

-Sales Configuration-

Instant Training by Adam Vizler

(BASED ON the **Definitive Cold Sales Course**)

Anytime you ever have troubles, you don't need to buy new courses, new books, motivational videos. I promise you, all you will have to do is go through this document again and refresh yourself on it.

Optionally you can redo this document every few months if you feel like it. Just to keep things up to date.

If a point is repeatedly being disregarded, forgotten or violated, just redo the decision part with more details and specifics and the "How are you going to apply it" part.

Read the data, make a decision based on the data, and write an example of how and when you are going to apply it.

Data: You need to get attention from you prospect.

Decision:

How Are You Going To Apply It:

Data: You need to be interested in the prospect.

Decision:

How Are You Going To Apply It:

Data: Never Disagree with the prospect.

Decision:

How Are You Going To Apply It:

Data: Referrals get closed 80% more often

Decision:

How Are You Going To Apply It:

Data: Most Sales People don't even ask for the close, not even once. In general for sales to happen, the purchase has to be asked for 4-7 times.

Decision:

How Are You Going To Apply It:

Data: People buy solutions, not further commitments or problems.

Decision:

How Are You Going To Apply It:

Data: The reason for any purchase is to solve a problem or get closer to a goal

Decision:

How Are You Going To Apply It:

Data: You have 2 ears, 1 mouth. Listen 66% of the time, speak 33% of the time.

Decision:

How Are You Going To Apply It:

Data: Rapport is the trust and liking between the sales rep and the prospect. Prospects would rather buy from friends than strangers. Rapport makes you into a friend in the eyes of the prospect.

Decision:

How Are You Going To Apply It:

Data: If you don't make a big deal of something, the prospect wont make a big deal of something. If you feel something is awkward or unacceptable, the prospect will feel the same way.

Decision:

How Are You Going To Apply It:

Data: If you don't bring up the subject of price and money and cost, there will be no price, money and cost paid.

Decision:

How Are You Going To Apply It:

Data: An objection is merely a reason not to do something, not an outright rejection to an offer.

Decision:

How Are You Going To Apply It:

Data: If you don't try, you can't succeed.

Decision:

How Are You Going To Apply It:

Data: It is the amount of outreach (in any way or form) that determines the incoming traffic. The more a sales rep communicates outwards, the more sales opportunity he has.

Decision:

How Are You Going To Apply It: