do not also include a promise. You will need to tweak the above based on what problem you hope to solve. Or, what your idea can do to save her time, money or effort.

- Subject line: I will respect your answer.

Body of email: "I would very much enjoy working together, but if you have decided to not move forward I will be very respectful of your decision. Any update on your project decision status is appreciated."

Advice: Not used enough. It is often taboo to allow a client to say no. To encourage them to say no is also taboo. But, what I have found is

that when the client feels like they can tell you no they will at least reply.

In conclusion:

There are certain sales training programs that teach you “sales tricks”. Those zinger lines of narrative that force a client to a “yes decision”. In the day and time when there were not many options for products and services those “sales tricks” worked well. Today, most buyers will not tolerate the high-pressure sales tactics of the past. I find that my systematic approach to sales relies on three things... working the right client on the right pattern with the right message. Relevance is key.

How can I help you and your team? Each year I train hundreds of sales professionals. My methods are fun, ethical and based on the simple fact that I sell every day to feed my family. My ideas are fresh, relevant, tactical and you can use them right away.

Be sure to listen to this blog LIVE on the podcast! The link:

<http://salestrainingworld.com/sales-training-podcast/sales-training-advice-podcast/> .

## CHAPTER 3

### Stop Losing Customers

We have all been there before... A customer cancels for no apparent reason. You call them... No return call. You email them... No return email. You speculate. You wonder. You lost. So, what now? You can blame others or, you can fix the issue. Let's cut straight to the point... What is your customer retention plan? As part of my ad sales training and ad sales coaching programs we spend a considerable amount of time talking through this question. Why? Because we know that it is easier to retain a customer than find a new one. Here is the main point of this blog post... You need to work as hard to keep your customers as you did to earn their business in the first place. Period. To make this statement a reality you need to know how much time you spend acquiring just one customer. Let's explore a simple customer acquisition scenario.

1. John Doe is a customer that you just lost for no apparent reason.
  
2. You prospected him for three months at approximately one hour per week.

3. Add in your meetings to close the deal.
  4. Your total time acquiring John Doe was about 16 hours. So, in the last year did you spend close to 16 hours retaining John Doe? I bet the answer is no. Just to be clear... You CAN count a certain amount of customer service time toward that 16 hours. But, how many hours did you spend on non-sales communication with John? If you only reach out to customers as the "sales rep", you will always be seen as just a "sales rep". Customers will be less likely to answer your calls. Customers will be less likely to return your emails. Customers will be less likely to build relationships with you on a level that is required to retain them for the long term.
- Here are three things to consider when creating a customer retention program.
1. How much of your profit will you re-invest in this program? To determine this you simply need to calculate how much money you spend acquiring one new customer.
  2. Who will champion this program? No champion... no success.
  3. Are all customers equal in the program? Meaning... Do you offer more incentives to those that spend more with you?
  4. What about customer appreciation parties or special gatherings at trade shows?

5. Do you host lunch and learn seminars with and for your customers?
6. Have you considered offering monthly sales or business coaching to your customers? You have a ton of expertise to share... They want it. Trust me.
7. What about a monthly conference call or webinar for your customers featuring an expert on a certain topic like social media or web design?
8. My friend Gary Whitikaer, Publisher of 417 Magazine in Springfield, MO, loves to give candles to customers.
9. What about exclusive events or retreats? Sounds expensive?  
Hmmm...What does replacing a customer cost?
10. VIP call in lines? Exclusive access to a human at your company when they call into your phone lines? We could spend all day on this topic, but the important take away should be this... all companies, no matter the size, need some type of customer retention program.

So, where do you start? Open up a discussion with the sales team as a start. Confused? No idea where you start? Call me. Let's chat. My first 30 minutes is always free of charge.

Ryan... your sales coach.

## CHAPTER 4

### Overcoming the 5 Most Common Sales Roadblocks

What are the five most common roadblocks that are stopping you from exceeding your sales goals? All too often, as I teach ad sales training workshops, I observe the most common problem stopping sales people from being a raging success are random patterns passed off as a "sales process". In this blog post we will explore five ideas to remove randomness from your sales life.

In sales that randomness is the new normal. I read hundreds of blogs posts each month via Twitter. Many "experts" push agendas like... "Reinvent yourself daily" or "Commit to nothing except change". Really? This is sad. I have found the exact opposite to be true. Commitment equals greater results in life, love and business. I have also observed five roadblocks to sales success that we can tackle and fix today. If we can commit to fixing these five issues we will escape from Random land and leave on a solid roadway for success. But, are you willing to commit to a new path for sales training success and leave Random land behind?

Let's explore these five ideas together.

1. Call To Close Ratios - Do you know your call to close ratios? Don't just

say yes. Do you really know how many calls you need to make to get to a meeting? Then, how many meetings you need to host to get to a closed deal? This is how I work my numbers each month. I work 50 clients to get to 10 meetings. From those 10 meetings I present 8 proposals. From the 8 proposals I normally close 5 deals. To beat this roadblock you MUST intimately know your call to close ratios.

2. Total Sales Touches - I have observed that it takes 12-15 touches to get a potential buyer to respond to what you are trying to sell. Most sales people give up after 4 attempts. This idea is easy to read but hard to fix. Do you understand what drip marketing is? Drip marketing is your ability to slowly and consistently place your sales marketing information, or message, in front of a potential buyer. Create email and voice mail templates that vary in length, tone and subject matter. Understand that an immediate response is probably not going to happen. Use videos in your emails to boost interactivity. Increase your touches to beat this roadblock.

NOTE: Want to learn more about #2? Here is a different free video to help.  
<http://tinyurl.com/jff6xn7>

3. Be Realistic When You Try To Fix Things - Most sales people are unrealistic about the amount of time it will take to see a change in their ad sales results. In most cases, once you commit to making a change to your sales process, it will take a minimum of 30 days to see the results. Very rarely have I observed a "quick fix" to a sales problem. When someone hires me as a sales coach, one of the first questions I ask before we get

started is how committed that sales person is to the journey it may take to not only discover the core problem, but then fix that problem. To beat this roadblock, be patient.

4. Don't procrastinate - Most sales people wait until a deadline is looming to get serious about selling. Clients buy when THEY are ready to buy not when YOU are ready to sell. One of the keys to sales success is starting early and understanding your buyers purchase cycles. Are you committed to the total process or are you looking for a quick kill? In sales there are two types of people; hunters and farmers. Both are needed. One is not better than the other. Identify your sales personality and adjust your time frame for it. Meaning, farmers need more time to nurture the seed. So, if you are a farmer, plant corn early. If you are hunter, don't wait until the last minute either. Just know that your style might not fit the client. To beat this road block, make plans to work hard months not days before a sales deadline.

5. Seek out Training - Most sales people lack sufficient ad sales training to put best practices in place. So, this point is a bit self-serving. I get it. I am in the ad sales training and ad sales coaching business, but the point still remains true. What are you as a sales person doing to grow your skill set? Most serious sales professionals are looking to improve daily. Do you read sales blogs? What about hiring a sales coach? How about attending a sales training conference? The most common reality is that most sales people are waiting for their company to pay for the training or coaching. Why wait? Your investment in yourself, even in small ways, benefits who? You. To beat this road block, commit to training.

NOTE: Here is a link to a free preview video of my online sales training program. <http://tinyurl.com/z63hdko>

So, where do you grow from here? I would encourage you to review these five points of focus. Pick one and commit to it for a minimum of 30 days. Next, find an accountability buddy in your life that help you stay on track. Don't know anyone or trust anyone... hire a sales coach.

In the end the success you desire is truly up to you. I have seen literally hundreds of sales people commit to change and they have walked away with greater satisfaction in work and life. I know that you can do this too. I just know it.

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## CHAPTER 5

### Welcome to SalesLand, Evolve or Else.

Sales is an amazing business. As a sales executive myself and as the lead Sales Training World coach, I live and breathe sales every day just like you. Sales will feed your family for many years to come, if you adapt and evolve. If you live for yesterday, you will die tomorrow. This is why continuous sales training is so important to you and your entire sales team.

Be sure to listen to this blog LIVE on the podcast! The link:

<http://salestrainingworld.com/sales-training-podcast/sales-training-advice-podcast>.

Those that want to buy from you are growing tired of your needs assessments and your open ended questions and your soft close techniques. The sales tricks of the past are just not working any more and you need to stop selling this way. Period. So, what do you do? Easy. Well, sort of easy. Create great conversations with great clients where you pitch great products and get your clients great results.

1. Create great conversations. This idea is all about having a plan for

prospecting. My Big 50 prospecting plan is focused on myself working 50 new clients to set 10 great meetings within 30 days. From those 10 meetings I will secure bye-in from 8 clients and close 4 deals quickly. I always promise not to waste my client's time and to come to them with a great idea that will improve their business.

This idea is core to my sales training plan of attack.

