
THE SHY SALES GUY

Timothy J Thompson

MANGO
COMMUNICATIONS





miX 96
today's best music



SERVICES COMMÉMORATIFS MONT-ROYAL
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Timothy Thompson has one of the toughest jobs in marketing. He wants to sell you your own funeral, while you are still alive. Like life insurance, pre-arranged funeral services are one of those things no one wants to think about.

But with more than 50,000 deaths in Quebec each year, and an increasing number of contracts being sold, at an average price of about \$3,000 each, they are big business.

"Since we cannot contact consumers directly, our profession has traditionally been a reactive one," said Thomp-

MARKETING

PETER

DIEKMEYER

son, director (sales and marketing) of Mount Royal Commemorative Ser-

vices. Often, the funeral company only





Tangible

vs



Intangible




We're here to make
GOOD THINGS
HAPPEN FOR OTHER PEOPLE.

(We do that, it all works.)

GIVE MORE. ENJOY MORE.
GIVEMORE.COM



TOP
10

A man in a white shirt and tie is eating a sandwich. He has a concerned or stressed expression on his face, with furrowed brows and a slightly open mouth. The background is a plain, light gray.


15 55% OF THE
PEOPLE
MAKING
THEIR LIVING
IN SALES
DON'T HAVE
THE RIGHT
SKILLS TO BE
SUCCESSFUL.

 [TWEET THIS](#)

 THE BREVET GROUP

SOURCE: @CALIPERCORP

**16 CONTINUOUS
TRAINING GIVES
50% HIGHER
NET SALES PER
EMPLOYEE.**


 [TWEET THIS](#)




 THE BREVET GROUP

SOURCE: @ATDSALESENABLE

**⑰ THE AVERAGE
COMPANY SPENDS
\$10K - \$15K HIRING
AN INDIVIDUAL
AND ONLY \$2K A
YEAR IN SALES
TRAINING.**

 [TWEET THIS](#)


 THE BREVET GROUP

SOURCE: @BRIDGEGROUPINC



A woman with blonde hair tied back is lying on her side on a wooden desk in an office. She is wearing a black t-shirt and light-colored pants, and is looking down at a white smartphone in her hands. Her feet, wearing dark shoes, are propped up against the desk. In the background, there is a computer monitor displaying a website, a calendar on the wall, and various office supplies like a stapler and stacks of paper.

**18 IT TAKES 10
MONTHS OR
MORE FOR A
NEW SALES REP
TO BE FULLY
PRODUCTIVE.**

 [TWEET THIS](#)

A photograph of a person's legs in blue jeans and brown leather shoes stepping on a banana peel on a paved road. The banana peel is being crushed under the shoe, with a thick, white, gooey substance oozing out. The background is blurred, showing a road and some greenery.

**20 THE AVERAGE
COMPANY LOSES
BETWEEN 10%
AND 30% OF ITS
CUSTOMERS
EACH YEAR.**

 [TWEET THIS](#)


 THE BREVET GROUP

SOURCE: JOANNA BRANDI



**14 ONLY 13% OF
CUSTOMERS
BELIEVE A SALES
PERSON CAN
UNDERSTAND
THEIR NEEDS.**

 [TWEET THIS](#)

 THE BREVET GROUP

SOURCE: @JOSIANEFEIGON



IDEA



COACHING



SOLUTION

TRAINING



LEARN



DIRECTION



KNOWLEDGE



I tell the truth. And I know what I'm
talking about. That's why I'm a
threat.

— Snoop Dogg —

YOU HAVE TO CONVEY THE FOLLOWING . . .



I'm glad to be here.

I know what I'm talking about.

I love what I'm doing.



HELPING OTHERS WILL BRING SUCCESS

FOUR REASONS TO GO TO WORK



1. To serve the customer
2. To earn money
3. To have fun
4. To help others




INTEGRITY



"The truth of the matter is that you always know the right thing to do.

The hard part is doing it." – **General H. Norman Schwarzkopf**

The background of the image is a scenic landscape featuring rolling mountains and a deep valley. The sky is a warm, golden-orange color, suggesting a sunset or sunrise. The sun is visible on the right side, casting a bright glow over the scene. The mountains are silhouetted against the bright sky, creating a dramatic effect. The overall mood is peaceful and contemplative.

Integrity is doing the right thing,
even when no one is watching.

C.S. Lewis

STOP TALKING

"Most people do not listen with the intent to understand; they listen with the intent to reply." -Stephen R. Covey




STOP
TALKING





FORGET LOGIC AND REASON

“When Dealing With People, Remember You are Not Dealing with Creatures of Logic, But Creatures of Emotion – Dale Carnegie



