

OLD-SCHOOL VS. NEW SCHOOL SELLING

*Stop Using Yesterday's Techniques on Today's
Smart and Savvy Customers!*

Liz Wendling

Business Consultant, Sales Expert and Emotional Intelligence Coach

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Liz Wendling

Liz Wendling is the Owner of Insight Business Consultants. She is a Business Consultant, Sales Expert and Emotional Intelligence Coach. Liz is the author of *The Unstoppable Business Woman and Everyone Sells Something!*

Liz is driven by her passion for sales and generating results for her clients. A successful sales professional for over 25 years, she understands the challenges that business owners are facing selling in today's market and knows how to turn around their disappointing sales results.

Liz shows clients how to tap into and use their innate strength, power and confidence to develop successful businesses and attract new clients. She teaches them to create effective, dynamic and fluid sales conversations that turn interested customers into invested clients and become raving fans.



Her clients no longer get stuck or stopped when they are selling. They know exactly what they need to do when it's time to step up and present their products and services. She believes that everyone sells something and everyone has to sell themselves first.

Liz's coaching programs and proven techniques generate results. Liz's no-nonsense approach challenges her clients to move out of their comfort zone so they can generate the money they desire and deserve.

Liz Wendling

Introduction

Welcome to *Old School vs. New School Selling—Stop Using Yesterday's Techniques on Today's Smart and Savvy Customers!*
Thank you for taking the time to download and read my book. Enjoy!

As a business owner or entrepreneur you went into business with the best of intentions—with a passion and love for what you do. Then you came face to face with the fact that if you didn't learn to sell, your business would suffer. Sales skills will always be an essential part of **doing** business and play a critical role to **staying** in business.

Whether you're a professional who sells all day, every day, in a traditional sales role or the individual who sells occasionally for their business, it's all sales. You **have to sell** yourself first, long before anyone will buy your products, services, talents, skills, passions or ideas. You first! Always in that order and it will never change. Create the shift in your mindset, declaring that you're a business owner AND a sales person, and you'll transform your business and be on the fast track for success.

Many business owners today mistakenly build their businesses using the mindset of, if I build it, they will come. They believe that if they print business cards and create a website, customers will magically show up and they will be successful.

Not true! By never asking themselves what skills they need to make sure they stay in business, they set themselves up to fail.

Competition is *fierce* and the stakes are *high*. Possessing certain skills, especially the critical skill of knowing how to sell, increases the odds that your business will survive. At the end of this e-book, if you are ready to make a change and accelerate your results, I have a special gift for you.

Did you know that while you are selling, your potential customers will be watching and listening to how you treat them and interact with them? Listening to everything you say and watching everything you do. In any moment you are either attracting them toward you or repelling them from you.

Ask yourself this! Be honest with your answer! Have you ever stopped long enough to observe yourself engaging in a conversation with a potential customer or client? How are you coming across? How are you acting? Are you authentic? Do you sound salesy? Acting slightly aggressive? Maybe being a bit pushy? Or using outdated and old-school techniques?

Many people **don't stop** long enough or even care to take the time to see if what they are doing is pushing people away or drawing them in. You may not bother to notice but **your potential customers do**.

Never underestimate the importance of this enormous part of the sales process.

How you engage with potential customers and clients can undermine the ability to succeed and close the sales. The approach you use will either **help** or **hurt** your bottom line. A bit harsh, right? Yes, but it's the truth! It's the reason I wrote my second book *Everyone Sells Something!* It's not what you sell, it's how you sell. To help people be more successful in their sales conversations.

If you don't know how to effectively structure and conduct sales conversations what you say doesn't make much difference. How you communicate with your prospects has a powerful impact on your ability to win the business or send them to the competition.

When customers are engaged, they listen and learn. When what they learn is compelling enough to make them want to change and **take action, they will buy**. But if what you do in the process is pushing them away and making them uncomfortable (even slightly) they will never buy from you. Ever! They will see you as just another old-school salesperson with outdated skills.

I happily dedicate my life to teaching business owners, entrepreneurs and sales people how to attract new business and sell the right way—the comfortable way.

I'm blessed that I get to do what I was born to do! Teach and transform the lives and businesses of thousands of individuals all over the world.

I make myself **very** accessible to you. Reach out to discuss some options that may work for you and your business. If you are tired of leaving money on the table or frustrated with people who don't return your emails or phone call—make a brave move and get in touch with me. liz@lizwendling.com

Chapter one:

Professionals need to sell and serve! (And not be salesy or pushy)

Learning how to sell yourself first will not only change what happens in your income it will change your business and the way your customers perceive you. The **benefits** of knowing how to sell effectively is the foundation of building a successful business and achieving the results you desire.

Those who possess sales skills, naturally come out ahead in the game of business and life. You can succeed in sales by drawing on their natural strengths and innate gifts.

Selling is getting harder every day. Competition is more intense than it used to be. There are more companies from more countries selling to buyers, who have less time, less money, and shorter attention spans than ever before. It's harder to get your foot in the door and even harder to get your message to stick in your customers' mind. You can't afford to not know how to sell.

If you want success, you will have to take some chances and a few risks. Without risk, success is limited. Being the sales person for your business is one of those risks. The risks I am referring to are calculated business risks not risks like cliff diving in Mexico or

running with the bulls in Spain. Success is available just outside your comfort zone.

Opening up to the process

I want to address the concept of staying “open” throughout the process of learning to be a powerful professional in sales. Open your mind to new possibilities. Open a space in your mind and heart right now for this opportunity. Plant both feet firmly on the ground. Stand in your power, own your strength, and open up to the endless possibilities for your business. You have nothing to lose and everything to gain.

As you make your way through your business plan you may find that your current mindset challenges you. First, you will probably tell yourself that you already understand these ideas or concepts. If so, ask yourself, if you just “know it” or are you actually “doing it.” There is a big difference. Have you really imbedded this concept into your business? Knowing and doing are completely different skills. Just like losing weight. Everyone knows how to lose weight, but few actually succeed. It’s the individuals who do the work that see the results. Next you may think, I’ve been there done that. That won’t work in my business. My business is different. I tried that and it failed. Have you really tried it or just dabbled in it and called it failure. If so, I ask you to suspend the belief that it won’t work until you’ve given it another try with discipline, persistence, and dedication.