2. Talk to great clients. This idea is all about setting meetings with the perfect client for myself. Not random clients, where I hope for a deal. This is a waste of my time and the client's time. I have a six point checklist that each client must match before I ever call them as a prospect .For example...

a. Do I have a connection point via LinkedIn or in my community?

b. Do I know who the decision maker is?

c. Does their company size match my ideal client?

d. Is it obvious that they have a need for what I am selling?

e. Are they working with my competitor?

f. Do I have any type of inside track to the client?

3. Pitch great products on the spot. Consultative selling is still alive, but now more than ever; I am coming to the client meeting with ideas ready to present. The days of gathering information to then chase down the client are gone. Clients expect sales executives to come to the meeting ready to roll with ideas to solve their problems. Use the data at your fingertips and your industry expertise to come ready to go with great ideas. Sure, you may need to tweak your ideas, but coming with nothing is just not acceptable to the buyers of today.

4. Offering great results is all about return on investment. But, are you being held to a standard that is too high? Perhaps? Did you check your clients expectations from the get go? How are you at managing your client's expectations? Are you providing reporting or results on a predetermined basis? What is your ROI management plan? You need to have one in place. You need to execute on the plan. No ROI, no future deals. Create great conversations with great clients where you pitch great products and get your clients great results. All four of these sales training points are about hosting meetings where you have great conversations with your clients. No amount of sales tricks will replace having quality conversations with your clients. I sell each and every day just like you. I have read literally hundreds of sales books. What I am noticing is that most sales trainers are not updating their sales strategies to work on millennial buyers. Buyers born after 1984 are awesome, but they come with a certain expectation.

1. Don't waste my time.

2. Be relevant.
3. Come ready to roll.
4. Do your research in advance.
5. Prove to me that what you say will happen.

Sales is an amazing business. It will feed your family for many years to come if you adapt and evolve. If you live for yesterday, you will die tomorrow.

## CHAPTER 6

### **Overcoming Objections from the Get-Go**

Each and every day in “sales land” we need to handle objections. It is simply a part of our life as sales people. Since we know that we will meet these objections each day, we can prepare. Preparation is key to success in nearly any career, but most sales people fail to prepare.

Professional golfer Tiger Woods hits thousands of golf balls each week. Why? Undoubtedly he is so gifted that he could beat most of us in a full round of golf using only his putter. He truly does not need to practice to remain one the greatest golfers of all time. So, why does he do it? He is really busy. I mean really, really busy. Tiger, like nearly all professionals athletes knows that daily training is the key to long-term success.

If sales people where to think of themselves as professional athletes, they would not only excel further, the path would be so much easier. I have had the opportunity to train over 3,000 sales professionals in seven

countries. In over 75% of the cases the sales people I encounter are wonderful people but, they are poorly trained. In addition, they do not continue to train each and every day to perfect their trade craft. When I ask them why, the most common response is that they are too busy. As this relates to overcoming objections, what if we could not only train to handle objections, but we could learn to turn objections from a negative to a positive to a closed deal. Is that something you would be interested in?

Let's explore 4 ways to prepare and handle nearly every objection you will encounter.

1. Understand that nearly every objection can be handled with a success story. Using the feel, felt, found sales technique, you can respond to an objection and turn it into a positive sales success story. Here is an example. Let's just say that your sales prospect is Rex Reed Chevrolet, a car dealership. At the end of your sales call the sales prospect says to you, "Your product is just not a good fit for our current strategy." Your reply using the feel, felt, found sales technique could be, "I know how you FEEL. Bob Jones Ford FELT the same way when I shared this idea with him. Here is what they FOUND, the tool I sharing with you reduced their down time by 75% and thus increased their productivity by 45%!" To use this technique you will need to gather success stories from clients or other team members.
2. Almost all sales people are armed with stats and facts to handle objections. This can be effective if and ONLY if you help the sales prospect understand how that fact or stat impacts them. If you present a fact or stat to counter attack an objection it is imperative that you use a

bridge statement to explain how that fact or stat will impact the client. Here is an example. Let's just say that your sales prospect again is Rex Reed Chevrolet, a car dealership. At the end of your sales call the sales prospect says to you, "Your product is just not a good fit for our current strategy." Your reply might be, "Thank you for letting me know how you feel. Are you aware that according to AutoStats.com over 45% of all car dealerships suffer from lost productivity in their service bays? What this means is that our tool will not only help you identify the loss in productivity, but help you correct the issue. Is that something you might find helpful?"