**SELLING IS ABOUT
A TRANSFERENCE
OF EMOTION.**

SETH GODIN

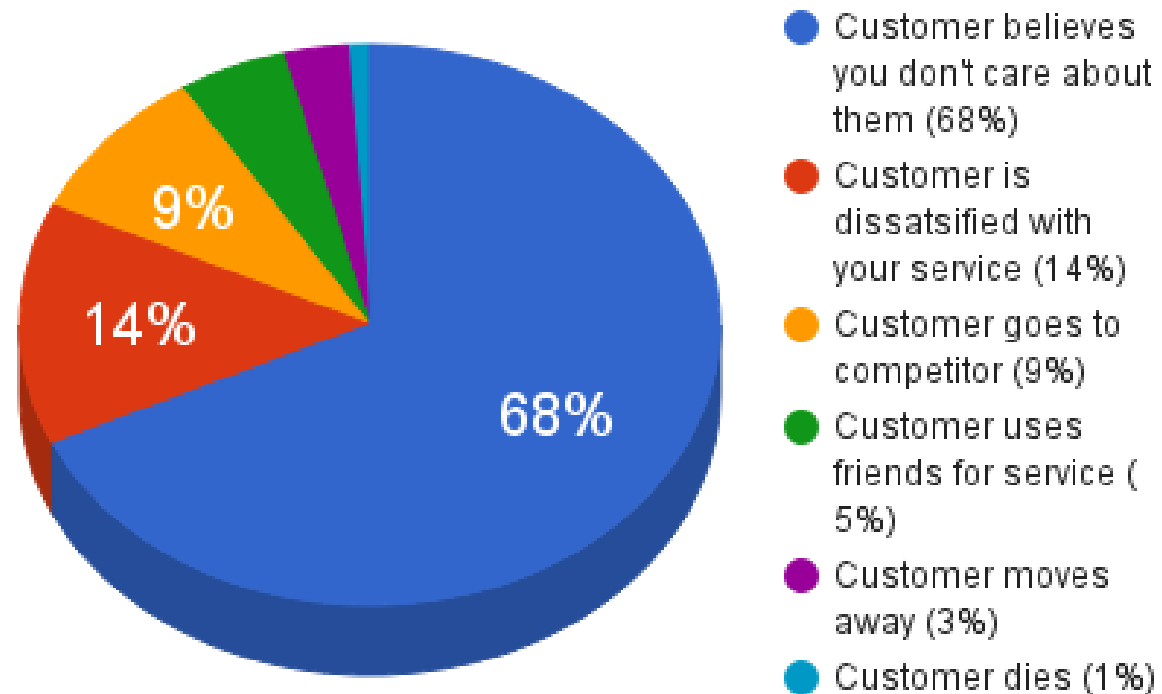


ATTITUDE



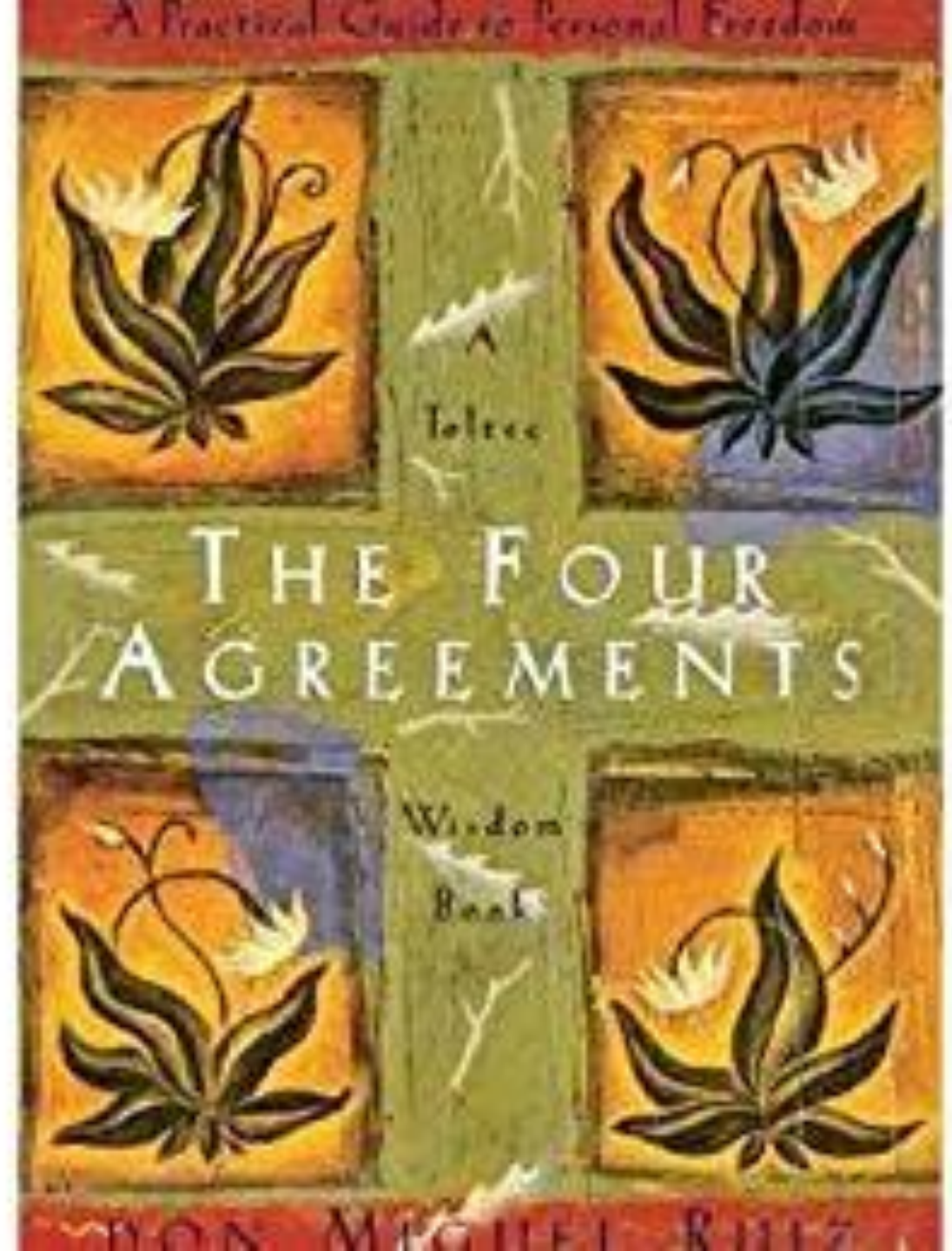
“Your Attitude Not Your Aptitude Will Determine Your Altitude.” – Zig Ziglar

Why Customer's May Leave Your Business



AGREEMENTS

“It’s difficult to try and be what you are not. Being what you are doesn’t require any effort. When you become wise, you accept yourself the way you are, and the complete acceptance of yourself becomes the complete acceptance of everyone else.” -Don Miguel Ruiz





The Four Agreements

- **BE IMPECCABLE WITH YOUR WORD**

Speak with integrity. Say only what you mean. Avoid using the word to speak against yourself or to gossip about others. Use the power of your word in the direction of truth and love.

- **DON'T TAKE ANYTHING PERSONALLY**

Nothing others do is because of you. What others say and do is a projection of their own reality. When you are immune to the opinions and actions of others, you won't be the victim of needless suffering.

- **DON'T MAKE ASSUMPTIONS**

Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings, sadness, and drama. With just this one agreement, you can completely transform your life.

- **ALWAYS DO YOUR BEST**

Your best is going to change from moment to moment; it will be different when you are healthy as opposed to sick. Under any circumstance, simply do your best, and you will avoid self-judgment, self-abuse, and regret.



CLOSING IS EASY

“You Don’t Need a Big Close as Many Sales Reps Believe. You Risk Losing Your Customer When You Save all the Good Stuff For The End. Keep the Customer Actively Involved Throughout Your Presentation, and Watch Your Results Improve. ” - Harvey Mackay



“

**Don't celebrate closing
a sale, celebrate opening
a relationship.**

– Patricia Fripp –



STOP SENDING EMAILS TO PROSPECTS



“The Phone is the Most Important Piece of Equipment in my Business” – Grant Cardone

