

# 30 Sales Ideas in 60 Minutes:

**Quick Tips to Boost Your Business  
Now**

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# ADVANTAGES

## Webcast Moderator



Kathy Huston

- Editor, *Advantages* magazine and *Advantages Hot Deals* newsletter
- A host of ASI Internet Radio's Tuesday Morning Show
- Email: [khuston@asicentral.com](mailto:khuston@asicentral.com)

## Welcome

### Today's Agenda :

- Cold-calling and creative self-promotion
- The importance of account penetration and how to do it
- Up-and-coming markets to explore
- Creative closing techniques
- Analyzing lost opportunities
- Audience Q&A

## Panelist



### Danny Rosin

- President of Brand Fuel
- Distributor based in Morrisville, NC
- Member of *Advantages* Advisory Board

## Panelist



### Pat Cavanaugh

- Founder and president of Cavanaugh
- Distributorship and consulting firm based in Pittsburgh, PA
- *Advantages* columnist

## Panelist



### Mandy Cousins

- Sales director, Western Region, Avalon Image Group
- Member of *Advantages* Advisory Board

## **Million-Dollar Sales Tips**

**Here are a few great general sales tips to start us off from our April issue of *Advantages* magazine.**

- Align yourself with great suppliers in each product category. They will be there for you in a pinch.
- Face-to-face contact is still important. Build your personal relationships.
- Be there for down-and-out clients. Take them to lunch even if they're not buying anything at the time.
- Volunteer at your client's event; it makes you even more a part of their team.

## **Panelist Question**

How can we warm up cold calls and make them effective from the start?

## **Cold-Call Tips**

- Get past the gatekeeper
- Set the goal; have proper expectations
- Use proper etiquette (permission to talk)
- Hold prospect accountable for the best time to call back.
- Ask the right questions.
- Importance of scripts/role playing.

## **Panelist Question**

How can sales reps ensure they are getting the best and most complete account penetration?

## **Rules for Account Penetration**

- 80/20 rule
- Ask for referrals
- Peer-to-peer selling
- Consolidated billing/reporting and aggregate purchasing

## **Panelist Question**

What are some markets you are having great success with/markets to explore?

## **Hot Markets**

- Healthcare
- Small/new businesses
- Athletic/schools
- Tech Schools
- Construction

## **Panelist Question**

How do you build an attention-grabbing self-promotion?

## **Self-Promo Tips**

- Varying touch points
- Use suppliers as resource
- Give examples.
- What works.

## **Panelist Question**

What creative closing techniques do you employ?

## **Creative Closing Techniques**

- Have a referral program
- Dig, dig, dig...listen!
- Communicate: Update clients on orders. Remind them about upcoming events.
- Suggestive and incremental closes

## **Panelist Question**

Why/how should you analyze lost opportunities?

## **Analyze Lost Opportunities:**

- Management through a CRM system
- Analyze the data
- Establish sales team behaviors and positive reinforcement to re-channel results
- Adjust how you sell AND market
- Make quarterly comparisons over time
- Work on your weaknesses
- Don't make the same mistake twice
- Keep the door open to stay in touch

## **Panelist Question**

What is your #1 piece of advice for any sales rep?

## **Audience Q&A**

Have a question for the panel?  
Type it now into the Q&A Box on  
your screen.

## Wrap-Up

- Thanks for listening.
- Thanks to our panelists for their time and insights.
- A recording of this event, as well as a downloadable version of the PowerPoint, will be available at [www.asicentral.com/webinars](http://www.asicentral.com/webinars) starting tomorrow morning.