Lastly, you may **resist** some of my ideas, concepts, and tools. Know that when you feel the most resistance, typically that is the message you need to hear the most. If an idea rubs you the wrong way I encourage you to challenge that idea. It means you need to hear it. Resistance is nature's way of telling you to pay attention, take notice and listen up, because there is a lesson to be learned and a new skill to acquire.

When you go looking for what's not possible or what won't work, you can be certain that you'll have the uncanny ability to keep attracting and creating more of what you already have. Funny how that works. You focus on what you don't want and you keep getting **more of it**. I challenge you. Why not focus on what you do want and get more of that? That is called a shift in your mindset. When you *change* your mindset you *change* your income!

Negative thinking is a self-fulfilling prophecy. It won't be necessary to pack the whining, excuses, complaining, and skepticism on this journey. They weigh you down and keep success further in the distance and harder to grasp. A successful professional has no need to carry this excess baggage.

Henry Ford said, "Whether you think that you can, or that you can't, you're usually right." If you start this journey hanging onto the mindset that this won't work, you are correct. But if you leave a spot in your mind and space in your heart to a different approach, you will do this!

Being open, taking action, and infusing initiative toward success in any industry is essential. You may be beautiful, brilliant, educated, and have the best ideas in the world, but unless you are an individual of action, nothing will happen.

You can read this book from start to finish and fill your mind with new ideas and possibilities, but you will not receive any benefit from the words unless you study, understand, and implement its content. In other words, you have to do whatever it takes to get from where you are to where you say you want to be. You have what it takes!

Everyone Sells Something! You can be a great sales person! You have to make a choice and believe that in your head and heart. If you don't believe it is possible then it will be difficult to earn a great living. I believe you can make a great living and be great at selling yourself. I want you to close this book thinking, believing, and embracing the same thing.

Professionals who love what they do, also earn more money!

I recently presented one of my programs to a large group of people about what it takes to win at the game of sales and be successful in their business.

The individuals I talked to told me that the most important part of being a strong business person was feeling like they're not only

playing the game, but that they're winning the game. Turns out that they all believed the reason for their success was that they loved what they were doing and were great at it. That's precisely how many professionals end up being fulfilled and winning in business and life. They embraced their inner sales person and were winning at success. The ultimate winners in the game of sales and business are not necessarily the ones with the most power, the most money, or the most fame; it's the women who love what they do. We all know many miserable people with important titles, but I don't know anyone who truly loves what they do, who is miserable.

In my presentation to these smart people, I laid out some fundamental ground rules and the strategies needed to play the game and win. Here is a sample of what winning women and men need to know:

Rule #1: Keep playing even when the game is no longer fun. There are parts of every game that aren't fun. Business and sales are no different. Champions know that if they want to feel the pleasure of winning, they must endure periods of setbacks, tedium, and pain. There are times you have to do things you would rather not do. That's the only way to play the game and get better.

Rule #2: Don't get emotionally involved while playing the game. Traits such as sensitivity, empathy, and compassion toward others are assets. However, they can become liabilities if not monitored carefully. Emotional responses can cloud good business sense. Women must understand that we're playing in a world where our

opponents have been taught to hide their emotions. I don't believe in hiding them; just be careful when they show up.

Rule #3: Be a gracious loser. If you're fortunate enough to be playing the game but experience a loss every once in a while, be humble. To be successful, you must learn to cope with occasional loss and to turn that loss into a goal that drives you toward ultimate success. Admit that your competition was better, congratulate them, and be humble.

Rule #4: Get to know others on the team. There are three important people who must be on your team in order for you to win, grow, and flourish: trendsetters, influencers, and connectors. It's about forming friendships and building relationships. You must socialize, network, and tap into the resources of other smart women. Women's relationship skills may be your secret to greater success.

Chapter Two:

The Power a Great First Impression

As the old saying goes, “you never get a second chance to make a first impression.” Especially when it’s time to deliver your 30-second commercial, also known as your elevator pitch or personal introduction. Your ability to recite it on the fly at any given moment is critical so people can remember you.

For those of you who have been networking lately you know how necessary a little advice is on crafting the perfect commercial. It seems like many people just do not have their commercial nailed down, or their message is confusing or it takes way longer than 30 seconds to convey. A sales coach can help you craft a compelling and memorable one.

A **good** commercial can help you attract new clients, gain referrals and make yourself memorable. A **bad** commercial gets you nothing and can create a negative impression that may never go away. If you don’t have your elevator pitch down pat, then you are dead before you even open your mouth.

Ask yourself this; is my commercial a clear, concise and compelling 30 seconds? Or is it a two-minute ramble that creates confusion instead of clarity for your audience? Do you even know?

There can be some anxiety associated with an elevator pitch if you aren't used to delivering one, or if you're uneasy when it comes to talking about yourself or your business. Most people think they need to tell prospects everything they have to offer, but this is not the case. It's just a snapshot of what you do. Focus on the results you provide and make it about the customer, not you.

Many people have no clue if their message is working. That became very clear to me at an event I attended where over 70 people had the opportunity to stand up and "own the room" for a full 30 seconds. Clear instructions were given, as well as an example of what a 30-second commercial sounded like. Anyone who went over their 30 seconds heard a horn blow and they were to stop, sit down and let the next person take their turn. Many did not have a clear and concise commercial, some squandered their time with weak words, some rambled on with a confusing message and some never even heard the horn so they kept talking.

Whether you are an experienced salesperson, new to networking and business development, or a new business owner, you must proudly "own" your 30-second commercial or you will blow your chance at making a good first impression. The salespeople and entrepreneurs who get in the door are the ones who can quickly and powerfully

communicate their value. Yours needs to hit the mark – or you're going to lose sales and referral opportunities.

Keep it simple, make it memorable and clearly tell people what you do and how you can help them or others. It's important to focus your message on the clients you work with and how you work with them, not on how great you are, the wonderful things you do and how long you have been in business. This is not your time to brag. Take control of your commercial and you will create more opportunities and close more sales. So, the next time someone walks up to you shakes your hand and asks "what do you do." Say it loud, say it proud and recite your 30 second commercial with power and confidence.