3. Do not go into defense mode when an objection is brought up. Rather, empathize with the client and remain very positive. "Ok, so I hear your issue, let's explore that further." Then, search for the positive moments from the sales call and refocus the conversation.
4. Sell them on the idea. Very often sales people get so focused on the product or service features that they forget to focus the client on the idea. Or, the "why" in the sale. For example, if price is the issue, let's start with the idea... do you like the idea?

Be sure to listen to this blog LIVE on the podcast! The link:

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## CHAPTER 7

### 5 Ways to D.R.I.V.E. Your Sales Numbers sky high!

To win the Daytona 500 is one stop on your quest toward auto racing greatness. To win is more than just going fast. It requires a plan. Perhaps you think that auto racing is just a lot of circles at a fast speed. Nope. Everything from tire pressure to the air temperature contributes to crossing the finish line first. Race crews test for days and days to get their settings just right. There is a very specific plan for each race and each race track. As a sales coach and sales trainer I am seeing more and more sales people that are going fast in circles and not realizing that their lack of a plan is costing them race after race. Or, more precisely deal after deal. Let's use the acronym D.R.I.V.E. to focus in on a potential plan for sales success.

1. The “D” in D.R.I.V.E. stands for D-ifferentiate. You need to differentiate your product quickly from all others in the sector. Price will always become the deciding factor if two products seem similar. As a sales person you need to work very hard to show the unique differences between your product and your competition. This is especially important if your product is more expensive than the competition. You need to do this while prospecting, hosting sales calls, closing deals and when retaining your client. You need to create a clear and stark difference between you and your competition. Create an apples to salmon comparison and don't allow an apples to apples comparison to exist in your potential clients mind.

2. The “R” in D.R.I.V.E. stands for R-un. You need to run and not walk in today’s competitive sales environment. Today your clients are not willing to give you much time. Many sales training companies will tell you that you need to walk before you can run. Not me. Run. You need to run or you will lose to those that do. Ask yourself this question... Besides their family, what do most clients value above all else? Most of your prospective clients value their time above nearly all else in their life. Here is the actual issue. You are seen by most prospective clients as a time stealing sales person. You promise to be brief and then you show up with a 30 minute Power Point. So, cut to the chase. Promise to not waste their time. Then, don't. I am often criticized for this philosophy because so many sales professionals rely on relationship building to secure deals. Don't get me wrong, I am all about building relationships. There is just not enough time in most sales environments to create the relationships required to close a deal quickly. Very rarely do I come across a Sales Manager that says to his sales team, “I am going to give you 12 months to build relationships with your clients. I need no sales for the next 12 months.” Because of this you need to RUN! Consultative selling is not dead. You just need to speed up the process. Go to your next meeting prepared to present great ideas. Do not wait for the meeting to then go back to the office to come up with a good idea. Be prepared to run with great ideas that can be tweaked on the fly.
  
3. The “I” in D.R.I.V.E. stands for I-nvest. Invest in your next meeting with serious and solid preparation. Consultative selling is fine, but that often means you gather information in meeting #1 and then prepare a proposal

for meeting #2. Then you chase the client for weeks. Be prepared to come to the meeting with great ideas. The days of walking into a meeting to gather information from a client are gone. This approach is dead. Begin your research with LinkedIn, the internet or other industry resources.

Create three scenarios or ideas that you feel your prospective client might like. Mention to the prospective client that you spent time preparing for the meeting and have some great ideas to share. Then invent and tweak your ideas/proposal on the fly. Come prepared with ideas, options and pricing variables. Get buy-in on the spot. My successful clients will build a proposal in front of the client on their iPad or a piece of paper and get the ball rolling. Or, create pricing packages in advance based on common buying scenarios from past customers. Stop thinking your product is too complex for this approach. Even in the SaaS business, be prepared to run scenarios that show potential savings or increases in productivity. Sure, you might guess wrong, but you will gain serious respect from prospective Client for the hard work. Preparation is key to your sales success.

INVEST in the time it takes to come to sales call prepared.

