



# The Sales Hunter

"Helping companies identify better prospects,  
close more sales, and profitably build more  
long-term customer relationships"

## 200 Sales Hunting Tips

**Mark Hunter**

***The Sales Hunter***

***www.TheSalesHunter.com***

**2007**



# The Sales Hunter

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# The Sales Hunter

## 200 Sales Hunting Tips

**Reprinted from the free weekly email service:  
*Sales Hunting Tips from "The Sales Hunter"***

Mark Hunter, "The Sales Hunter", helps individuals and companies identify better prospects, close more sales, and profitably build more long-term customer relationships. With more than 25 years of sales experience across a wide cross-section of industries, he is recognized nationally as an expert in helping people sell more effectively. He travels more than 150 days per year working with companies to help them find and retain better customers.

Based on his experience and his ability to communicate, he is a frequent speaker at conferences on the subjects of Sales and Sales Motivation, and is often quoted in various publications. Mark is a member of the National Speakers Association, the premier speaking organization representing the nation's top communicators.

Mark Hunter spent more than 18 years with three "Fortune 100" companies in Sales and Marketing. During his career, he has led many projects, including creating a new 200 member sales force responsible for volume in excess of \$700 million. Mark has also been part of sales teams ranging in size from 20 to 900 members. This level of experience is at the core of every program Mark delivers each year to thousands of people throughout the country in the areas of Sales, Communication, and Leadership.

**200 Sales Hunting Tips** is reprinted from the free sales tip email distributed weekly by Mark Hunter. If you are not currently receiving these emails, you can sign up today by visiting [www.TheSalesHunter.com](http://www.TheSalesHunter.com) and clicking on the "Free Weekly Sales Tips" link.

Reprinting of any or all of these tips is welcomed and encouraged as long as the following text is included:

**Mark Hunter, "The Sales Hunter", [www.TheSalesHunter.com](http://www.TheSalesHunter.com)**

Mark Hunter is nationally recognized as a professional Sales Training and Sales Motivation speaker. People around the world benefit from the wisdom, motivation, and inspiration of "The Sales Hunter" every week. His insightful videos and podcasts are popular downloads on YouTube and iTunes, and he has been quoted in numerous magazines and newspapers. His free, weekly *Sales Hunting Tips* email is received by thousands of salespeople across the globe. Additionally, many of his articles on Sales have been reprinted in some of the industry's leading magazines and business websites. From sales training tips to an analysis of retail trends, Mark Hunter's **Sales Motivation Blog** provides commentary to help you build your business. To find out more information on "The Sales Hunter", please visit our website at [www.TheSalesHunter.com](http://www.TheSalesHunter.com).





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## Quotes/Testimonials

***"As a recipient of your weekly tips, I've personally benefited from your wealth of wisdom. I must admit I'm thrilled you're now making them available in a e-book format. I know readers will gain immensely from your practical insights and proven information. Each of these gems has its own payback and together they represent outstanding value, the trademark of your unique position as a true sales expert, author and trainer."***

Michael Hughes  
Canada's Networking Guru

***"200 Sales Hunting Tips rocks! If I only read one tip a day, in 200 days I'll be a sales genius – and probably make 200 times more money too. Thank you for keeping them short and sweet!"***

Michelle Nichols  
Savvy Selling columnist  
podcast host for BusinessWeek.com

***"If you're hunting for new customers, you'll find great tips in this book to bag the elephants!"***

Jill Konrath  
Author of Selling to Big Companies  
SheEO, Sales Shebang

***"For people looking to close more sales and differentiate themselves from competition, Mark Hunter's 200 Sales Hunting Tips are a must. In this highly changing and competitive world we live in, Mark offers powerful and practical steps to not only help you survive but thrive in the 21<sup>st</sup> Century!"***

Steve Gavatorta  
President of Steve Gavatorta Group

***"Mark Hunter is ultra-talented at teaching ready-to-use sales techniques that vastly increase sales. My profit-improving results: I have used Mark Hunter's sales tips for years, and they enabled me to (1) turn prospects into customers and (2) help customers expand their purchases of my pre-employment tests and services. Doesn't every sales rep want such bottom line results? Mark shows you clearly and concisely how to make it big in selling."***

Dr. Michael Mercer  
Author of Hire the Best -- & Avoid the Rest

***"There are a select few in the CPG Industry that bring the experience and passion to strategic selling like Mark Hunter. He keeps sales managers engaged and leaves them motivated."***

Joe Bourland  
Kimberly-Clark



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## 1. Umbrella Questions

You can use *Umbrella Questions* on every sales call because they work in any selling situation. *Umbrella Questions* are designed to provide you with valuable information by getting the customer to elaborate on important areas. Examples of this type of questioning include: "Can you explain that a little further?", "Are there some other examples you could share with me?", and "Can you tell me more about that?" *Umbrella Questions* are a useful tool to get the customer talking more about what they're looking for. On your next sales call, challenge yourself to ask at least 5 of them.

## 2. Customer's Goals

Do you know what goals your customers have? Just think how much more effective you could be if you knew the goals and aspirations of your customer. Find out what their personal and business goals are for the year by asking direct questions and listening to their answers. In addition, let them know that you have set goals for yourself. Explain your belief that it is essential for you to help your customers achieve their goals in order for you to achieve your own.

## 3. Back-Up Your Customers

Don't allow your relationships with your customers to be focused on only one or two people. By doing so, you may put your business at risk if the people you deal with should happen to change positions. For your biggest customers, make sure you have multiple contacts (including administrative personnel) and take the time to get to know all of them. Then you will be prepared if a contact should leave or be promoted.

