

**SIMPLE STEPS FOR
SUCCESSFUL SELLING**
FOR PEOPLE WHO
DON'T LIKE TO SELL



**Everyone in your firm
can and should be involved
in the selling effort.**

**Everyone in your firm
can and should be involved
in the selling effort.
People need to understand
that new commissions are
not delivered by a magic truck.**



**It can seem complicated
because, when you're selling
professional services,
you're selling**

PROMISES

**Clients purchase a
service before it's
delivered. They buy
something sight unseen,
based only on trust.**

Clients purchase a service before it's delivered. They buy something sight unseen, based only on trust.

**So what is it that you're really selling?
What's displayed on the showroom floor?**



**So what is it that you're really selling?
What's displayed on the showroom floor?**



So what you have to do is

**SELL
YOURSELF**

So what you have to do is

**SELL
YOURSELF**

We all have much in common, but



So what you have to do is

**SELL
YOURSELF**

We all have much in common, but
NO ONE IS ORDINARY.



**In fact,
you are the *only* tangible
thing you can sell,**

**In fact,
you are the *only* tangible
thing you can sell,
because selling professional
services is not like selling
a product, like a car
that you can take out
for a test drive.**

**But even when they can
take a test drive,**



**But even when they can
take a test drive,
intelligent people
don't buy anything from
people they can't trust.**



**In order to be trusted,
you have to sell yourself,**



**In order to be trusted,
you have to sell yourself,**



**In order to be trusted,
you have to sell yourself,
which can be a lot tougher
than selling a car.**



**YOU
SELL YOURSELF
BY DOING GOOD WORK**



**DO NOT
YOU
SELL YOURSELF
BY DOING GOOD WORK**



YOU SELL YOURSELF BY:

- doing good work,
- delivering on time,
- delivering on budget, and
- being
 - friendly,
 - courteous, and
 - considerate.



In most cases, that means

**In most cases, that means
JUST**

In most cases, that means
**JUST
BE**

In most cases, that means
**JUST
BE
YOURSELF**

In most cases, that means
**JUST
BE
YOURSELF**
and put yourself in the
right place
at the
right time.

HOW MANY
BIG
RELATIONAL SALES
HAVE YOU
ALREADY MADE?





**PEOPLE
LIKE
DEALING
WITH
FRIENDS**



**BONUS!
FRIENDS
DON'T
SUE
FRIENDS**



START BY BEING HUMAN



With man-machines interfaces,
like e-mail, anyone could
be communicating. It's like
communicating without
really communicating.



If you can call instead of
sending an e-mail or text,
CALL
and follow-up with an
e-mail to confirm
understandings.

If you can video-call instead of
just calling,
VIDEO CALL
and follow-up with an
e-mail to confirm
understandings.

**THAT'S
BEING
FRIENDLY**



**WANT
TO BE
CONSIDERATE, TOO?**



**Ask your client representative
about situational
communications; i.e.,
progress updates via text?
E-mail? Call?
New developments?
Problem notifications?**

Why are proposals, reports, and other deliverables called deliverables?

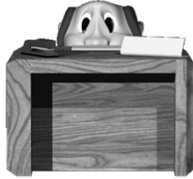
Delivery is not a chore.

**Delivery is not a chore.
It's an OPPORTUNITY.**

DON'T HIDE!

DON'T HIDE!

Get off your
"but, but, but"
and take advantage
of *every* opportunity.



And while you're
out and about,
no matter why,

**And while you're
out and about,
no matter why,
plan your route,**



**And while you're
out and about,
no matter why,
plan your route,
obtain your deliverables,**



**And while you're
out and about,
no matter why,
plan your route,
obtain your deliverables,
and perform a random act of
marketing kindness.**



**You cannot demonstrate
your appreciation of a client
representative by ignoring
every opportunity to use
warmer communication
media and to reach out.**

**People like to be
appreciated.**



**People like to be
appreciated.
Imagine that your spouse,
Pat, has been ill, but is now on
the mend. A person you**

**People like to be appreciated.
Imagine that your spouse, Pat, has been ill, but is now on the mend. A person you deal with asks with apparent sincerity, "How's Pat?"**

**HOW
DO
YOU
RESPOND?**

How many opportunities do you have each year to "break bread" with the representatives of clients, prospects, contractors, subcontractors, and other colleagues who can give you business or referrals to it?



**How many opportunities
do you use?**

**What do clients' and
contractors' representatives
and colleagues think about**

because of that?