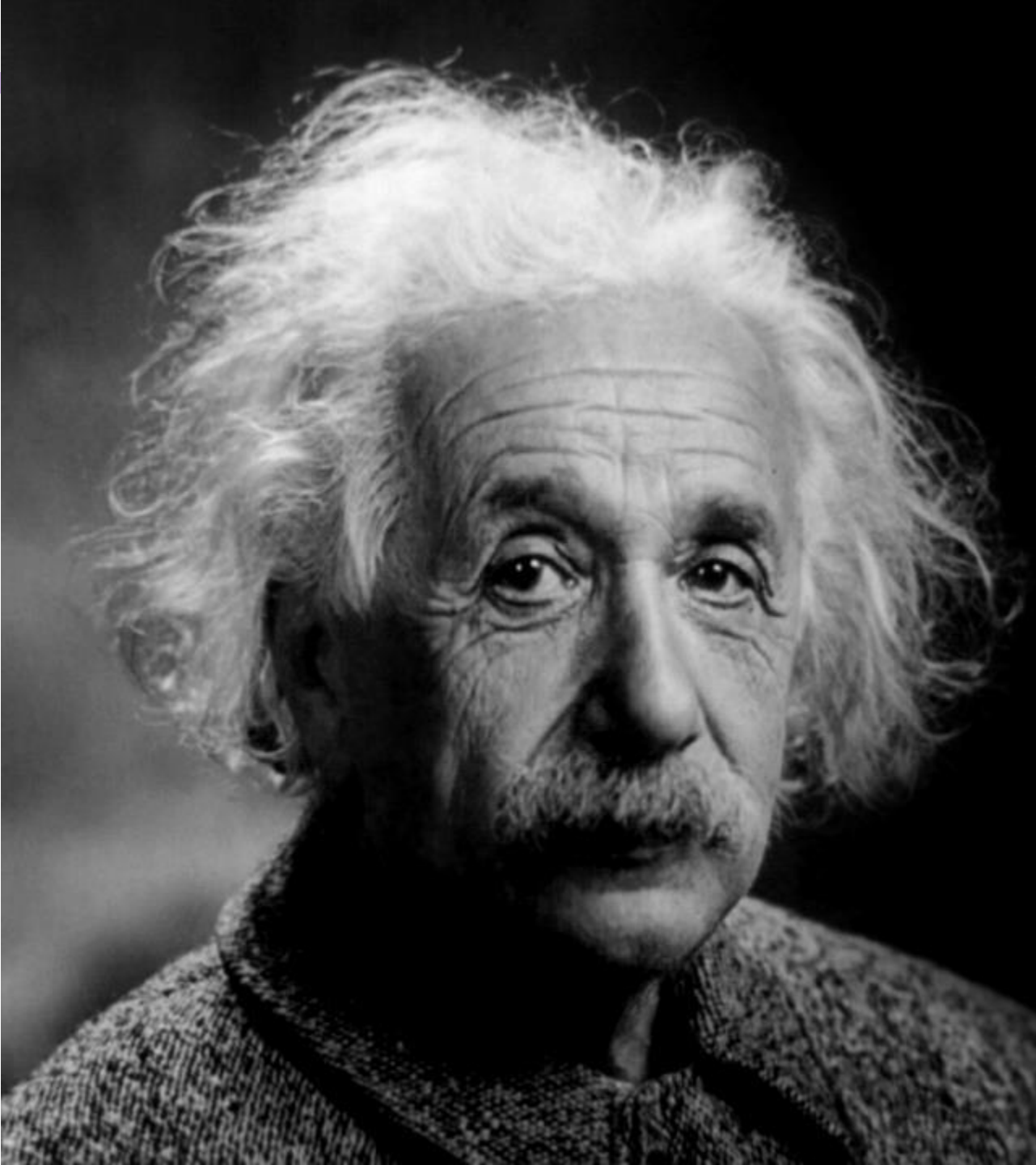


Pick up the phone and convert.

TECHNOLOGY

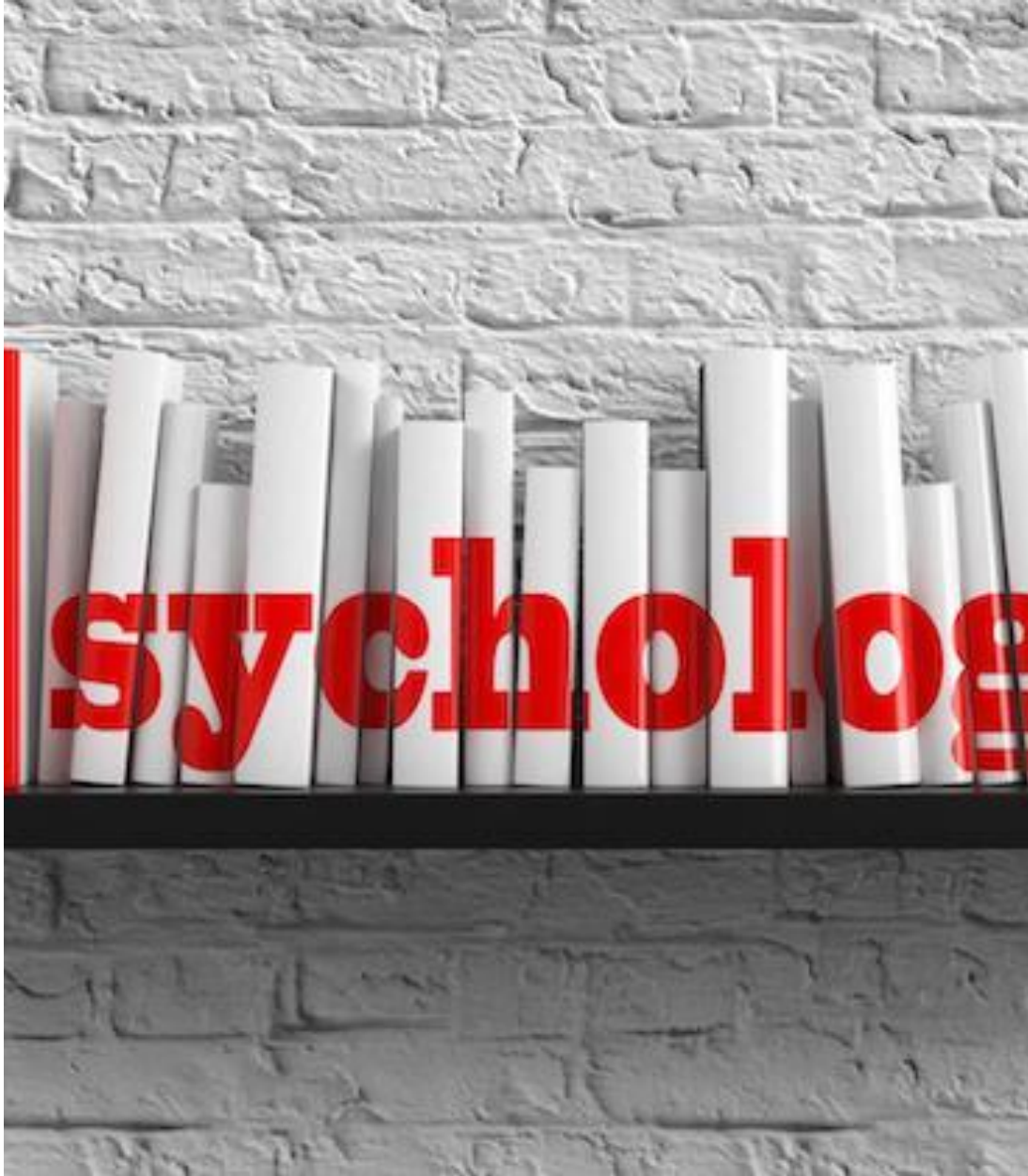
“Technology is a Useful Servant But a Dangerous Master” – Christian Louis Lange



A black and white portrait of Albert Einstein, showing his characteristic wild, white hair and mustache. He is looking directly at the camera with a serious expression. The background is dark and out of focus.

“I fear the day that
technology will surpass
our human interaction.
The world will have a
generation of idiots.”

Albert Einstein



MY DEGREE IN PSYCHOLOGY

“50% of Business is Psychology. Business is a Party of People, Not Computers. “– Alfred Herrhausen



Persuasion
not
Manipulation

The Art



& Science
of Selling

THE SCIENCE OF SALES



“It is the Mark of a Truly Intelligent Person to be Moved by Statistics” – George Bernard Shaw

5 80% OF SALES REQUIRE 5 FOLLOW-UP CALLS
AFTER THE MEETING. 44% OF SALES REPS GIVE
UP AFTER 1 FOLLOW-UP.

 TWEET THIS

Fortune hazy. Try again later.

 THE BREVET GROUP

SOURCE: @MARKETINGDONUT

COLD CALLING

“ My training of Cold Calling and Everyone Under the Sun Telling Me No, And My Keeping Going, Was a Huge Part of the First Two Years of Spanx” -Sara Blakely





*IF YOU WANT THE FASTEST PROSPECTING METHOD THAT
WILL DELIVER RESULTS BETTER THAN ANYTHING ELSE...*

IT'S COLD CALLING

fb.com/iannarino



Seth Godin

87. "People do not buy goods and services. They buy relations, stories and magic."



What's your story?

seriously,
IT'S NOT
ABOUT THE
PRICE



IT'S NEVER ABOUT THE PRICE



“Marketing is not The Art of Finding Clever Ways to Dispose of What You Make. It is The Art of Creating Genuine Customer Value”

– Philip Kotler



Price is what you pay.
Value is what you get.

Warren Buffett



NATURAL BORN

“The Only Person You Are Destined to
Become Is The Person You Decide To Be”
– Ralph Waldo Emerson



9 SIGNS YOU WERE BORN TO WORK IN SALES





EXPECTATIONS

“The First Step in Exceeding Your Customer’s Expectations is to know those expectations” –Roy H. Williams





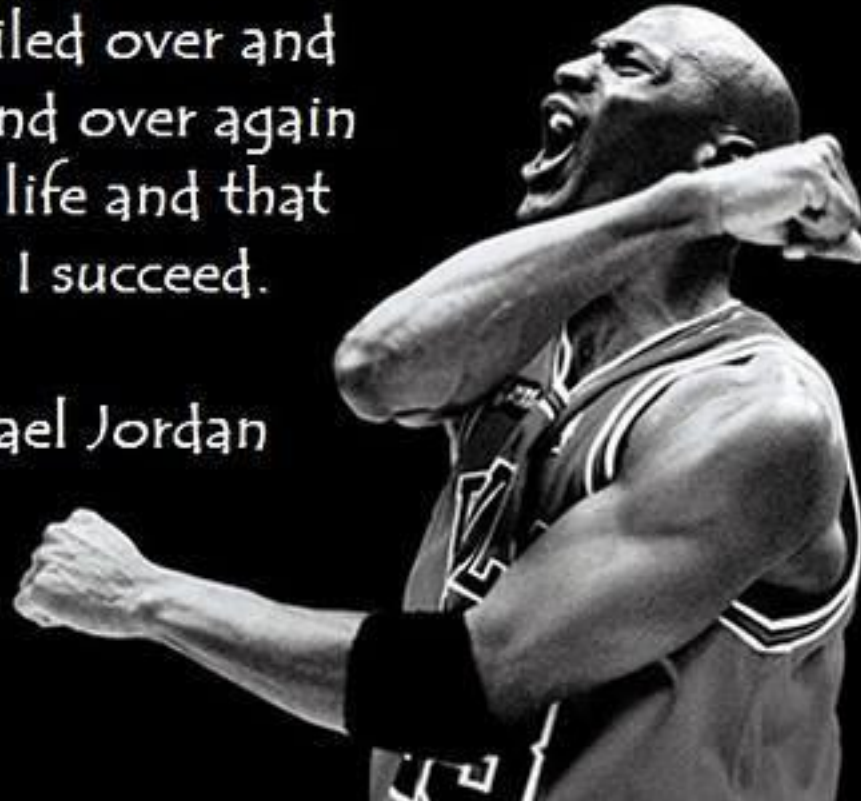
FAILURE IS THE KEY TO SUCCESS



“In Order to Succeed, Double Your Failures” - Thomas Watson Jr.

I've failed over and
over and over again
in my life and that
is why I succeed.

-Michael Jordan



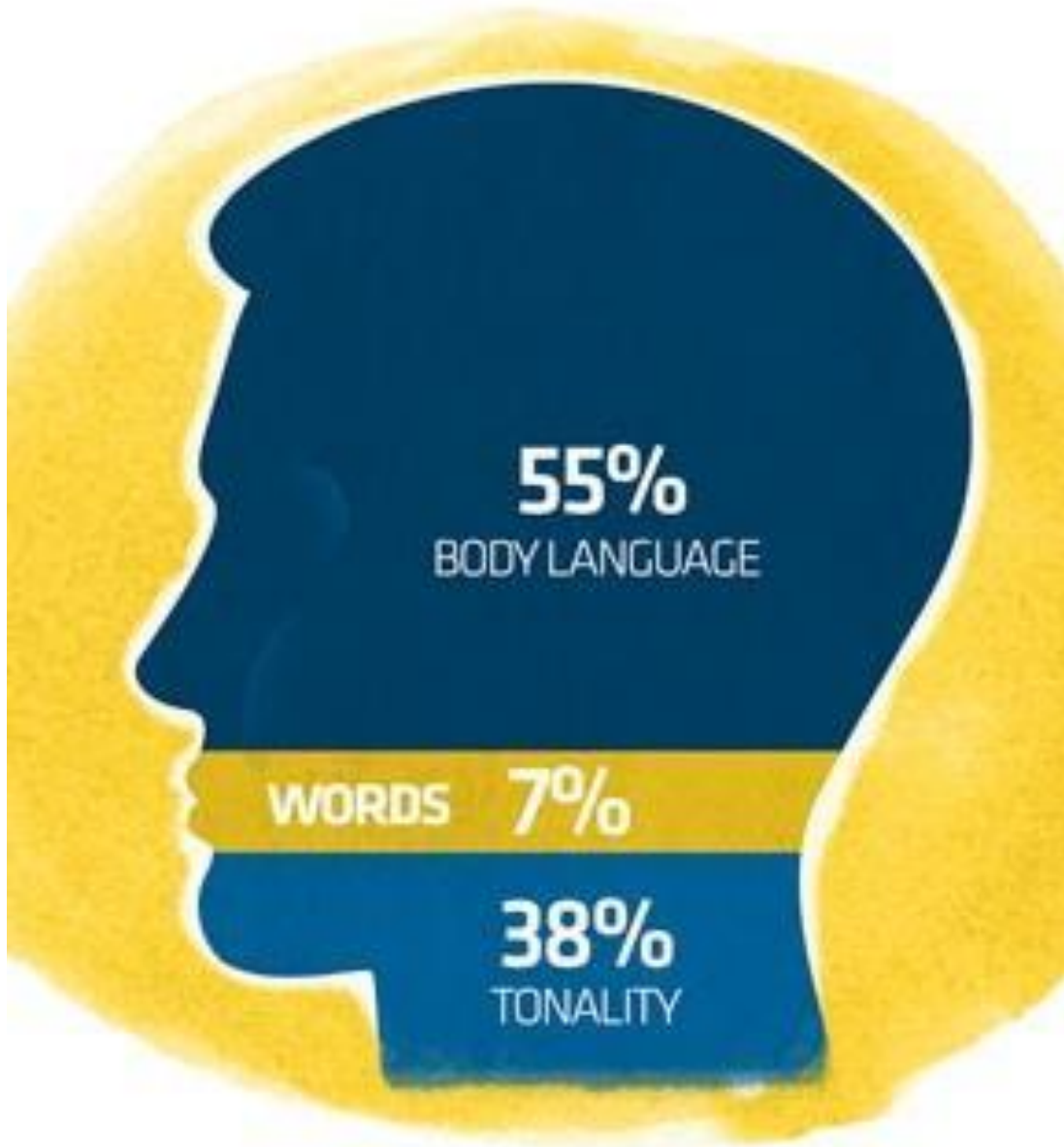
BASKETBALL

“I Would Visualize Things Coming To Me.
It Would Just Make Me Feel Better.
Visualization Works if you Work Hard.
That’s The Thing. You Can’t Just Visualize
and Go get a Sandwich.” – Jim Carrey





WHETHER YOU
THINK YOU CAN,
OR THINK YOU CAN'T,
YOU'RE RIGHT.