Chapter Three

Everyone Sells Something (even you)

Like it or not, all business owners are in sales! If the thought of being in sales is a stretch for you and the idea makes you uncomfortable, you're in the right place. The reality is this: if you can't sell, you can't grow your business; if you don't believe you have to sell, no one else will believe it either. Bottom line: if you refuse to sell, it will be impossible to stay in business. If you think you have to sell by being pushy and salesy—you're using the wrong approach!

You must sell yourself first, long before anyone would consider buying your products, services, ideas, talents or skills. Part of what the customer plans to purchase is who you are. Regardless of what industry you're in, the sales process is in play every day, in every situation, and it is complex. The success of your business and the amount you earn is directly related to how well you sell. You are in sales!

Being in sales is a tough concept for many business owners because they've been conditioned to think that selling to someone is wrong, and it makes them uncomfortable. Hanging on to the mindset that selling is bad makes it difficult, if not impossible, to gain new customers and close sales. There is no way to build your business other than closing sales on a consistent basis. Remember, whether

You are presenting, communicating, influencing or getting people to cooperate with you, it's all about sales.

From here on out, think of sales and selling as simply sharing what you do with people who may benefit from what you sell. Together, you decide if the fit is right and if it makes sense to move forward. That's how every sale is made. There's nothing wrong with having a conversation with a potential client who has an interest in what you're selling, but needs more information before making a buying decision. Now that's not so bad, right?

Think about how **you** make purchases. You gather information, find a skilled professional who supplies what you need, engage in a sales conversation, ask questions and then decide whether or not to buy. Your process is no different. That's how every sale is made. It's that simple.

By making selling harder and more difficult than it has to be, you create resistance and prolong accomplishing your goal. It's ironic when you think about it: you believe in order to appreciate the sale and get customers; you must struggle along the way. You make a task more complicated than it is because your mindset is not properly aligned. Sure, it can be tough at times, but it doesn't have to be an all-out battle.

In any given situation, how you show up speaks volumes about you and your confidence. If you don't believe in yourself and what you do, no one else will either. Your mindset is a critical part of the sales process.

Whether you're selling an idea, pitching a business proposal or offering a product or service—it's all selling. Selling is one of the most important skills every individual business owner and entrepreneur needs to develop. If you don't embrace this fact, your business could be headed for trouble.

I can finally relax and feel confident with my sales conversations! Before I started working with Liz, my sales conversation had always been a challenge. I loved the helping people part, but I felt awkward when it came to closing the sale. Liz worked with me to design a conversational template that honors my commitment to integrity and that authentically moves my prospects from interested to invested... without being pushy or salesy. Now, with Liz's expert guidance, I'm not only empowered to support more of my prospects on their path to success but also to make lots more money, too! Thank you Liz!

Dinah Snow

Dinah Snow, Business and Public Speaking Coach
www.dinahsnow.com

SPECIAL GIFT!



Do you have a sales issue you would like solved?

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Chapter Four

Quickly Quality to Increase Sales

Learning to qualify at the beginning of the sales process is one of the biggest challenges sales people and business owner's face today. Learning how to properly qualify a sales lead can be the difference between closing a sale effortlessly or chasing an opportunity that's dead before it even starts. Are your potential customers curious, serious or have no potential?

Some people fall into the habit of believing that everyone at arm's reach is a potential client. They think that everyone wants and needs what they're selling. This is a dangerous mindset because all prospects are not created equal.

Closing sales and growing a business isn't about selling to everyone; it's about selling to everyone who is a "qualified" prospect. The responsibility of qualification falls on the shoulders of the sales person. Maintaining control of the sales conversation and asking the right questions can quickly weed out

prospects that are just mildly curious, truly serious or no potential at all. It's up to you to find out and the sooner you do the better.

Many sales people do little or no qualifying. Some don't feel comfortable taking control of the sales process right from the beginning (which is critical in qualifying). Some are reluctant to qualify customers because they don't want to walk away and move on. Lastly, some don't bother to qualify because they see everyone as a buyer.

Qualifying is easy if your prospects meet these key factors:

A need - A qualified prospect needs your product now or relatively soon. It's up to you to ask questions relevant to that need, uncover their pains, problems and issues around fixing that need and find out if they're serious or curious. Serious people are ready to fix their problems. Curious people enjoy talking about their problems with no intention of fixing them.

A sufficient budget - A qualified prospect has the money to buy your product or service. Don't waste time pursuing someone who truly can't afford to buy what you sell. If they only have \$500 to fix a \$5,000 problem, you must walk away. It's not a fit. Suggest other options but pursuing this type of sale wastes your time, money and energy.

The authority to buy - A strong lead and qualified prospect is empowered and prepared to take action. They're ready to go from just interested in your product or service to invested in your solutions. Without all three of these factors a sale is not likely to take place. There will always be people who are interested in what you do and sell. Your job is to qualify the people who will become invested in your solutions.

Qualifying prospects is critical to sales success. It helps you stay on target and use your time wisely. When you ask great questions to find qualified buyers, you avoid wasting time, energy and money with people who were never going to buy in the first place. You'll feel more satisfied, because you'll close more sales from truly qualified and serious prospects. Create your sales process around this concept and you'll be ahead of the game and the competition.

Chapter Five

The Money Objection-Selling Value Not Price

Believing the money objection will cost you! The most common objections sales people hear are, "I can't afford it," "It's not in my budget," or "It's too expensive." This may come as a surprise, but when a customer objects to price, it's almost never about the money. It's actually a blaring symptom of a much bigger issue in your sales process.

How many times have you bought that line from your customers when they deployed their money excuse on you? They're selling the money excuse and you're buying it every time. Turns out this default excuse is being used all over the world and salespeople are buying it every day, in every industry.

I just got back from a speaking engagement where the common excuse thread running through the audience of sales people was that no one has any money to spend right now. Every time they heard that excuse they believed it. I was there to get them to see the truth behind the money excuse.

The money objection is not something I can attempt to fix in an article because of its complexity. My purpose is to raise your level of awareness, see it for what it is and if you choose to fix it, you can call

me. Continuing to buy into this excuse will cause you to leave a lot of money on the table.

Potential customers are afraid to part with their money. Money equals security, and it doesn't matter whether you're asking them to part with \$19.95 or \$1,995 for your product. People are happy to spend their money when they see there's more value in having your product than in keeping their money.

