
Selling *Successfully* in the New (Today's) Economy

An Updated, Smart Approach to Sales & Sales Leadership

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MRP Profit Strategies

Turning Busy To Productive

MRP PROFIT STRATEGIES



What We'll Cover

1. The economy – don't fight it
2. The basics – let's make you rock solid
3. The next level – push on to greatness
4. Technology – use it .. It is using you..
5. Next steps – unleashing the magic bullet



Understanding and Adjusting To This New Economy

The Economy

- what exactly is going on?

Great Sales Ability

- does *everyone* have it?

Productive Priorities

- what do I *have*/what do I *need*?



Basic Sales – *The Art and Science*

Self Motivated

Set Goals

Relationship Builders

Network

Passionate Enthusiastic

Mindful Attitude Control

Work Hard/Committed

Develop/Work A Sales Process

Interested/Truly Listen

Develop, Ask Questions

Creative

Define Solutions/Problem Solving

Communicate Value

Preplan Value, Benefit Stmtnts

Self Disciplined

Follow-thru/Follow-up

Basic Sales Leadership

– *The Art and Science*

Assertive

Take Full Responsibility

Power To Persuade

Coach Consistently

Ego Strength

Persistent (Qualify)

Risk Taker/Innovative

Implement/Embrace Failure

Urgent/Make It Happen

Follow-thru

Create Success Culture

Accountability

Charismatic/Vulnerable

Communications

Strategy for Honesty/Trust

Selling Differently

Old vs New

Transactional Sales

Features/Benefits

Sell Customer

Reactive Contact

Use Sales Process

Advertising/Marketing

Consultative Selling

Add Value

Customer Buys

Over Communicate/Respond

Match Sales/Buying Process

Master Networker

The Sales Lifestyle

Part I

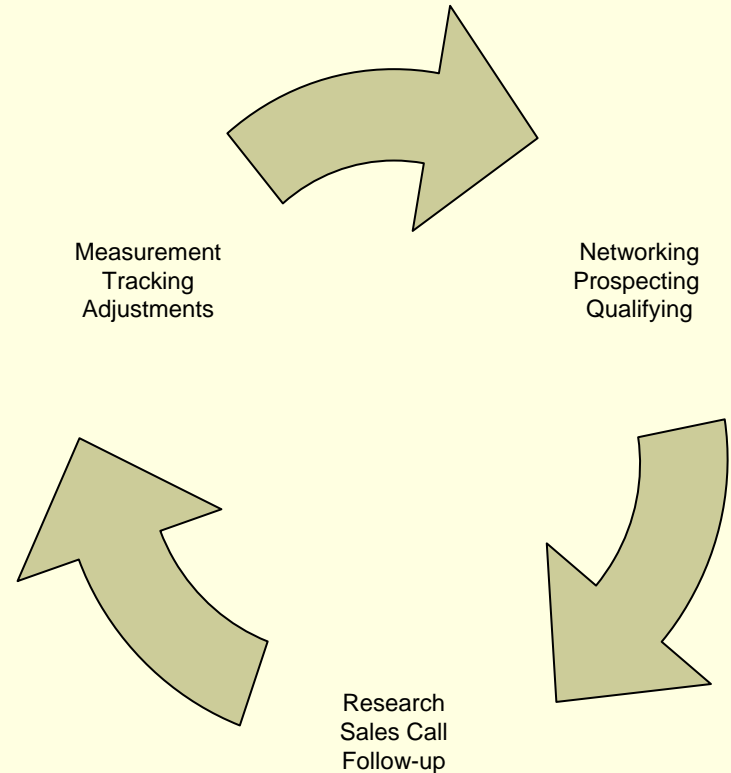
Networking
Prospecting
Qualifying

Part II

Research/Preparation
Sales Call
Follow-up

Part III

Measurement
Tracking
Adjustments (the story)



MRP PROFIT STRATEGIES



Push On To Greatness

Your Mindset

- personal motivation/professional brand

Your Strategy

- development, execution, techniques

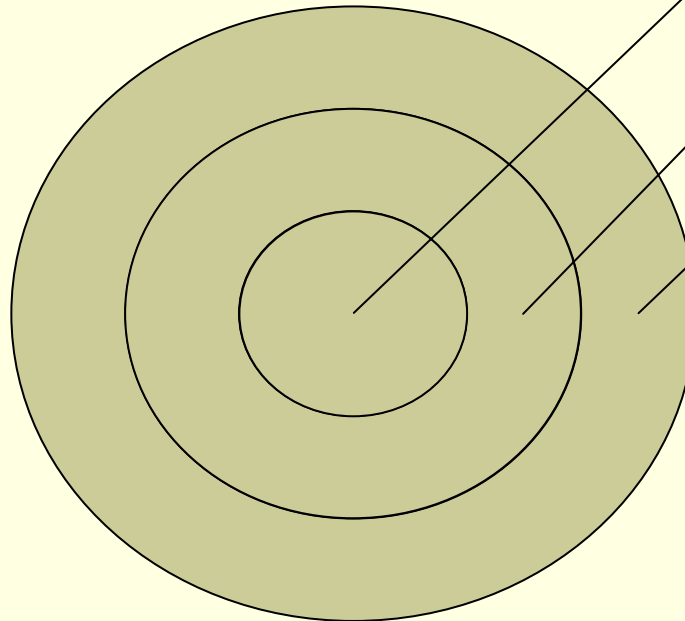
Your use of Technology

- your use of it vs it's use of you



Technology

The Future Is



You

Strategy

Technology

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Identity Credibility Efficiency

The Magic Bullet?

Just Do It!!

Thank you Nike..

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