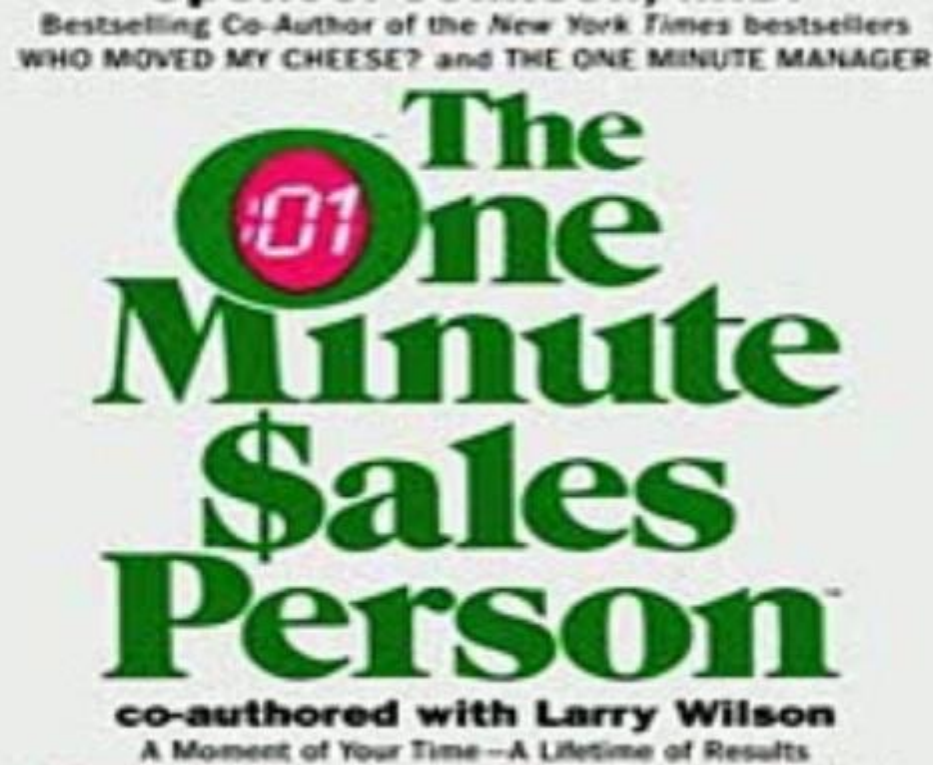


COMMUNICATION

- “Most People Do Not Listen With The Intent to Understand The Art of Communication. Most People Listen With the Intent to Reply”
- -Stephen R. Covey

**The single biggest problem in
communication is the illusion that
it has taken place.**

George Bernard Shaw



THE ONE MINUTE SALESPERSON



“THE WONDERFUL PARADOX: I have more fun and enjoy more financial success when I stop trying to get what I want and start helping other people get what they want.



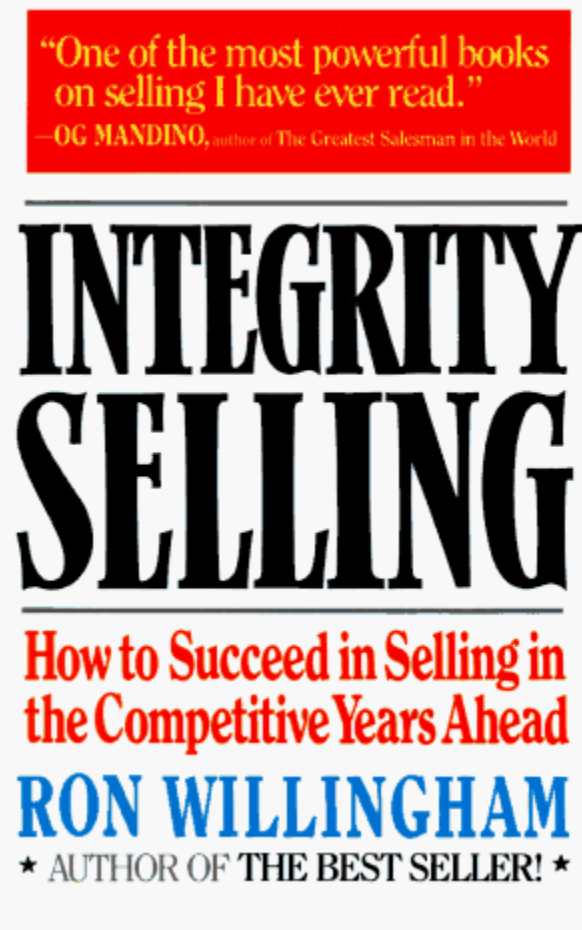
“The best minute I spend is the one
I invest in people.”

