

THE SALES

MULTIPLIER X

How to launch your sales brand and maximize your access to the three sales doors found in your marketplace.

MARK SAWATZKY

Your marketplace has 3 sales doors:

- 1) The New Sales Door
- 2) The Referred Sales Door
- 3) The Repeat Sales Door

You open door one.
The marketplace opens doors two
and three, the best ones, to those it
remembers well.

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"A good product confirms an industry, a good product with a great experience confirms a business and a sales person within that industry"

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IT WAS 1993 ...

It was 1993 and I had just been transferred to the sales office of a national company to sell their product in a highly competitive market. This was my first real career job and I was about to step into a world that I had not been in before. Shortly after my arrival, my Sales Manager came by my office and in the course of our conversation he said something to me that I can clearly remember to this day, he said ... *"You're now in the field and it's your job to go out and kill it and it's head office's job to clean it."*

This was classic sales training 101 ... Sell! Sell! Sell! And while his advice was valuable because if you sold a product plan that head office would always like (checked all the right boxes), you would never sell anything. But what his advice was missing and what sales advice/training is often missing is a focus on the two sales that get made after the first sale, the referred and repeat sales. These sales are a market's best sales and they are made after the first sale.

Referred and repeat sales represent the two most valuable sales doors of the three sales doors found in your marketplace. Why are they of such high value? Because sales through these doors take less time to close and they give you the greatest price range to close in. They come with these two benefits because they come with trust. As you move from Sales Door One (sales to new people) to the Referred Sales Door and then on to the Repeat Sales Door, trust and the price range to close in goes up. What also makes these doors valuable is that as you move up to the higher Sales Doors, fewer competitors are being considered.

Your goal as a sales person is to maximize your access to each sales door, and to do that, it begins by knowing who opens each door. You and your company open the New Sales Door through the product you sell and the pricing and product strategies you engage. Customers or the marketplace opens the Referred and Repeat Sales Doors to those they remember well (aka like and trust).

How do you make sure you are remembered well?

You deliver a good product plus an experience that makes people feel valuable.

What is the experience that makes all people feel valuable?

Servanthood.

What is servanthood?

It's delivering an experience that is focused on another's success ahead of your success (i.e. their success ahead of the sale).

On the next page you will see how a company's recommend rate goes up based on the three Rs of a great experience ... Be Reliable, Be Responsive and Build Relationship. Delivering on these three Rs with a servanthood approach can provide you with the same recommend potential.

Since 1993, the path to maximizing your sales potential has not changed, and that path is built on two things: deliver a good product (one that does what it's paid to do ... Reliable) and deliver an experience that makes people feel valuable during and after the sale is done (Responsive and Relationship).

The Power of a Good Product and a Great Experience.

The following was noted in the book, **The Science of Service** by Mark Colgate, (I recommend this book):

Companies that were reliable (I call this having a good product), were rated 7/10 and had a recommend rate of 21%.

Companies that were reliable and also responsive (I call this Experience Level 1), were rated 8/10 and had a recommend rate of 68%.

Companies that were reliable, responsive and built relationship (I call this Experience Level 2), were rated 9/10 and had a recommend rate of 89%.

Sales Multiplier Step 1

Know that after the sale is made, you have two more sales to make, the repeat and referred sales, and an experience that confirms you as the right choice on top of a good product will connect you to more of those opportunities.

PART 1: YOU



Part one to becoming
a sales rockstar is
about you.

GET PAST THE SALES BOUNCER

To maximize your sales performance you need to know your Industry's Sales Bouncer.

Did you know that your industry has a Bouncer that can get in the way of your sales success? What do you see in your mind when you think of a Bouncer?

If you're like most people you probably see a huge man with arms crossed standing by the door to a club making decisions on who gets in and who doesn't.

That Bouncer exists in the mind of every potential customer you call on and you have to get past him to have an opportunity to make the sale.

How do you get past the Bouncer?

Just like in real life, you get past the Bouncer by getting to know him so that when he sees you, you get to skip the line, which in your case is made up of other sales people, and you get into the club (the business you're trying to sell too).

Who is your Industry's Bouncer?

Your Industry's Bouncer or Sales Gatekeeper is a feeling created by the worst sales people in your marketplace ... the ones that continue to bombard prospects with interruptions and sales pitches made way too soon.

Understanding how your Industry's Bouncer is made reveals one of the biggest reasons why sales people fail ... they sell too soon.

So knowing that the Bouncer steps in if you pitch too soon, make sure you don't sell before it's the right time to sell. More on that later in the book.

For now, the lesson to remember is selling too soon will keep you from getting into the "Sales Club".

MINDSET

Now that you know the Bouncer and how to get past him, we can focus on how you think.

Right thinking is a critical first step to succeeding at anything because actions always follow thoughts. How you think both at the conscious level and subconscious level greatly determines the actions you will take.

Because this is the way it is, being great at sales begins with how you think, your mindset, and when it comes to having the right sales mindset, there are four common things you need to know:

1. You need to know that the primary goal of selling is to make strong connections.
2. You need to know how to deal with sales fear & being an interruption.
3. You need to know how to think about bad meetings.
4. You need to know how to deal with difficult people.

5.

Selling too soon is one of the biggest reasons sales people don't succeed.

First you must get past the Bouncer (aka the Sales Gatekeeper), and you do that by building a connection through asking questions.



Sales Multiplier Step 2

Don't sell too soon.