

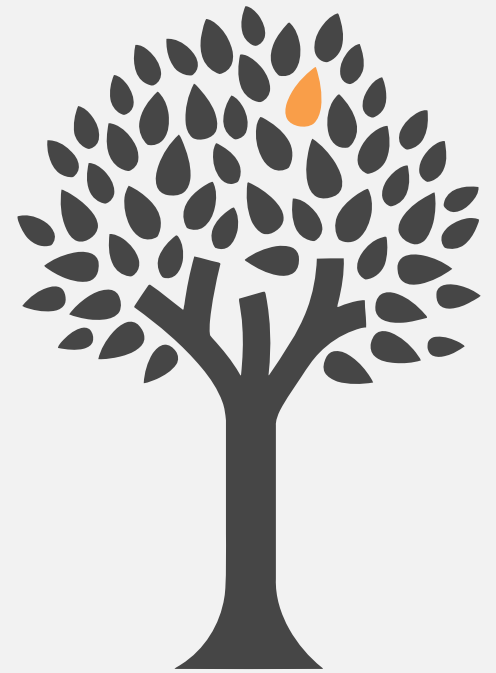


ORANGE *leaf* CONSULTING

**EVERYBODY CAN SELL!**

*Sales is Not a Dirty Word*

Cynthia McGovern Ph.D.  
First Lady of Sales





# Today's Topics



Everyone sells!

Aligning around common objectives

Reframing *sales* and changing industry paradigms

Empowering others to GROW

Proven growth strategies in every market

ORANGE *leaf*CONSULTING.com



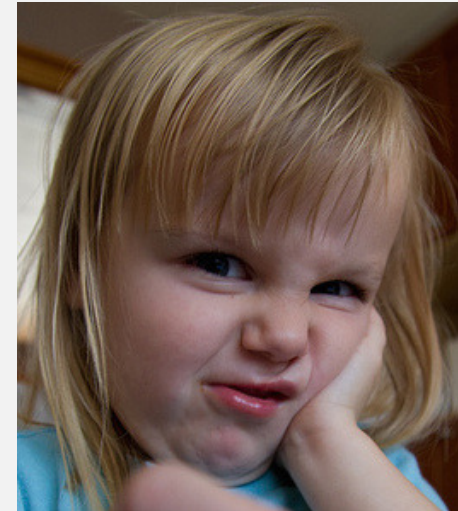
# THE 'ICKY' ISSUE

Sales has an 'icky' feeling to most people

Sales is a life skill

Everyone inherently knows how to do it...  
maybe they just forgot

You have to get over your own 'icky' stuff first  
in order to lead the change





# Our Industry Has Changed...



ORANGE *leaf*CONSULTING.com



# A Walk Down Memory Lane

What's changed in our industry?

- Technology
- Government oversight and regulation
- Off shore globalization





# The Evolution of Sales



ORANGE *leaf*CONSULTING.com



Don't we all want the same thing?

**COMMON OBJECTIVES**



# THIS IS YOUR SHIP'S CAPTAIN



Creating/communicating common objectives

- Simple, measureable goals that everyone can understand
- What are the *key results* for your organization and does every employee know what they are? How do you know?
- How is progress communicated?
  - Do you shield employees from “bad” news?
  - Are you overly optimistic at times?
  - Is communication reactive, or proactive?

ORANGE *leaf* CONSULTING.com





# REFRAMING SALES

Changing an industry  
paradigm from the inside out

Or...

Redefining *sales*







# DON'T SAIL WITHOUT YOUR ENTIRE CREW

Empowering EVERYONE to G-R-O-W!

- Shatter perceptions
  - The receptionist can sell. Really!
  - Service IS NOT sales. It is an expectation.
  - Walk the talk. Executive level selling is critical.
  - “What else can you do?”

ORANGE *leaf* CONSULTING.com





# Sales = Growth

**Relationships** (Key in our business)

**Referrals** (Ask and you shall receive)

**Job security** (It's a fact!)

**Persuasion** (Just convincing someone to do what you want)



ORANGE *leaf*CONSULTING.com



# PROVEN GROWTH STRATEGIES

## *The 5 “Arrrrrrrs!”*



1. RETAIN: Keep the clients you have
2. REFER: People like you, ask for their help
3. RENEW: Grow your business with the cheaters
4. REVIVE: The runaways
5. RECRUIT: The non-directing agent



# Key Tactics - Retention



- Thank clients for loyalty
- Review business trends from last year, ask for future commitments
- Know their preferences and some personal information
- Demonstrate through deed and words that they are not taken for granted
- Check in with them OTHER THAN a file update



# Key Tactics: Referral



- Convey appreciation for their professionalism, tell them you'd like more clients just like them
- Develop a list of people you don't work with, share it with key clients to see who they could introduce you to, refer
- Create a system to ask every key client 3-4 times per year
- Close to end of month... "I need your help before the end of the month..."
- Ask other industry vendors



# Key Tactics: Renew and Revive

- Revisit “lost” clients, determine how to regain, just ask!
- Most clients split, assume yours do too, and ask for a greater commitment this year
- Share your goals for this year, ask for their support





# Key Tactics: Recruit

## *The Other Side Agent*



- They expect “less”, it’s easy to impress them
- Conduct a “service expectations” interview within 1 day of opening (Who?)
- Tell them in advance that your goal is to do such a good job that they want to direct their next deal to you
- Ask them to consider using you when they have a choice



***BUT....***

# **WHAT SHOULD THEY SAY TO THOSE PEOPLE???**

- Create a Differentiating Statement:  
*What makes what you different?*
- Teach them how to tell their story
- Help them practice what to say



# TACTICS & STRATEGIES

Quarterly or monthly campaigns

Themed contests

Target lists/accountability

Call blitzes

File check lists

Provide scripts

Training and development

Executive Level Selling – Focus Groups



ORANGE *leaf*CONSULTING.com



# Ask for Orders!

ORANGE *leaf*CONSULTING.com



# Next Steps:

1. Address the 'ick factor'
2. Create common goals that everyone can get behind
3. Help your team to see their own value
4. Implement the 5 R's (RETAIN, REFER, RENEW, REVIVE, RECRUIT)
5. Ask for the business



ORANGE *leaf* CONSULTING

**THANK YOU!**

**Grow Big or Go Home!**

**[cmcgovern@orangeleafconsulting.com](mailto:cmcgovern@orangeleafconsulting.com)**

**415.277.5901**

ORANGE *leaf* CONSULTING.com