Customers use the money objection because they don't know what else to say. It's been used on sales people for years and it's the easiest way to get you to back off and retreat. The money objection creates a protective barrier around the customer so they can hide from making a decision or from telling you no.

When you start buying into a customer's money story, they have effectively sold you. They sold you on why they cannot buy what you're selling. Avoid getting caught up in their money banter because it's a black hole, costing you precious time, money and energy. Instead, realize there is something below the surface of their objection and it's your job find out what that is. If you're a great salesperson, your job is to educate them past their objection and help remove this barrier.

I can go into a dozen ways to fix this scenario but every business situation is unique. I would be doing you a disservice by dispensing advice that may or may not work in your business. I'm attempting to

get you to see that if you continue believing the money objection, you'll continue to negatively affect your bottom line.

I can't afford it is the default excuse and customer code for "no". It's your job to decode and translate what that means. When someone says, "I cannot afford it," it can mean any number of things. It can mean, "I don't really want to change so that is my excuse for ending this conversation." Or it can mean "I know there is a problem but the investment is outside my comfort zone." Or it can mean "I can't see the value in your offering."

This is where it gets a bit complex and you'll have to play the game of truth or excuse. You'll have to determine if they're objecting because your offer is really outside of their comfort zone or if they're reluctant because it would require them to change.

When you stop buying into this excuse, your business will thrive.

5 Valuable Tips to Selling Value Not Price

In today's market place where so many products and services are viewed as a commodity, the ability to add value to your product or service is an absolute necessity. There is no doubt that in the absence of value virtually any product or service can be driven down to one thing – price.

Sure, it's easy to blame the economy for low sales volume and decreased revenue, but even as the economy limps along, companies

still have to buy goods and services. They may buy a bit differently, they may take a little longer, they could even buy less, but they still have to buy. If your customers are not buying what you are selling, cannot see the value in your offer, you will continue to hear “I need to think about it” or “your price is too high.”

I listen to business owners who regularly tell me that they blame their customers and potential customers for being too money focused or cost conscious. Customers are attracted to value not “the lowest price or the cheapest in town.” It has nothing to do with price and everything to do with the value you are conveying. When your potential customers tell you it is about the money that is actually customer code for “show me the value.”

The business owners I work with saw the writing on the wall and realized it is do or die for their business. They are now acknowledging this and saying “maybe it is me,” “maybe I need to be more efficient when I sell,” “maybe I need to show value,” or “maybe I should get sales coaching.” These established business owners are admitting that selling is “no longer what it used to be” and new business owners are realizing that selling is “not at all what they thought it would be.”

So what can business owner do to close more business in a slowing economy?

Here are five ways to start making things happen, now!

1. Be Distinctive. If there is absolutely nothing that differentiates you from your competition you turn out to be common and viewed as just like everyone else. What are you doing that your competition is not? Take inventory of your sales skills and knowledge.

2. Stop making excuses. Excuses are nothing more than roadblocks to progress and change and making excuses strips you of your power to take control. Take personal responsibility and blame no one or nothing but yourself. When the economy changes, we adapt not blame.

3. Create your own economy. If you are looking for better business results, take a look inside your business instead of blaming the outside economy. Find out what is missing, what went wrong and how you can fix it. That is the only thing you have control over and the sooner you identify and fix what is wrong, the sooner your sales and revenue will improve.

4. Invest in yourself and your skills. Sales skills are an essential part of doing business and are critical to staying in business. If you don't have sales skills; get them, if you have skills; hone them, if you are not sure where to start, ask a coach. When you arm yourself with efficient and effective sales skills, you increase the chances for your business to thrive in this new and here to stay economy.

5. Have high-value conversations. The conversations you have with your customer should be packed with so much value that they actually thank you for speaking with them and look forward to having more conversations with you. How? You ask powerful questions that help them get clarity around their pain and what it is costing them. Start doing what you need to do, and accept the fact that you cannot control the economy but you can create and control your own! Sell value not price and you will become invaluable.

Chapter Six

Are you a good listener?

Liz Wendling blew me away!

I was an audience member as part of a fitness conference, and honestly was just expecting a “run of the mill” sales consultant to start talking when she stepped on the stage.

Well Liz is far from “ordinary!” Not only does she have a huge depth of knowledge and experience base, but she actually knows how to be a speaker, and present her information in a way that is impactful, clear and incredibly witty. I learned quite a bit in the just the couple hours I had with her, and that is rare for me to say after having attended many sales trainings.

I will definitely attend more training from this super talented professional! Cynthia Staad

Talk less, sell more! Bad listening lies at the root of most communication. It's an epidemic. Many salespeople don't get accused of listening too much. Some salespeople talk their way out of sales every day. They believe that if they talk about themselves, discuss their product or service and explain their features and benefits, that people will be compelled to buy. Wrong! They are repelled to buy.

Customers want your help, but they want your ears first.

This is not just a problem in sales; it is a serious problem professionally and personally. It is not limited to women – it is a serious problem for men, too. If you continue to talk your way through the sale, you will lose every time. Good listeners make a lot more money than good talkers.

Nobody thinks they are a bad listener. In fact, most people think they are great at it. People tend to

overrate themselves on their listening abilities. Not listening is an occupational hazard for salespeople. Curbing the urge to talk is a sales behavior worth spending time on to master.

Some salespeople come across as “know-it-alls.” There is no question they cannot answer and no problem they can’t solve. The difference between being a know-it-all and being a source of knowledge depends on how and when you share your knowledge. It has been said that buyers do not care how much you know until they know how much you care.

There is a lot more to listening than just keeping your mouth closed. Listening and asking questions establishes a positive relationship and builds trust. When you let customers speak and you really pay attention to what they are saying, they feel recognized and heard. Traditional selling has taught salespeople to listen closely but only listen for “buying signals.” Then as soon as they hear one, they jump right in and start selling. This is the precise moment when they quit listening, go full throttle and start their sales pitch.

Customers have no other choice but to listen nicely, but in the back of their minds they cannot wait to get rid of you or tell you they need to “think about it.” You have just talked your way out of another sale!

A high price is paid for poor listening skills. To listen actively and thoroughly takes concentration, hard work, patience, and the ability to interpret your customers’ words and summarize them. Listening is

both a complex process and a learned skill and requires conscious effort. Ineffective listening can damage relationships and undermine the trust that you have with your clients.

All anyone wants in a conversation is to be heard and acknowledged. When you give someone the gift of your attention and listening, they will want to reciprocate.

You cannot multi-task speaking and listening. If you are talking, you are not listening. This rule also applies to the chatter inside your head. If you are thinking intently about what you want to say, you are not listening to what is being said. Listening costs you nothing but not listening costs you the sale. The choice is yours.

Are you just hearing or are you really listening? There is a big difference. Hearing involves sounds, while listening requires concentration. Hearing is involuntary, listening is a choice. Hearing simply means you are gathering information, but it does not necessarily mean you are listening. When someone is listening, they are paying attention. Great salespeople know the difference. When used effectively, listening is a strategic sales tool that top salespeople develop for maximum results.

Like any new selling approach or habit, this one will take a little time and practice before it becomes second nature. Try it out on your next sales appointment. You will find that you will be able to close more sales more quickly through listening than through talking.

Chapter Seven

There is Power in the Follow-up

Following up is a critical part of the sales process but unfortunately it's become the most neglected. There are many reasons why sales are lost, but the biggest reasons are poor or no follow-up. How many sales are you losing by omitting this significant step in the process?

Following up is a key component of relationship selling and neglecting this step creates a fatal flaw in your sales process.

Do you resort to using a default excuse for not following up; too busy, not enough time, didn't get around to it, or I forgot? Excuses don't work for serious business owners and professional salespeople. There's just no excuse for dropping the ball on potential business. You're losing money every day when you engage in this costly behavior.

Actions speak louder than words! It's time to stop talking about following up and start participating in this income generating task. Failure to follow up happens in every industry, every day, and it affects all of us personally and professionally. With this type of negligence, it's not surprising that so many business owners and salespeople are struggling.

Why bother to start a business, deliver a sales presentation or meet with a new customer, then not take the time to stay connected and get back to them? How can you not find the time to follow up and complete the business you've started? If you willingly let your customers fall through the cracks due to a lack of organization, failure to follow-through or poor communication, you jeopardize the sale, your professional reputation and the potential for referrals.

How many times have you, as a customer, walked away from a business because of poor follow-up. How many times were you willing to pay more for a product because of better service? Poor communication or lack of responsiveness is a leading reason customers leave businesses for a competitor. It's the easiest fix for most businesses and an instant way to generate more sales.

Think about how much time, money and energy you've put into developing sales strategies, networking and advertising. Dropping the ball at the follow-up stage sends a message to customers that they can't count on you. Is that the first impression you want to leave with your potential customers - that you talk the talk but can't walk the walk?

Following up is in your control, it's your choice and it's an easy way to differentiate yourself from the competition. It's a unique way show your commitment to your customers.

A good follow-up system will generate sales and keep your business in business. It's an investment you can't afford to pass up if you want to stay ahead of your competition. Customers respect business owners and salespeople who are efficient, organized and dedicated enough to follow up and follow through in a professional manner. When you follow up, you win customers.

Since few people follow up properly with customers, you will truly stand out when you do. Great salespeople write things down, they have a daily to-do system, they return calls, they keep their promises and they do what they say they'll do. Following up keeps the lines of communication open and flowing which leads to more closed sales.

In the sales world there are those who think about it and talk about it, and then there are those who do it. How much is not following up costing you? Put a dollar amount on that and you'll be shocked. A good follow-up system is critical in the sales process and can generate huge results. It's an investment you can't afford to pass up if you want to stay ahead of your competition.

Liz helped me realize that “selling” didn’t mean pressuring someone to buy. Her coaching around sales language and sales conversations allowed me to relax and speak with passion about what I do. The result? My **best** year ever! For a coach, designer/decorator to triple her sales in a recession is remarkable – just like the coaching Liz provides.

Kathryn Severns Avery
My Life with Style
www.mylifewithstyle.com

Chapter Eight

Voice Mails and Emails

Sending highly effective emails or it will be 3 seconds to the delete button.

Email is an effective way to increase brand awareness, leads and sales, but many businesses don't get the response rate they are looking for because their approach is weak, worn-out and completely off track. It comes down to three seconds and if your message doesn't hit the target your email will be immediately deleted. Your mission should be to get your reader to open, read and respond.

Do people respond to your emails in the way you want them to? Are you sure that you're making the best possible impression with your emails?

Unfortunately most of the emails messages received are ineffective, lengthy and seller centered. Many do not stand a chance and end up in the trash without being read. They make it to the trash because they're missing these **3 key ingredients**.

1. The subject line must be eye catching and compelling
2. The body of the email must be brief and to the point
3. The ending should get the reader to take some sort of action

The subject line must have a purpose and be customized to the reader. It needs to resonate with the mind of the reader and should compel them to open and skim. People receive hundreds of emails every day and most are read with a finger on the trigger of the delete button. If the subject is generic, boring and weak it immediately gets dumped in the trash.

Think of the email subject line as a headline in a newspaper or magazine. You have 2-3 seconds to grab their attention, so choose a headline that is strong and compelling. A few strong and well-chosen words increase the open rate by over thirty-four percent. Invest time in your subject line as if you were paying hundreds of dollars for each one.

I coach sales teams to try out a few test subject lines on other people before you send them to prospective clients. Try sending them to others in your office, on your team or in your family to get their input and reaction to the subject line. Ask yourself, would you open your own emails?

If you're lucky enough for them to open your email, you must make your point as briefly as you can without sacrificing quality. An effective and easy formula to follow is one subject line, two brief paragraphs and one action item. I have received and saved many emails that were nothing but a not so cleverly disguised seven paragraph sales pitch. What a waste of time, money and energy.

Your email needs to start with a quick, friendly and to the point statement explaining why you're writing to them. Remember that you need to get their attention and hold it. Email readers and web surfers think and react in seconds so use your time wisely.

They're choosing to read your email so you owe it to them to make it about them, not you. Repeat, what's in it for them! If the body is all about you, your company and how amazing you are, it will be deleted, dumped and discarded without any thought. You think customers want to know all about your company, but the reality is, they don't. They only want to know what's in it for them. I can't stress this enough; it's not about you.

They want to know how you can help them solve their issues and problems. The more time you invest in discussing their issues, the greater the likelihood you'll move the sales conversation forward. If you don't, guess where your email is going? The trash!