**If you need an excuse,
to break bread, try project
completion or anniversary
of project completion.**



**OUTREACH THROUGH
MUTUAL
ASSOCIATIONS/SOCIETIES**

**OUTREACH THROUGH
MUTUAL
ASSOCIATIONS/SOCIETIES**

Targeted Selling

**OUTREACH THROUGH
MUTUAL
ASSOCIATIONS/SOCIETIES**

**Targeted Selling
Take Photos**

**OUTREACH THROUGH
MUTUAL
ASSOCIATIONS/SOCIETIES**

**Targeted Selling
Take Photos
You're Not There To Be with Buddies**

**OUTREACH THROUGH
MUTUAL
ASSOCIATIONS/SOCIETIES**

**Targeted Selling
Take Photos
You're Not There To Be with Buddies
Join a Committee or Drop out**

**OUTREACH THROUGH
MUTUAL
ASSOCIATIONS/SOCIETIES**

**Targeted Selling
Take Photos
You're Not There To Be with Buddies
Join a Committee or Drop out
In through the Basement,
out through the Roof**

**When meeting someone,
show admiration or envy,
when appropriate.**



Flattery will get you
EVERYWHERE!



Mary Kay Ash



TAKE YOUR CELLPHONE NUMBER
OFF YOUR BUSINESS CARD.



**WRITE ON THE
BACK OF YOUR CARD.**



**DEVELOP
OFF-LINE
MEMORY (CRM)**



**Learn how to use
a smartphone to make
notes orally, then have
them automatically converted
to print and
sent to your desktop.**

Know the passion.

**Know the passion.
Ask for advice.**

**Know the passion.
Ask for advice.**



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Ask for advice.**



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Know the passion.

**Know the passion.
Get a great gift.**

**Know the passion.
Get a great gift.
Christmas.**

Know the passion.
Get a great gift.
Christmas.

When everyone gets the same gift...



Know the passion.
Get a great gift.
Christmas.
Birthday.

Know the passion.
Get a great gift.
Christmas.
Birthday.



Know the passion.
Get a great gift.
Christmas.
Birthday.
Anniversary of something.

Know the passion.
Get a great gift.
Christmas.
Birthday.
Anniversary of something.



Know the passion.
Get a great gift.
Christmas.
Birthday.
Anniversary of something.
Referral.

**Know the passion.
Get a great gift.
Christmas.
Birthday.
Anniversary of something.
Referral.**



**HOW MUCH
IS A
REFERRAL
WORTH?**

**HOW MUCH
IS A
REFERRAL
WORTH?
HOW MUCH
WOULD YOU
PAY FOR AN AD
THAT YOU KNOW
BRINGS IN BUSINESS?**

**The best, most effective gifts
are tangible and recognize
unique aspects of the
recipient. They say, in essence,**

**The best, most effective gifts
are tangible and recognize
unique aspects of the
recipient. They say, in essence,
"You're important to me."**

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"You're important to me."
They last. They're
admired, appreciated, and
remembered.**

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are tangible and recognize
unique aspects of the
recipient. They say, in essence,
"You're important to me."
They last. They're
admired, appreciated, and
remembered.
Dinners, sporting events,
rounds of golf, etc.,
don't do that.**

**What if the individual works for
a government or some other
entity that forbids employees
from accepting gifts?**





**It doesn't have to be
expensive to be effective.**

**It doesn't have to be
expensive to be effective.
And sometimes it's most
effective when it's for
no particular reason at all.**



You were on my mind;



**You were on my mind;
you're important to me.**



**You were on my mind;
you're important to me.
That's why:**

- I got you this antique post card.



**You were on my mind;
you're important to me.
That's why:**

- I got you this antique post card.
- I got you this ball cap or tee shirt.



**You were on my mind;
you're important to me.
That's why:**

- I got you this antique post card.
- I got you this ball cap or tee shirt.
- I got you something related to your passion.



**You were on my mind;
you're important to me.
That's why:**

- I got you this antique post card.
- I got you this ball cap or tee shirt.
- I got you something related to your passion.
- I sent you this newspaper or magazine clip.



**You were on my mind;
you're important to me.
That's why:**

- I got you this antique post card.
- I got you this ball cap or tee shirt.
- I got you something related to your passion.
- I sent you this newspaper or magazine clip.
- I called you during my commute.



**You were on my mind;
you're important to me.
That's why:**

- I got you this antique post card.
- I got you this ball cap or tee shirt.
- I got you something related to your passion.
- I sent you this newspaper or magazine clip.
- I called you during my commute.



Want to throw a party?