– Ken Blanchard

Four
Minute
Books



INTEGRITY SELLING

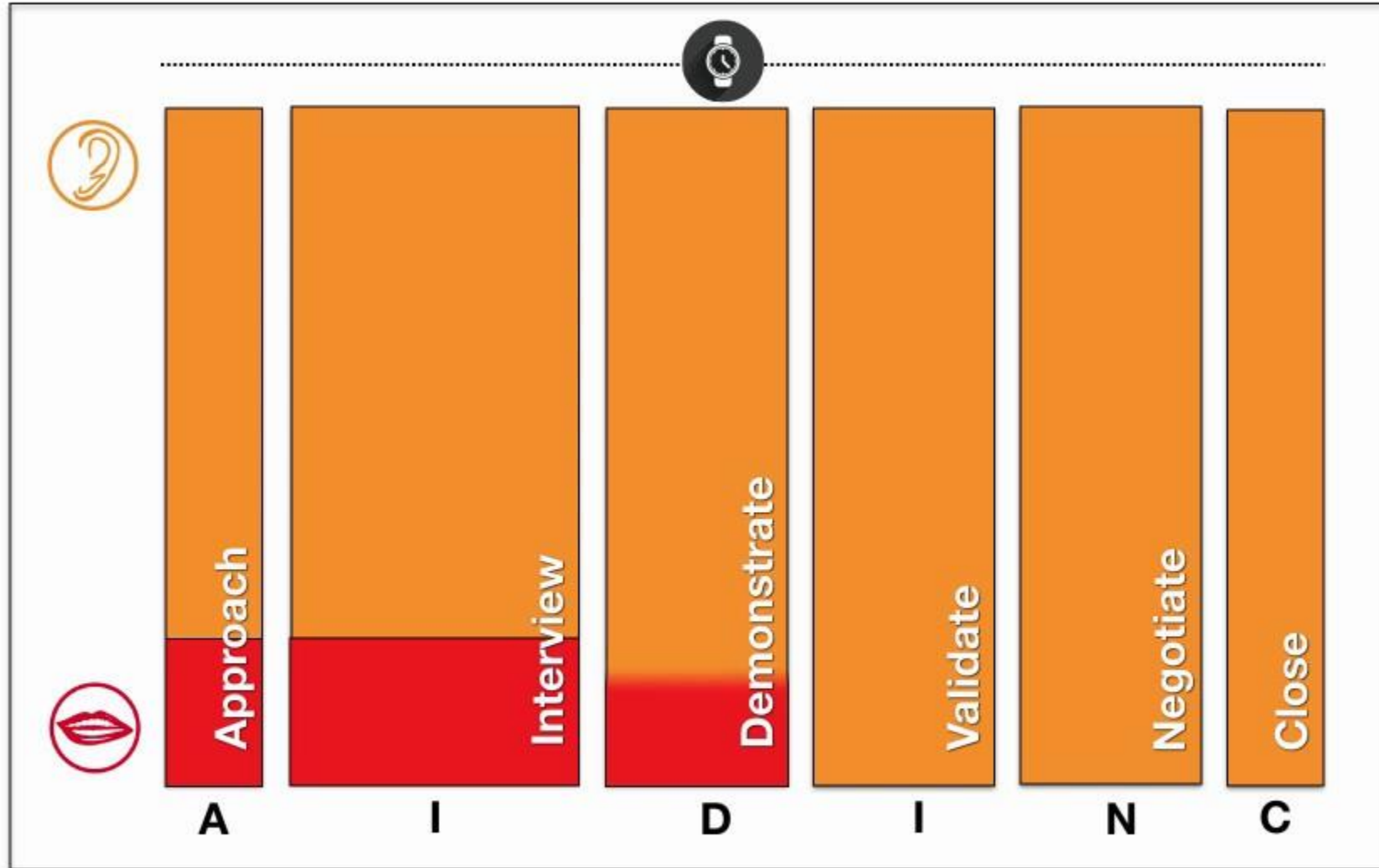




INTEGRITY SELLING



The Six Step System



SOURCE: *Integrity Selling*, Ron Willingham (2003)



STEP # 1 APPROACH

The purpose of this step is to gain rapport with people

- Tune the world out and people in
- Put them at ease and make them feel important
- Get them talking about themselves
- Hold eye contact and listen to how they feel





STEP # 2 INTERVIEW

You have two ears and one mouth; use them in that proportion

- Ask open-ended indirect questions that draw out want and needs
- Listen to and paraphrase all points . . . write them down
- Identify dominant wants or needs and get agreement
- Assure people that you want to help them enjoy the most value

Interview



STEP # 3 DEMONSTRATE

The purpose of the presentation is to show how you can help people fill needs they admit having

- Repeat the dominant wants or needs that have been admitted
- Show or tell how your product or service will fill their wants or needs
- Avoid talking about price
- Ask for their reactions, feeling, or opinions



Demonstrate?



STEP # 4 VALIDATE

Benefits, not features, sell a product or service

- Translate product or service features into customer benefits
- Justify price and emphasize value
- Offer proof and evidence . . . testimonials
- Reassure and reinforce people to neutralize their fear of buying





STEP # 5 NEGOTIATE

Working out the problems that keep people from buying

- Find out what concerns or objections remain
- Welcome and understand objections
- Identify and isolate specific objections
- Discuss possible solutions . . . ask their opinions for the best solutions





STEP # 6 CLOSE

Closing is affirming the work you've already done

- Ask trial closing questions to get opinions and response
- Listen to and reinforce each response
- Restate how the benefits will outweigh the costs
- Ask for a decision

CLOSING THE SALE

The start of Closing is the Presentation Step.





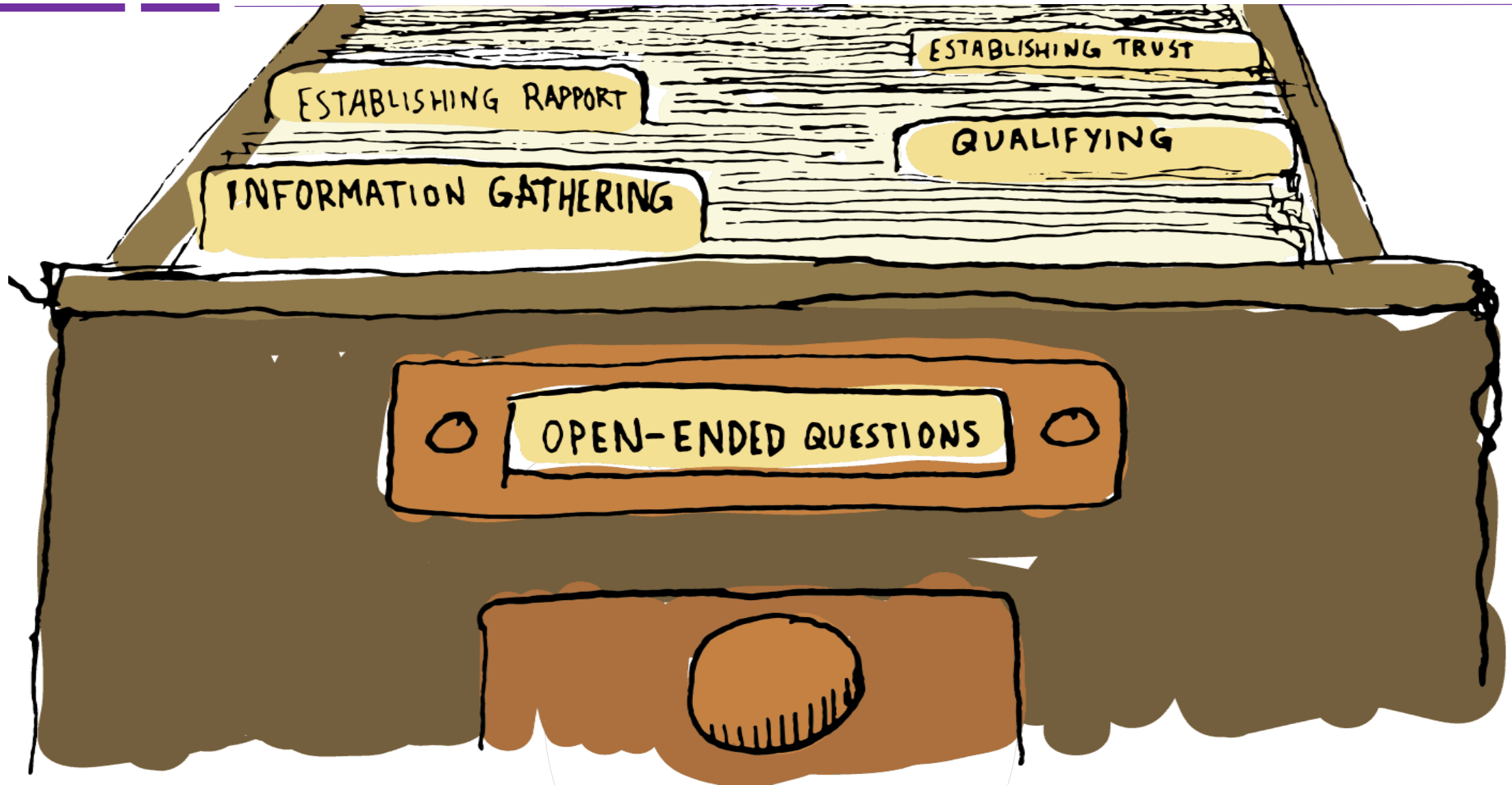
THE PHONE CALL

- ✓ It's all about your attitude
- ✓ Smile when dialing
- ✓ Make 25 call bursts
- ✓ Utilize a prepared script
- ✓ Energy and enthusiasm is key
- ✓ Do not say HAYT
- ✓ Wants overpower needs
- ✓ The only purpose of the phone call is to make the appointment





CUSTOMER NEEDS ANALYSIS





FEEL FELT FOUND FORMULA

3 Steps

To effectively handle objections
using the...

Feel, Felt, Found
Technique

URGENT

Hustle.

A person is silhouetted while sitting on a white plastic chair on a wooden pier, fishing with a long rod. The pier extends into the ocean under a dramatic sunset sky with orange and yellow clouds. A bicycle is parked on the pier next to the person.

IF YOU DO
WHAT YOU'VE
ALWAYS DONE,
YOU'LL GET
WHAT YOU'VE
ALWAYS GOTTEN.

**LOOK IN THE
MIRROR...
THAT'S YOUR
COMPETITION.**

WHAT'S
| | | | |
FOR ME?











BEHAVIOR CHANGES ATTITUDE



Timothy J Thompson

The Shy Sales Guy

IF IT AIN'T

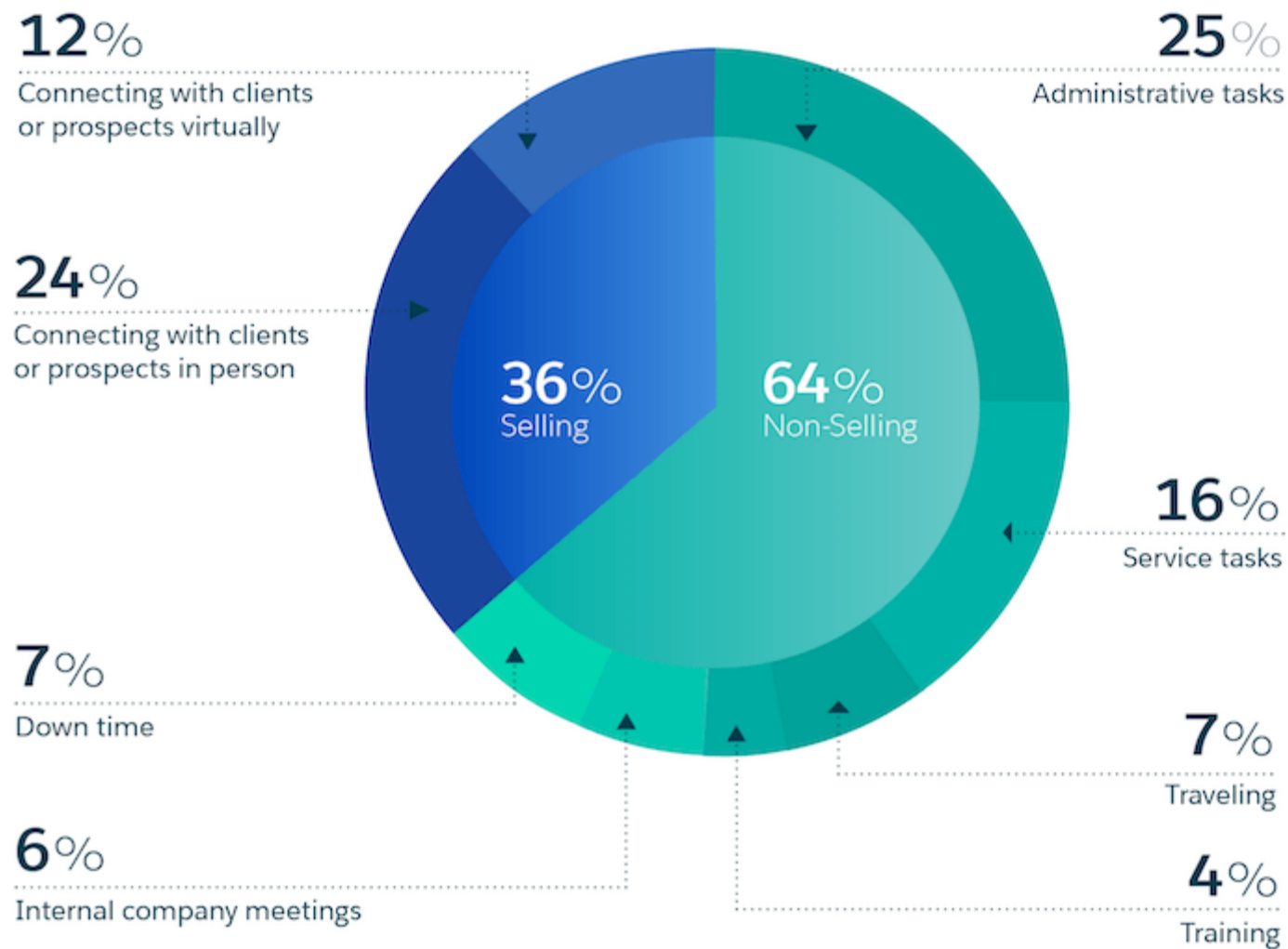
BROKE


~~DON'T FIX IT~~

BREAK IT


STATISTICS

Percentage of Time in an Average Week Sales Reps Spend on the Following Tasks**



A woman with long brown hair, wearing a black polka-dot shirt and black boxing gloves, is punching a man in the face. The man is wearing a light-colored button-down shirt and a tan beanie. The background is a solid grey color.

**⑬ 91% OF
CUSTOMERS SAY
THEY'D GIVE
REFERRALS. ONLY
11% OF SALES
PEOPLE ASK FOR
REFERRALS.**

 [TWEET THIS](#)

 THE BREVET GROUP

SOURCE: @DALECARNEGIE





**① 92% OF ALL
CUSTOMER
INTERACTIONS
HAPPEN OVER
THE PHONE.**

 THE BREVET GROUP

SOURCE: @SALESFORCE


**③ THE BEST TIME
TO COLD CALL IS
BETWEEN 4:00
AND 5:00 PM.**

 [TWEET THIS](#)

 THE BREVET GROUP

SOURCE: @INSIDESALES





**19 RETAINING
CURRENT
CUSTOMERS IS
6 TO 7 TIMES
LESS COSTLY
THAN
ACQUIRING
NEW ONES.**



TWEET THIS



THE BREVET GROUP

SOURCE: @BAINALERTS

**21 AFTER A
PRESENTATION,
63% OF
ATTENDEES
REMEMBER
STORIES. ONLY
5% REMEMBER
STATISTICS.**



TWEET THIS



THE BREVET GROUP

SOURCE: CHIP & DAN HEATH



**④ 35-50% OF
SALES GO TO
THE VENDOR
THAT
RESPONDS
FIRST.**

 [TWEET THIS](#)