Your audience needs to be engaged or they simply stop reading. Very seldom do I receive an email that gets my attention, holds my interest, and causes me to take an action.

Don't buy into the belief that, "they were not interested," accept the truth and responsibility that, "your email wasn't interesting!" If you correctly present your ideas through their eyes, you can make any subject interesting.

With email and on-line communication you have only two to three seconds to get their attention. Only seven seconds to build interest and about twenty seconds to get them to take an action. Following this rule will improve your response rate dramatically.

Voicemail: To leave or not to leave?

There is nothing worse than a long drawn out, dreadful and ineffective voice mail message from someone who doesn't know you, pretends they met you and assumes you need what they sell. Instead of deleting it, I saved it for a rainy day, so here goes. It went exactly like this.

"Hi Liz, This is _____. I'm an agent with XYZ Company and think I met you at a recent networking event. I have your business card but can't seem place the date or event where we met but I'm certain we connected and talked about your insurance needs. We're the world's leading insurance provider and have been in business over XX years. I'm know I can save you money compared to the rates of your current agency. I have a few options and possibilities that I'd love to run by you. I promise we would only need about 15-20 minutes for me to explain my information and show you the cost savings we could provide and the value we deliver. Since I will be in your area on Thursday, I thought I could can swing by, so let me know a good time that would work for you. I know you're a busy person so when you have some spare time, please call me back at XXX. I hope to hear from you soon.

Really? A message was filled with me, me, me's and I, I, I's (14 to be exact) and everything about his company. Nothing about me or my business needs. . If you're going to call me, please make it about me and my needs; otherwise you are just wasting yours and my time. You will be deleted and never thought of again.

The key to leaving effective voice-mail messages is "less is more"-- in other words, the shorter your voice-mail message, the better, and the more likely you are to get a response from the prospect. The common mistake salespeople make is that they consider voice-mail an opportunity to leave a three-minute commercial.

Many times they leave voice-mail messages that are so detailed the prospects decide they are not interested and do not call us back. The better tactic is to leave a short, concise message that includes an element of curiosity so the prospect is intrigued and therefore has a reason to return the call.

Chapter Nine

What your customers really want!

Great customer service is the lifeblood of any business. Adding a dose of value to that service is imperative. Keeping customers happy and returning often is a goal of every business but many go about it the wrong way. Sure, you can slash prices and offer deep discounts to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be in business for long.

Intense business competition has rendered many products and services interchangeable and competition has made price the ultimate motivation for customers. When customers know they can get the same product, or a product they perceive as the same, at a lower price from someone else, they will. That is, unless you give them what they can't get anywhere else – immense value!

Being immensely valuable allows you to take control of the customer experience so customers won't flee to your competition. Being immensely valuable means you're the default choice and the go-to company when a customer needs what you sell. You become a habit. Many companies talk about their customer service, loyalty and satisfaction guarantees and most even have a great mission statement

to back that up. But their words and actions don't intersect. It's a classic case where the mission and the vision are disconnected. According to my research, here's what customers **wished** you knew:

1. I want to be helped, not sold: No one really likes being sold or pitched to. Customers have many problems and a small amount of money to fix them. If you can tell a customer how you can solve one of those problems, they'll willingly hand over their hard-earned money to you. Don't try to sell them something they don't need. Show them first how you can help them and then tell them what it costs. They'll be much more likely to choose you.

2. Your company just doesn't get it: The customers surveyed said that companies don't "get it" when it comes to what they experience as customers. Most of them believe that companies don't listen to their feedback. This underscores a underlying management problem; managing from the inside out, instead of taking feedback from the outside and using it internally to improve the customer experience.

3. We will gladly pay more for service and value: Over half of customers believe service and value trumps features and benefits. A whopping eighty-six percent of customers believe service defines the brand. Customer's rate brands based on their own experience with a company and leading brands can charge a premium by making service their defining characteristic. Think about Starbucks, Nordstrom, Disney and Lexus, to name a few.

4. Just because I am satisfied doesn't mean I'm loyal: Even a satisfied customer who rates a company's service as great will leave that company for one that provides immense value. Customers are satisfied when a company successfully completes transactions and understands their needs; customers are loyal only when they receive value beyond the ordinary parameters of service.

5. If you can reduce my stress, you become immensely valuable: If you want to sell something, make it easy for the customer to make the decision to buy. Remove distractions from the buying decision process. Remove complications that cause the customer to say "let me think about it." Include something extra that makes the customer want to buy it now and make the actual buying process easy.

The ability to deliver an excellent customer experience and deliver immense value is a competitive necessity, even as customers' needs and preferences change. Companies that meet the challenge of evolving with their customers and master the customer experience will always come out ahead.

Creating exceptional customer experiences: The human side of service

In today's high-choice marketplace, an exceptional customer experience is absolutely critical to ensuring a company's long-term growth and brand strength.

A great customer experience is more than a business imperative it is now the single strongest competitive differentiator. According to Aristotle, "Excellence is not an act, but a habit." Excellence is also doing ordinary things extraordinarily well—every time.

Whether ordering up your morning coffee, picking clothes up at the dry cleaner, dining in a restaurant or staying at a hotel, one aspect of these simple transactions is universal. We all want to have an exceptional customer service experience. Good service is not good enough anymore. Great service is what customers are hoping you serve up.

Every day we all play the role of customers. We make decisions about what to buy and where to go based on the level of service we receive at the counter, over the phone or on the internet. Guess what, so do your customers.

Excellence in business requires constant improvement to current processes, systems and goals. It never occurs by accident. It always occurs as a result of quality thinking and purposeful execution. Doing everything on purpose with a purpose is what creates long lasting results. Any business not striving to be more excellent will soon find itself vulnerable to the competition.

Companies who want to grow their business must keep existing customers happy. Customers are becoming increasingly more sophisticated, savvy and demanding. It's the exceptional customer service that keeps them coming back, even more than your products or services. If they are unhappy or feel badly treated, they will vote with their feet. They also openly share their unhappiness with others.

Today's communication networks make it simple for people to share their experience, good or bad, with more than their immediate circle.

Customers are drawn to excellence, so start with a focus on them, not you. To differentiate you from the competition, stop giving lip service to customer excellence and back it up with action. Word of mouth is the most targeted and effective form of advertising. You can't buy it - it is a free gift from your satisfied customers.