**Want to throw a party?
Unless yours would be uniquely
spectacular,
don't make it a Christmas party.**

**Want to throw a party?
Identify with a holiday that's
a bit off-beat; something
other firms don't celebrate.**



**Want to throw a party?
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Groundhog Day

**Want to throw a party?
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other firms don't celebrate.**

Groundhog Day
St. Patrick's Day

Want to throw a party?
Identify with a holiday that's
a bit off-beat; something
other firms don't celebrate.

Groundhog Day
St. Patrick's Day
Susan B. Anthony's Birthday

Want to throw a party?
Identify with a holiday that's
a bit off-beat; something
other firms don't celebrate.

Groundhog Day
St. Patrick's Day
Susan B. Anthony's Birthday
Repeal Day

Want to throw a party?
Identify with a holiday that's
a bit off-beat; something
other firms don't celebrate.

Groundhog Day
St. Patrick's Day
Susan B. Anthony's Birthday
Repeal Day
March Equinox

**Want to throw a party?
Identify with a holiday that's
a bit off-beat; something
other firms don't celebrate.**

Groundhog Day
St. Patrick's Day
Susan B. Anthony's Birthday
Repeal Day
March Equinox
Earth Day

**Want to throw a party?
Identify with a holiday that's
a bit off-beat; something
other firms don't celebrate.**

Groundhog Day
St. Patrick's Day
Susan B. Anthony's Birthday
Repeal Day
March Equinox
Earth Day
June Solstice

**Want to throw a party?
Identify with a holiday that's
a bit off-beat; something
other firms don't celebrate.**

Groundhog Day
St. Patrick's Day
Susan B. Anthony's Birthday
Repeal Day
March Equinox
Earth Day
June Solstice
Boss' Day

Want to throw a party?

Want to throw a party?
Get known for a routine event
you host on a regular basis;
i.e., once or twice a month,
every other month, etc.



LINK TO A CHARITY
Especially one that
important clients or
targeted-prospective
clients support.

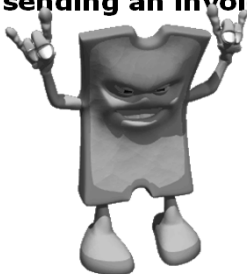
**PUT A CLIENT REP'S
NAME IN LIGHTS**



**Do the offbeat when it
comes to a happy occasion,
like a client representative's
or colleague birthday party.**



**Do the offbeat when it
comes to something as simple as
sending an invoice.**



Develop a response to, "I've heard you're a lot more expensive than...."



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Some say, agree and explain.

Develop a response to, "I've heard you're a lot more expensive than...."

**Some say, agree and explain.
Some say, focus on the delta.**

Develop a response to, "I've heard you're a lot more expensive than...."

**Some say, agree and explain.
Some say, focus on the delta.
Figure out what you're going to say.**

Develop a response to, "What do you guys have that they don't?"

Develop a response to, "What do you guys have that they don't?"

Don't say something lame, like

Develop a response to, "What do you guys have that they don't?"

**Don't say something lame, like
"We're employee-owned."**

Develop a response to, "What do you guys have that they don't?"

**Don't say something lame, like
"We're employee-owned."
Chances are the honest,
although somewhat
audacious response is,**

Develop a response to, "What do you guys have that they don't?"

Don't say something lame, like
"We're employee-owned."
Chances are the honest,
although somewhat
audacious response is,
"ME."

Develop a response to, "What do you guys have that they don't?"

Don't say something lame, like
"We're employee-owned."
Chances are the honest,
although somewhat
audacious response is,
"ME."
Which is 100% true.

**DON'T DISS
THE COMPETITION**

DON'T DISS THE COMPETITION

When it's a firm your
prospective-client rep has
dealt with, a diss says,

DON'T DISS THE COMPETITION

When it's a firm your
prospective-client rep has
dealt with, a diss says,
"You are really stupid to
have dealt with them."

TAKE THE HIGH ROAD



BE PROFESSIONAL



**IT ALWAYS PAYS
OFF IN THE
LONG TERM**



**THE
30-SECOND
EXERCISE**

GO

**GO
OUT**

**GO
OUT
THERE**

**GO
OUT
THERE
AND**

**GO
OUT
THERE
AND
SELL**

Questions?



**Just e-mail
john@bachner.com**

**It's not too early to
start planning now for**

**It's not too early to
start planning now for
FUNDAMENTALS OF
PROFESSIONAL
PRACTICE (FOPP)**

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AUGUST 2014

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Thank
See you next time!
You!