4. The “V” in D.R.I.V.E. stands for V-alue. Value is everything in sales. If you bring no value to the prospective Client you bring nothing to the Client. There are three main things that most business people want. They want to save time. They want to save money. And, they want to make money. Sure I am being generic because each product or service is unique, but you should get my point here. You need to quickly prove what value you bring to the table. Once you have identified the value you offer then you need to focus on the sales call itself. Cut to the chase and drive home value with your talk or presentation. Because we know that customers do

not buy when they do not understand, you need to sell the total value you have to offer them in your visuals and sales chatter. Think more like a teacher than a sales rep. Break your thoughts into simple points. Remove the fluff. Keep it simple. Prove to them the value your ideas bring to their business. Proving value also weaves nicely with ROI. Value and showing return on investment are critical. All too often sales people focus on features and not their value proposition. A great example is a washing machine sale. If I only focused on the fact that a washing machine cleans your jeans the buyer might miss out on the fact that the new machines are super-efficient, so they save you power, water and ultimately money. Plus, as an added bonus, you are doing your small part to help the environment. See... so much more than just clean jeans.

5. The "E" in D.R.I.V.E. stands for E-nd Game. Establish a follow-up protocol so that your end game is crystal clear. This is the most important part of the D.R.I.V.E. sales process. At the point in the sales meeting when the client says they need to "think about it" or "take the idea to the boss for approval" you need to establish a follow-up protocol. Sure you can try all the tricks taught in sales training workshops. Or, you can get real and understand that VERY often you will need to follow-up with a customer. You CAN NOT leave the follow-up protocol to the customer or you are dead. First, validate that the customer loves your idea/product/proposal. Then, use your phone to set your follow-up meetings and get the customer on your calendar. Invite them via your calendar to the meeting via email. Promise to not be a "typical" sales rep that will call them 1,000 times if they set the next meeting. However, do promise to call at the given time you agree upon and DO NOT miss the

call. Try three times to establish a follow-up meeting before you give up. If the customer will not set a follow-up meeting you need to ask yourself if you actually have buy-in on your idea/product/proposal. It critical that you understand that your follow-up process must adhere to what I like to call the “Magic 48 Hour Sales Window™.” What do I mean by that? You have approximately 48 hours to reengage the client or risk losing them.

Prospects tend to lose focus in 48 hours or less. So, book your follow-up within 48 hours. A week is a common request. Nope. Don’t fall for that. 48 hours. Trust me friends. 48 hours. This is why I do not pitch new sales proposals on a Friday. Be on the lookout for my eBook called, the “Magic 48 Hour Sales Window™” coming out soon.

Ok, let’s wrap up. Any plan is better than no plan. Think about the components of my D.R.I.V.E. sales plan and figure out ways to adjust your sales plan.

- The “D” in D.R.I.V.E. stands for D-ifferentiate. You need to differentiate your product quickly from all others in the sector.
- The “R” in D.R.I.V.E. stands for R-un. You need to run and not walk in today’s competitive sales environment.
- The “I” in D.R.I.V.E. stands for I-nvest. Invest in your next meeting with serious and solid preparation.
- The “V” in D.R.I.V.E. stands for V-alue. Value is everything in sales. If you bring no value to the prospective Client you bring nothing to the Client.
- The “E” in D.R.I.V.E. stands for E-nd Game. Establish a follow-up protocol so that your end game is crystal clear.

I am here to help with sales coaching and sales training for media and tech companies large and small. I have trained over 3,000 sales people in 7 countries. I actively sell each and every day products and services beyond myself.

My challenge to you... What will you do different this week to improve your sales?

Be sure to listen to this blog LIVE on the podcast! The link:

<http://salestrainingworld.com/sales-training-podcast/sales-training-advice-podcast/> .

## CHAPTER 8

# 10 Ways to Boost Your Fall Sales Numbers

For most sales professionals the autumn season signals the beginning of the end of your sales year. Even if your fiscal year does not follow the calendar year, when you add in the holiday season and New Year celebrations to the mix you have a double whammy that often brings sales to a slow crawl across the December finish line.

Below are ten things I often share with my sales coaching and sales training clients this time of year. I hope these ideas will encourage you to keep your energy high and your sales rolling forward despite the looming “fall factors of sales failure”.

### Idea

#### #1: Don't believe the crowd.

No one makes decisions this time of year. Lie. Let other sales people continue to think this. In my sales training programs I teach that most decisions to buy are made months before a deal is signed. If your sales process is to meet a new client and introduce your product or service and get a signed deal after the first meeting you are already doomed. Instant sales are rare. Learn from this error. Use this time of year to sell hard so that when the client's new budget is approved in the next fiscal year you have the sale primed. DO NOT wait until a budget is approved to start the sales cycle.

Another thing to consider is the simple “use it or lose it” budget scenario. I have at least three clients that spend money before Dec 31 so that they do not lose the money in their next budget year. The “use it or lose it” money management plan is alive and well in most companies.