Going above and beyond for your customers will ensure they're satisfied and impressed by your efforts. This will not only positively affect the customer's mood and interaction with you, but it will motivate the customer to refer your helpful actions to others.

Customer service excellence gives you the competitive advantage you need to survive in a tough and increasingly uncertain business climate. How you handle your customers can directly affect your individual goals as well as your team's and company's performance. Companies that develop these skills will gain respect, enhance customer relationships and secure an overall competitive advantage through exceptional customer service. Continue to pursue excellence and success will always follow.

Take a walk in your customers' shoes and sell more when you do!

It's no secret – the more you understand your customers, the more you can solve their challenges, frustrations and problems. The more you understand your customers, the more you can help them achieve their objectives and goals and minimize their pain.

Today, consumers are empowered like at no other time in history. They've always had high expectations – to be heard, supported and valued. But never before have they had such an arsenal of tools at their disposal to ensure those expectations turn into reality.

Many business owners and sales professionals profess to be customer-focused, but the majority of them really are seller-focused. They all talk about customer service but few excel at delivering it. Ever wondered what it would be like to walk a mile in your customers'

shoes? Is your company making a positive impression every step of the way?

The old adage makes sense: treat others as you would want to be treated. Those are pretty powerful words. If we could spend some time in our customers' shoes we'd understand them a little better. We might even change some of our business habits and most likely increase sales.

That means first understanding why your customers might want the products and services you're offering. Then, focus on how you can make their experience the best it can be. Your customers are what make your business flourish, and if they aren't satisfied they aren't going to stick around. That means keeping them happy. How do you do that? Step into their shoes and ask yourself what you want and what makes you happy in a buying situation.

Take a look at Nordstrom, a company with a customer service and satisfaction policy like no other. It's called the "Nordstrom experience." Nordstrom executives make sure that all employees know that they're expected to go above and beyond to accommodate a customer.

This policy isn't mentioned just once; managers remind employees often, they circulate stories about employees who made bold efforts to make a customer happy, they reward employees who have gone out of their way for a customer--and they do it publicly. If you want to be

known for providing an exceptional customer experience, you must attempt to do the same thing.

Your official title doesn't need to be a salesperson for you to benefit from taking a walk in your customers shoes. All professional service providers, including consultants, architects, lawyers, accountants, advertising/public relations and doctors, must sell their services to attract and retain customers. Everyone, every profession should understand what makes their customers happy and deliver it.

Most people have been conditioned to see things through their eyes, and their sales behaviors are based on these perceptions. But your customers have a different frame of reference and have their own point of view. The key to success in selling is your ability to get in their world, to see things from a buyer's perspective. This approach is customer-focused selling and it's here to stay.

The seller focused approach is no longer effective because today's new type of buyer is unwilling to play along when you put the focus on yourself. They don't want to be "sold," they want to make educated buying decisions. To make a sale, you just join them on their buying path.

You can turn this economic change into your advantage. When you truly understand what makes your customers happy and deliver on that; you have created your own Nordstrom experience.

Chapter Ten

Cold Calling is Business Development

Let's face it, nobody really enjoys making cold calls and certainly nobody likes getting them. But they're a part of doing business and they're not going away anytime soon. Making a connection remains a crucial skill to possess, whether you're a salesperson, business owner, job seeker or fund raiser. Unfortunately, most people find cold calling the most intimidating and dreaded aspect of selling.

Cold calling the "traditional" way instantly puts you in a negative light because customers find cold calls to be intrusive, annoying, disrespectful of their time and downright bothersome. "Traditional" selling is a shotgun approach where salespeople attempt to sell their products to every prospect, regardless of need. It creates tension and could be construed as confrontational. But when you approach the call in the new "non-traditional" way, you no longer sound or behave like the traditional, stereotypical salesperson.

A cold calling script is not a conversation! Many salespeople use scripts that don't feel authentic, genuine or natural, and, unsurprisingly, produce dismal results. Scripts don not facilitate building rapport, promote natural conversation or warm up that icy cold call. If you're struggling in your cold calling and no sure what to say to get in the door, check out my sales coaching programs at:

A sales conversation is between two people, talking normally and acting naturally. When you're being yourself, your potential customers' walls come down, which leads to longer calls and better results. I'm not suggesting you wing it and say whatever comes to mind. I am suggesting you have a plan, execute it with precision, and focus on the customer and the important points you want to make. Make what you say is about the person you've called, not about you. Done well, cold calling can work. Done poorly with the wrong approach, it can be a waste of time, money and energy. Most salespeople start their cold calls with "Hi, my name is....I'm with.... we specialize in..."! If you only have about 5-7 seconds to grab a person's attention and make an impression, why would you waste that time with such a weak opening? The call is over before it even starts.

There are many sales trainers out there with a variety of ill-advised tips and bad advice on the subject of cold calling. They teach salespeople to go into an immediate sales pitch, give a commercial on their company, and talk about all the great benefits their company offers. Wrong! Customers only connect and engage when they feel that you understand their issues before you start to talk about your solutions.

Make no mistake, all the tips in the world will never work if you still choose to start a call making it about you, your company and all the great things you can do.

Being able to cold call confidently, professionally and effectively will not only open up more potential business, it will also allow you to feel more in control of your own sales success.

Here are my top 3 tips for cold calling success:

1) Focus on the goal not the sale. Every cold call is not about the sale! The goal should be starting a conversation and getting the chance to go to the next step. Let them know who you are and find out if you're compatible or if you have something they even want or need. Establish a relationship and gain trust with the contact first. There is plenty of time for the sale if there is a fit and as the relationship moves forward.

2) Organize your thoughts before the call. When you do, you avoid common mistakes that give the person you are calling the chance to try to end the call or hang up. For instance, you should never ask, "Is this a good time to talk?" "Do you have a second?" or "How are you today?" When you ask those questions it creates instant resistance, the walls go up and the opportunity goes down. You're attempting to engage them, not bore them with the same questions the last cold caller asked.

3) Prepare and practice. Prepare the same way you would if you were making a presentation or delivering a speech. Know what you want to say, how you want to say it and how you want to represent yourself, your company and your product or service. Then practice it

out loud and practice various sales scenarios. Then there will be less anxiety and you can focus on the goal and the customer. Make it about them, always.

