“Sales Success Made Simple”

Manage Your Time and Achieve Your Goals

Presented by:
Johnny Campbell, DTM, AS
The Transition Man
#1 Direct Response/Digital Marketing Consultant
Why should you listen to this guy.

Speaker Credentials
13 years of full-time Speaking to (Corp/Gov/Assoc.)
President for National Speaker Association – IL Chapter 2012-13
Chapter 2007 wordsmith of the year for NSA-IL

Earned Accredited Speaker designation 2007
2007 Speaker-Hall-of-Fame and DTM

Speaking Stage Time:
Completed over 1700 presentations, (keynotes/Trainings)
Highest Rated ASI Show Speaker 2013

Author of 6 books:
Personal Development, Change, Sales, Social Media.
Presentation skills and Conflict Resolution skills.

Social TV Marketer and Ecommerce s Expert
Co-founder of ifbtv – Interactive facebook television.
First content delivery platform to stream Live Television on 100s of Facebook Fan Pages.
Johnny Campbell, DTM, AS
Codename: The Transition Man

There’s only 1 Agent to call when Success, Money and Happiness are the Missions….

Johnny Campbell, DTM, AS
Codename: The Transition Man

Let the Party Begin....
The Mission: “Sales Success”

The Goals of this program:
1. Why Sales Most Professionals Fail.
2. The Biggest Sales Roadblocks/Disruptions.
3. How to Attract New Clients with your Sales Mojo.
4. (#1) thing you can do to Increase Cashflow.
5. Creative ways to Sell More Promotional Items.
Understanding Why Most Promotional Product Professionals Sales efforts.....
Before you can inspire with emotion, you must be swamped with it yourself. Before you can move their tears, your own must flow. To convince them, you must yourself believe

Winston Churchill
### The value of "What" You do.

<table>
<thead>
<tr>
<th>Item</th>
<th>Number of Months Promotional Items are Kept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendars</td>
<td>9.0</td>
</tr>
<tr>
<td>Outerwear</td>
<td>7.3</td>
</tr>
<tr>
<td>Drinkware</td>
<td>7.1</td>
</tr>
<tr>
<td>USB Drives</td>
<td>6.9</td>
</tr>
<tr>
<td>Bags</td>
<td>6.8</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>6.6</strong></td>
</tr>
<tr>
<td>Caps</td>
<td>6.0</td>
</tr>
<tr>
<td>Desk/Office Acc.</td>
<td>6.0</td>
</tr>
<tr>
<td>Shirts</td>
<td>5.8</td>
</tr>
<tr>
<td>Health/Safety</td>
<td>5.5</td>
</tr>
<tr>
<td>Writing Instruments</td>
<td>5.3</td>
</tr>
</tbody>
</table>
What’s Holding You Back?
(Roadblocks to Success)
What’s Holding You Back? (Roadblocks to Success)

• Doubt
• Worry
• Fear
Promotional Product Industry
Disruption Chart

Competitive Shifts
The number of distributors citing “websites selling promotional products” as their biggest competitive threat has jumped from 26% in 2008 to 41% last year.

Rankings of Perceived Competitor Threat
- Websites selling promotional products: 41%
- Other local distributors: 12.7%
- Crossover distributors: 9.1%
- Large distributors selling in your territory: 8.7%
- Industry suppliers that sell direct: 8.3%
- Mail-order distributors: 6.0%
- Don’t know: 5.0%
- Ad agencies/Full-service promotion marketing companies: 3.1%
- Non-industry suppliers that sell direct: 2.7%
- Other: 2.4%
- Client in-house distributorships: 1.1%
Take a closer look!
According to the 2013 *Counselor* State of the Industry
(These are the Top (5) Threats/Disruptions to Distributors)

- Websites selling promotional products that includes pens (41%)
- Other local distributors (12.7%)
- Crossover distributors (9.1%)
- Large distributors selling in your territory (8.7%)
- Industry suppliers that sell direct (8.3%)
The (Results) and (Reality) of the situation:

1. Poor Sales Volume
2. Lower Margins
3. Less Profits
4. Poor Cashflow
Good News, Everyone!
The “Who” & “What” for Magnetically Attracting $$$ Clients.
Developing Your **Sales Mojo**

Yeah Baby,

I've got mojo!
Who Are You?------Know Your Purpose …..

Core Purpose
Vision
Objectives
Strategies
Projects
Action Steps
The Promotional Product Sales Professional definition

A promotional consultant develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing professionals and others wanting to increase brand awareness, tradeshow traffic, employee retention and more.
Managing Your Time

I need to Sell….

How much this Quarter?

WTF?
The (3) Biggest Problems:

• Not contacting or attracting enough people: (No Lead generation system)
• Not converting the people they contact into Sales: (No Sales)
• Low conversion of people into Sales: (Low cash-flow/Revenue)
Profitable Sales Model
The (4) Parts of Salesmanship

- Understand Their Situation
- Your Capabilities (What can you offer)
- Your Selling Skills
- Your People Skills
The Tough Question

WHY
SHOULD I
DO BUSINESS
WITH
YOU?
Attention-Grabbing Sales Script

You should buy from us when......

The results you want to achieve now are more important to you than you getting a (good deal, best quote or price) to help you solve that problem.....

Key Pt.
People Buy Before They Pay
(#1) thing that will Increase Your.....
The “5” Benefits of a Newsletter

1. Newsletters help you retain customers
2. Newsletters can help you get more new customers
3. Newsletters will get you more referrals
4. Newsletters are great for cross-selling and upselling
5. Newsletters keep you top of mind
Putting It All Together

Creative Selling
Promotional Products
For Lead Generation and Revenue

About Your Award

How does this award help my company?
Displaying this award in your place of business has several benefits for your company:

- **Strategic Value**
  Today, small businesses and entrepreneurs are facing the challenges of an increasingly competitive local economy. While many businesses have taken on various initiatives to continue to grow, a select few have been able to benefit from the strategic value of business awards.

- **Sales Tool**
  Paula Arnold, owner of SmarterTech Business Systems, learned firsthand from a former manager that a business award can be an account executive’s ace-in-the-hole. “Used effectively, business awards are yet another sales tool to aid in the close of business,” says Arnold.

- **Free Publicity**
  Steven Anderson, manager of Devon Health Corp. understands the value of award competitions. Anderson says, “We believe it (business awards) helps validate what we do in the company and enhances our ability to keep good people.” PR might be difficult to measure on the bottom line but it is invaluable.

Get Started Now - **Claim Your Award**

Promoting Success™

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Promotional Product
for a Not-For-Profit Organization

Example 2
Promotional Products that Build Revenue and Cashflow – Example 3
Promotional Product that:
Generates Leads, Revenue, Referrals & Cashflow

Example 4
The Mission: Accomplished

You Now Know:
1. Why Sales Most Professionals Fail.
2. The Biggest Sales Roadblocks/Disruptions.
3. How to Attract New Clients with your Sales Mojo.
4. (#1) thing you can do to Increase Cashflow.
5. Creative ways to Sell More Promotional Items.
OPPORTUNITYNOWHERE
It doesn't matter how many resources you have.

If you don't know how to use them, it will never be enough.
IMPROVING SKILLS

Without reinforcement and practice, 87% of newly learned skills will never develop into new habits or routines.
Sign up for a **FREE** Promotional Product Sales Success Business Building Session -
go to:

www.riseupandwin.com/promo