 THE BREVET GROUP

SOURCE: @INSIDESALES



**⑥ THURSDAY IS THE BEST DAY
TO PROSPECT. WEDNESDAY IS
THE SECOND BEST DAY.**



TWEET THIS

t g i t



THE BREVET GROUP

SOURCE: @INSIDESALES

**9 IN A TYPICAL FIRM WITH 100-500
EMPLOYEES, AN AVERAGE OF 7 PEOPLE ARE
INVOLVED IN MOST BUYING DECISIONS.**



TWEET THIS



THE BREVET GROUP

SOURCE: @GARTNER_INC

PHOTO: (CC) Ha-Wee/Flickr



**10 78% OF
SALESPEOPLE
USING SOCIAL
MEDIA OUTSELL
THEIR PEERS.**

 [TWEET THIS](#)

 THE BREVET GROUP

SOURCE: @FORBES

**IN 2007, IT TOOK 3.68 COLD CALL
ATTEMPTS TO REACH A PROSPECT.
TODAY IT TAKES EIGHT ATTEMPTS.**

SPOTIO

Are you a

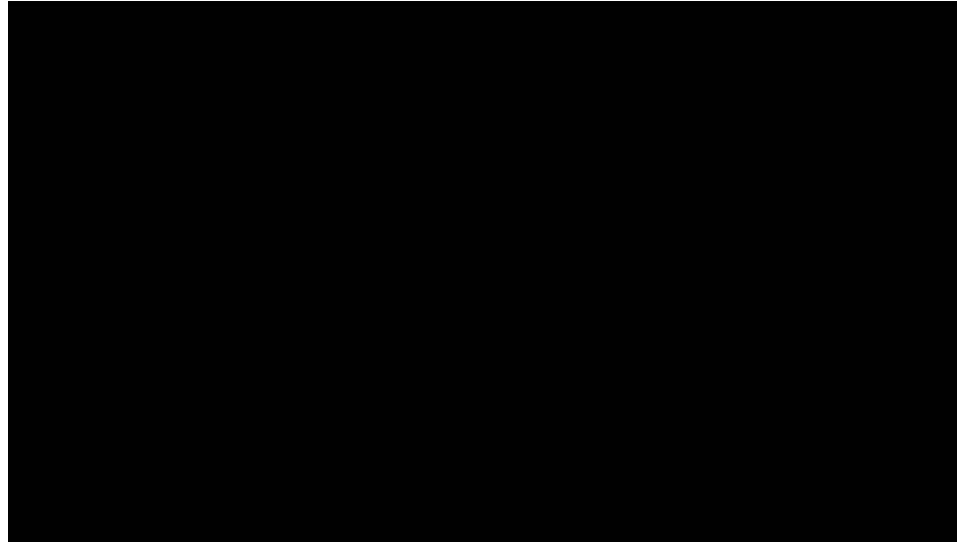
HUNTER or a **FARMER?**







The Law of Vibration – Bob Proctor





Josh Flagg Million Dollar Listing LA





Timothy J. Thompson has over 37 years of experience blowing minds in the worlds of sales, marketing, and public relations. His contrarian style has transformed sales departments in the pro sports, radio, funeral, and food service industries, but he's not here to brag about it. He has a BA in Sociology from McGill University in Montreal, Quebec, where he still resides to this day (until this book becomes a Bestseller).

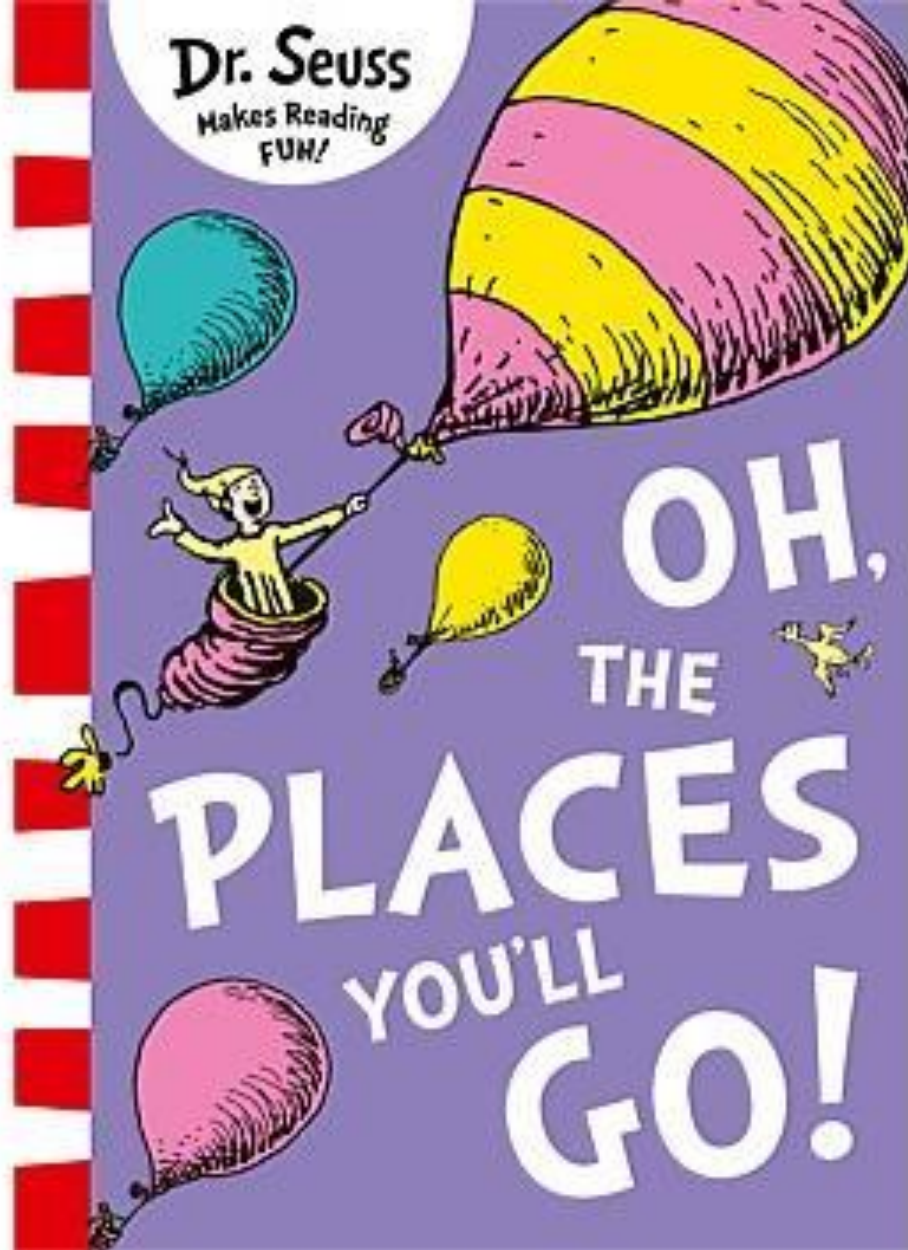


THE SHY SALES GUY

THE SHY SALES GUY



TIMOTHY J THOMPSON



DR SEUSS



JUSTSELL.COM

Now go sell something.