One last important point to mention: if you start your emails in the same manner as your cold calls – “Hi, my name is....I’m with...we specialize in...” – and then go into a sales pitch about all the great things you and your company can offer, think again. It is much easier to hit delete than it is to hang up on you.

Your potential customers are in dire need and are waiting to be engaged with genuine communication, a fresh approach and a cold call that is different from everyone else! Do not stay a victim of the traditional cold calling methods – learn to market yourself successfully and join the elite club of top sales producers.

As a personal empowerment coach, I needed to master the skill of guiding people through the sales conversation so they could decide for themselves. I found that work with Liz.

It was a relief to know I could be natural and authentic in the sales process without being pushy! I now am comfortable in conversations helping potential clients overcome their biggest obstacles to investing in themselves. I can’t serve them unless they say YES to themselves. I encourage you to go for it! Invest in yourself. You are worth it and your business requires it.

Kathy Basal
Personal Empowerment Coach
www.kathybasal.com

Your Next Steps

The world of business has seen some tough times over the last few years and in these challenging times, we all of have struggled to come up with a magic formula for success—to find a formula that works for our unique businesses.

In my experience and research, there is just one formula for achievement in business: deep belief + self-discipline + unwavering commitment = abundant success

Take the next step in being unstoppable and becoming more successful at selling. Learn the sales skills, tools and tips you need to be successful when you step up to be the sales person for your business. It's time to tackle the outer game of selling! Call me and we can discuss options that work for your unique business.

Remember, everyone is in sales. Selling is the key to your success. If you're unwilling or unable to sell your products or services, you will be heading straight for the graveyard of entrepreneurs and business owners. It doesn't have to be that way. Take the next step; you are halfway there.

Visit at <http://www.insightbusinessconsultants.com> for more about how you can confidently step into being a powerful person for your business. Learn about our unique programs and have us customize a sales process specific to your business.

The law of inertia states that “a body at rest tends to remain at rest and a body in motion tends to remain in motion.” Understand the power that even the tiniest of actions can have when taken in the direction of your goals, dreams and desires. Every day, commit to taking some sort of action. Just think what your business will look like in a week, next month and a year from now.

In sales or business, it's easy to give up. It's easy to blame the economy, your job, spouse, lack of skills, your product or service, or your competition. Remind yourself that another individual is selling the same thing that you're selling, and their business is succeeding. Why?

Because they have the right attitude, they're taking action, they're developing her skills, they're not giving up and they're doing what it takes to make their business work. So, step up and take massive action!

The power to reach your goals lives within you. Remove the limitations you have accepted, and you will be drawn to your goals as a rock is drawn to the bottom of a pool.

You downloaded this book because the results you were getting were different than what you wanted and you decided to change that. Up the ante! You are in control. You are the only one that can save your business. The benefits of success are too great to let them pass you by. When things seem to be going against you, remember these profound words by Dale Carnegie: “Don’t let anything discourage you. Keep on. Never give up. That has been the policy of most of those who have succeeded. Of course, discouragement will come. The important thing is to conquer it. If you can do that, the world is yours!”

Thank you for taking the time to read this e-book. I hope the words have inspired you. May your life be blessed, your ideas become actions, your thoughts stay positive, your future be bright and your business be filled with abundance.

Talk to Liz directly

If you would like to talk to me personally about what coaching would do for you, please call me at 303-988-9157 or email me at liz@lizwendling.com. Together we can discuss what your options are and what may work for you and your sales goals.

Looking for a big impact in your sales success?

Take a “coaching test drive.” Many clients try me before they buy me. It’s an opportunity to see what coaching with me would be like.

Hire me for 60 minutes (at a reduced rate) to transform an area of your business where you are stuck. If you are serious about change, make the next move. Email me:

liz@lizwendling.com

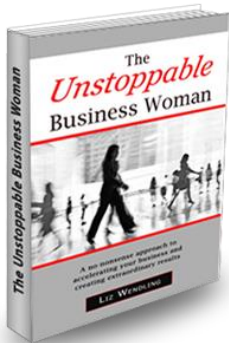
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Systematically and Consistently Attract a Steady Stream of Clients

People buy YOU first, everything else second. It's never about what you sell it almost always comes down to how you sell. Learn and develop your natural sales style and take your sales and client conversations from good to great.

- Learn what it really takes to become a top sales performer
- Quickly build real rapport and high trust from the first contact with a prospect
- Generate sales conversations that inspire and motivate clients to say YES to your offer
- Uncover the obstacles in your sales process that are costing you sales
- Avoid the most common mistakes that kill sales and send clients to your competition



Accelerate Your Business and Create Extraordinary Results

Learn to take charge of your future and achieve the success and satisfaction you desire. When you get serious about your business, you start to produce results in your business. Success does not happen by accident, you make it happen on purpose!

- Develop a results focused mindset, master the habits of unstoppable women and harness the powers of discipline and dedication.
- Boost your business confidence, eliminate stress and become more action oriented.
- Define your role as the unstoppable woman for your business and create spectacular results.

What is your next step?

Many of our clients who have taken the next step, and have gone through our private coaching and training programs, have grown their businesses and made their goals and dreams come true. Our fully customized programs offer the best fit for you and your company.

Some of the areas of impact include:

- Communicate With Confidence
- Sales Strategy Plans/Customized Coaching Programs
- Creating Successful Business Relationships
- Sell More With Social Media
- Personal Development and Growth

Have Liz speak at one of your live events!

Some of the topics to choose from are:

- Boosting Your Sales Confidence
- The Power of a Great 30-Second Commercial
- Sales Passion and Power
- Sales Action, Attitudes and Behaviors
- Get Your “Ask” in Gear—The Power of Asking Questions in the Sales Process
- Lose the Fear-Gain the Sale
- Sell MORE with Social Media

- No Trust = No Sale
- Or Personalize and Customize a Talk for Your Group

If you are interested in giving yourself, or your sales team the key that unlocks the door to their highest achievement, gives them the ability to win the most crucial part of the sales game, and truly provides the chance to be the best...make your move.

liz@lizwendling.com Or call me and let's talk one-on-one:

303-988-9157

**BE A PERSON OF ACTION AND CALL
OR EMAIL TODAY!**