Idea #2: Look to expand your client relationships. This is a great time of year for “meet and greet” or “lunch and learn” type meetings. As a sales coach I call these non-sales meetings or educational meetings.

Take advantage of the holiday spirit and plan meetings to drive knowledge and to build relationships with new and existing clients.

Idea #3: Do not stop prospecting.

Because many sales people feel that the fall is a “dead zone” they stop prospecting. Do not fall into this trap. While other sales professionals fall (Pun intended) dormant, you should look drive up your phone call and email volume. This will give you a leg up on the competition.

From a sales training perspective, this needs to be a part of your daily routine. Never stop prospecting.

Idea #4: Reignite the fire in what you are selling. As the days get shorter so do our attention spans. Also, the gray skies as you drive to work are less than inspirational. The way you feel about your product affects the way you sell your product. This can cause you to sound and act lethargic. As a sales coach I often ask my clients this question...

“Go back in time and tell me what excited you about your job when you first started?” Then I ask, “Go back and think about what got you excited to sell this product when you first started”. I might also suggest that you listen to

upbeat music on the drive to work. Change your screen saver or desktop image to something positive or fun.

Find that love you once had and reignite the sales flame.

Idea #5: Clean up your CRM tools.

Really? Sounds like a bummer! Just do it! In my sales training workshops I am amazed at how out of date the client data is in many CRM tools are as we dig deep on client issues. Having your data in good working order is so important as you strive to be the best sales person in the land. Delete dead accounts. Trade accounts with others. Update outdated accounts. Do some CRM housekeeping.

Idea #6: Dig deep on your personal professional development. Use some of your down time to read a good sales book or a great personal development book. There are lists of great books online everywhere.

<http://www.inc.com/christina-desmarais/27-books-these-successful-executives-say-inspired-them-the-most.html>

Watch inspiring videos online about sales or management.

In general dig deep in boosting your personal growth plan. Maybe you need to create your personal growth plan.

Perhaps you need to hire a sales coach or enroll in a sales training program. (Hint. Wink. Blatant promotional plug. Lol.)

Idea #7: Run reports to identify clients that you may be overlooking.

Within any quality CRM you should be able to run a report that shows who dropped off your radar this past year. I am amazed at the number of clients

that I miss each year. I often pull this report each quarter to stay on top of things as well.

Idea #8: Prepare year-end client impact reports.

Each year you help your clients accomplish something. Identify what that is and put it into a colorful report. This is called proof of performance.

Idea #9: Plan out your 2017 wish list.

Who will be on your “Top 10” list for next year? Create this list. Research the clients on this list. Place their names on a white board that you can see every day. Develop a sales marketing plan for each client on this list.

Idea #10: Look for ways to inspire others around you.

Most people look for others to inspire them. How about you looking for ways to inspire others? From offering to help create a colleagues 2017 wish list to taking the time to help a fellow sales pro clean up their CRM to taking someone out for a special lunch, look for ways to inspire others around you.

Autumn is a weird time of year for sales people around the world. If you let the gray skies and holiday madness rule your sales life, you are setting yourself up for a flat start to the New Year.

As a sales coach I love this time of year. I get really busy. Need some inspiration on any of the above ideas? If so, reach out to myself or my team for help. Sales coaching is a great way to help inspire you to dig deep and find the quality results you have been seeking.

## CHAPTER 9

### Selling To Jerks

Have you been on a sales call with an ego driven jerk in the last 30 days? If not, perhaps you need to prospect a little more as you should run across them on a fairly frequent basis. They know all about marketing. They think they are a marketing guru. They feel that they really don't need you. Are these clients worth your time? The simple answer is no. The real answer is yes. Even jerks have money to spend. So, how do you get the most money out of "Mr. Know It All"? The answer is pretty simple, boost them up and ride their ego to the bank.

An advertiser of mine Jack Bernard owned a furniture store. He was a jerk with a bad hair piece. I mean bad! Like dead critter on the head bad. Jack would boo-hoo every idea I presented. I stayed after him. I keep calling and dropping by. One day Jack had a "great" idea. He wanted to create a huge box and put "Jack in the Box" on the side of it. He would jump out of the box and scare customers as they walked in the door of his store. Of course, he wanted this captured on camera. I resisted the urge to tell him he had lost his mind. I rolled with it. We shot the spot and guess what... it was a raging success. He was even mentioned on a national late-night TV show.

Now, before I go on with this article I am not advocating that you allow a jerk advertiser to abuse you in any way. They may violate your sense of purpose, but that is not a big deal if their checks clear. Did your dad or mom ever tell you to swallow your pride? This was probably good advice. Most sales reps cannot bring themselves to just play the part and cash the check. They just cannot do it. They feel it is beneath them. Or, they feel it is just wrong. If you surveyed 10 sales reps I would bet that 7 of the 10 would say they are not willing to swallow their pride and just puff the jerk up more. What do you think? Here are my ten simple ideas to make the most of a losing situation and make more money.

1. Realize that most sales reps will avoid this person. So, your competition is pretty low. Win for you.
2. Begin each statement you make with... "You probably already know this but..."
3. Pump up their ego by presenting ideas and allowing the jerk to take credit for the idea.
4. Occasionally send them really bad marketing ideas and laugh at them together.
5. Realize that they have very few friends, so you are important to them.
6. Provide concrete data about their competition. Jerks love data. They brush it off, but they will come back to it later. They might even say, "Who cares what John Doe is doing, he is small time compared to me." Trust me, they do listen to you.
7. They need to OWN every idea and thought. They will not invest in any idea unless it is their idea. So, work hard to make your ideas their ideas.

You can do this by presenting an idea by saying... "I wonder if you would give me your thoughts on this idea."

8. Be firm when needed. Don't stoop to their level, but be firm when you need a decision or you feel they are WAY off their rocker.

9. Understand that their jerk attitude is a product of something that went wrong in their life or career. Be thankful for your awesome clients.

10. Don't dismiss a wacky idea. Sometimes these ideas end up working. After all, it is their money to lose.

Just in case you think this article is a joke, I assure you it is not. I feel I am the king of dealing with jerks. I learn from them. I embrace them. And, I thank them for the Mercedes payment they help pay each month.

Please get a free copy of my new book Selling Backwards. Details on this at <http://SellingBackwards.com>

Remember, if sales was easy, everyone would be doing it.

Be sure to listen to this blog LIVE on the podcast! The link:

<http://salestrainingworld.com/sales-training-podcast/sales-training-advice-podcast/> .

## CHAPTER 10

### **Selling Santa? A Fun Sales Tale**

Note: This blog was written as a fun twist on our sales life. I LOVE Santa and the Christmas Season. If this blog offends you... please lighten up and enjoy some egg nog.

Is Santa Claus real? I say yes. But, I have been “sold” on Santa for many years. 44 years to be exact. But, I was not always so convinced. Perhaps, the greatest “sales job” of them all just might be the never-ending quest my Mother placed on “selling Santa” to my two brothers and I for over 40 years. The “Santa Sell” is still alive today in homes around the world.

My Mom believes in Santa Claus. Period. She will undoubtedly ask what Santa brought me this year on Christmas day. For as long as I can remember my Mom would purposely wrap gifts in different wrapping paper with bright labels that proclaimed they were To: Ryan, From: Santa. She was very quick to point out that the wrapping paper was so unique and pretty. Such great wrapping paper they have at the North Pole she would say. As a young boy, there were many unique occurrences that made me question my ever-growing doubt about the legitimacy of Santa. One Christmas eve we had returned home from my Grandpa Dohrn’s house when a most authentic Ho, Ho, Ho was heard from the family room one story below. I quickly looked down the stairs and saw no one. Almost as

quickly my father appeared next to me on the second floor as if to quietly proclaim his innocence as the “Sales Assistant” to this “sales plan”. There is no way that he could have played the role of Santa and then appeared right next to me. He clearly saw the question forming in my mind. Like many of my sales clients I needed to “think about it” overnight.

Is the selling of Santa to our children perhaps the greatest sales job of all time? Let’s compare the “Santa sell” to what we sell every day.

Be sure to listen to this blog LIVE on the podcast! The link:

<http://salestrainingworld.com/sales-training-podcast/sales-training-advice-podcast/> .

Step #1: Pre-sales marketing is critical to your success as a sales professional: Maybe you remember the days as a kid of circling toys in the Sears catalog? My Mom would often put the catalog in our little hands months in advance. Coincidence? I think not. (I was born in 1972. I'm not that old. Lol.)

Step #2: Persistence pays off when selling anything: There was of course the constant reminder of the Naughty and Nice List. I was the oldest of three boys. This reminder happened every day. Mom used persistence to keep the sales message alive. Coincidence? I think not.

Step #3: Sales marketing reinforcement is critical during all phases of the sales process: What about the visit to sit on Santa's lap? Was it a coincidence that you were taken to the mall by your Mother to have your photo taken with Santa in a massive retail establishment? Wait, what about Santa reinforcing the sales message while you sat on his lap? Coincidence? I think not.

Step #4: The negotiation of the deal: As a young child I did not know our financial status, nor did I care, because I felt rich every Christmas morning. But, prior to that big reveal my Mom would begin the process of "gift negotiation". She would remind me that Santa wants to bring me all I request, but his elves can only make so many toys each year. She was managing my expectations too. Well-done Mom. Coincidence? I think not.

Step #5: Closing the deal: The night before Christmas the tradition of cookies and milk for Santa was my Moms way of bringing the deal to the table. The Santa Sell rested on her ability to convince three boys that some fat dude was coming down the chimney bringing us gifts from a sleigh pulled by flying reindeer. You know the story. Huge sell! Coincidence? I think not.

Step #6: Delivering on what you sold: A ton of preamble goes into Christmas morning for many families. My mother has ten boxes of "stuff" that needed to come up from the basement for the big morning. My father also worked hard on clues for a treasure hunt. We had to solve clues to find our last gift which was usually something that cost way more than we could afford, but they somehow bought it. Pure joy is how I describe Christmas morning at the Dohrn house. Coincidence? I think not.

If you factor in all of the above, you will see that my Mother is the best sales person ever. If you ever question your ability to sell think about this... thousands of loving adults sell the idea of Santa to millions of children each year. If they can pull off that sales miracle year in and year out... your sales job should be a piece of cake, or Christmas pie.

No matter how you celebrate this season I hope that you will find the humor and love in this blog post.

# CHAPTER 11

## **Behind Many Great Sales People Is A Great Sales Coach**

May I cut to the chase? As a sales coach I encourage brevity. Shut up and listen. So, let me follow my own advice. Here are five brief reasons why every professional sales person needs a sales coach... this includes me.

- The Bubble Factor. Admit it or not... we all too often operate inside our own bubble. Without new ideas you will not grow as a sales professional. Hiring a true sales coach allows you to interact with a sales pro outside of your situation. Let me be clear, not all business coaches should be sales coaches. I argue about this with my coaching peers all the time. Quality sales coaching programs have actual sales people at the helm.
- The BS Factor. Sorry if this offends... but almost all sales people are full of crap. Why? At some point you found success. So, it is hard to admit that the reason you are missing goal now is because of your own shortcomings. Stop blaming others. As a sales person, the day I admitted I needed a sales coach, was the day I started seeing serious success.
- The “All Good” Factor. I hear it every day... “I’m good.”... “It’s all good”... “No questions Ryan. I’m good.” Really? Then, why did your boss just hire me to save your bacon or he is firing you next week? A sales coach will guide you to self-discovery of the deeper issues that

you cannot see on your own. A good sales coach will also guide on a path to resolution of the issues stopping you from reaching your personal and professional goals.

- The Yellow Hat Factor. I once owned a horse that was ridden by a professional jockey. He insisted on wearing a yellow hat even though yellow it is an unlucky color in the horse business. (Rodeo to be specific) The jockey proudly proclaimed that he had won over \$50,000 on the horse so why should he change the hat? I said... maybe if you had worn a black hat you would have won \$500,000!

Just because you feel your sales systems are working, a great sales coaching program will help you realize a potential beyond what you would ever think is possible.

- The Comfort Factor. Hiring a sales coach is not about being assaulted every coaching session. A quality sales coach will not beat you up. A serious sales coach is your confidant. Your encourager. Your teammate. Your guide. Your sounding board. Comfort and security are an essential need for your existence as a human. Sales coaching is about YOUR sales success.

So, where do you grow from here? Easy. Hire me. Blatant enough? What kind of sales person would I be if I did not ask for the order? Right? Lol. I have been in the sales and marketing business for 25 years. I have worked for huge companies like Disney and start-up companies like HorseCity.com . I actively sell each and every day. And, not just myself by the way. I sell four products every day including myself. From media to software, I am knee deep in sales every day. But, I love sales coaching the best.

My first 30 minutes is always free to you. Reach out.

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About this blogger:

Ryan Dohrn is an award winning [sales coach](#) and offers [sales training](#) to thousands of sales executives each year. He is also an international [motivational speaker](#) and the author of the best selling sales book, [Selling Backwards](#). Ryan is the President and founder of Brain Swell Media, a boutique [sales training](#) and [sales coaching](#) firm with a detailed focus on sales training and coaching for media and technology companies. He is also the owner and Publisher of [SalesTrainingWorld.com](#) an online portal for [sales training](#) success.

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