## 4. Sales Advocates

The best way to make a sale is to have someone else make it for you. You do this by creating sales advocates—people who are so impressed with what you offer and/or the way you sell that they tell others about you even without you asking. If you haven't obtained any sales like this, then you probably don't have any sales advocates or, more importantly, your sales process and/or service may not be measuring up to what people expect.

## 5. Learn About the Customer

Every time you're with a customer, make a point to learn something personal and professional about them. Don't allow your time together to be so focused on the immediate business opportunity that you forget to gather some additional, long-term information. It's this data that will help you retain the customer, and the longer you have a customer, the more likely they will be to refer you to others. When you're gathering information about the person, look for items that are of common interest to you because they will help you propel the business relationship to the next level. Keep a record of this important data for future reference.



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## 6. Early Morning Voicemail

Leaving voicemail messages is not a very effective way to develop new relationships, but it is a great way to keep in contact with your current customers that you don't deal with frequently. The entire process takes less than 5 minutes a day if you do it between 7:00 and 7:30 AM. During this time, the majority of people are not at work. Calling them early in the morning almost guarantees that you'll reach their voicemail, allowing you to make 3-5 calls in the span of only 5 minutes. Your objective should be to keep the person you're contacting from forgetting about you. Start the message by telling your contact that you haven't heard from them lately. Compliment them on their business or simply suggest that the two of you should talk later. If you happen to reach someone at this time of morning, all the better. The person who answers will be impressed that you're at work before most people, and, chances are, they will be willing to talk for a few minutes. Remember, your objective is not to sell anything. It's simply to raise the other person's awareness of you, thereby opening the door for future sales.

## 7. Objections

One of the best ways to improve your ability to close a sale is to record every objection you hear and develop at least two ways to respond to each. If you do this on an on-going basis, you'll find yourself much more prepared for any further objections that come at you.

## 8. Opening the Sales Call

Always start off a sales call by covering three things. First, ensure the person has a clear understanding of the amount of time the call will take. Second, make sure the customer knows what the objective of the call is. And, third, connect the reason for the current sales call to a previous one you had or to information you may have recently sent. This communicates that you're knowledgeable of them and their company, that you respect their time, and that whatever is decided in this current meeting will be acted upon by you.

## 9. "Your Price is Not High Enough"

Although, it's never been said to you, wouldn't it be great to hear it? In reality, a price can never be too high. It only becomes that way when we haven't taken the time to listen to the customer to allow the real benefits of the sales to come through. Remember—there is no such thing as "too expensive". There is only the belief that the potential gain from something is not worth its cost. This principle explains why one person might be willing to pay only \$10,000 for a car while another person sees its value at \$100,000. Both cars supply transportation, yet the cars vary dramatically in value because they vary dramatically in terms of perceived benefit. Next time you're about to buy or sell something, think in terms of the benefits the customer will gain and not in terms of the price you're asking. When it comes right down to it, nothing can ever be too expensive. It can only lack sufficient benefits to warrant the price.



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### 10. **Celebrate Your Customer's Anniversary**

If you're a salesperson who has retained customers for years, celebrate them by recognizing the anniversary of your initial contact with them. Dropping them a note of thanks for your established relationship is a great way for your customers to realize how much you think of them and a means of taking the relationship to an even higher level.

### 11. **"Hand-Written" Business Cards**

The next time you're about to give someone your business card, take a moment to personalize it. If you jot your cell number, a home phone number, or some other piece of information that is not already on the card, you will make a positive impression on the person you're talking to. Chances are the person will never call your hand-written phone numbers, but simply writing them on the card gives the person the feeling that you are placing them in high regard when compared to others that you meet.

### 12. **Speak With Your Face**

I'm constantly amazed at the number of times I run across salespeople who clearly don't believe what they're saying. It is easy to spot in the person's face and body language. They take on a whole host of non-verbals, ranging from non-expressive smiles with tight lips to eyes that lack any sense of direction. Whether we're selling to a customer in person or on the phone, we have to make sure our entire face reflects the enthusiasm and excitement of our words. How can we expect a person to buy from us if we're not connected to and excited about what we're selling?

### 13. **Prospecting Timeline**

Many people have no idea how long it takes to turn a prospect into a profitable customer. Creating a "prospecting timeline" can help benchmark past experiences and streamline future ones. Begin this process by examining a few recent sales, and then break down the key activities you went through. Your goal should be to determine the specific activities that were the most time-consuming, and then figure out a way to shorten the time spent on that particular step. Most people are amazed to find that a couple of activities take the majority of time. By knowing this, you can work to alter your selling process accordingly.

### 14. **Holiday Networking**

As you near the holidays, remember that it's a great time to begin preparing your schedule for making phone calls to people you rarely talk to. There's no better opportunity to call someone you haven't spoken to recently than to wish them a great Thanksgiving or Christmas. However, make sure you are sensitive to the holidays they actually celebrate. If you make 5 calls per day, just think of how many people you can network with between December 10<sup>th</sup> and December 31<sup>st</sup>.



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### 15. Holiday Selling

Often the holiday period becomes a very difficult time to sell when you're in a business-to-business environment. If this is the case for you, use the holiday period to sell yourself and your knowledge. Send your customers information about your industry, the economy, or other points of interest. Although they may not read the information, they will notice that you took the time to send it to them. Use these months to deepen your relationship with your customers. When business gets back to normal after the first of the year, you'll have new things to ask them about and, more importantly, you'll be viewed as a salesperson who is interested in more than just money.

### 16. Know Your Customer's Customers

How much do you know about your customer's customer? It doesn't matter if you sell B2B or B2C, the question still warrants an answer. Take the time to find out all you can about what motivates your customer's customers. Spend time with them, talk to them, and, most importantly, get to know what drives their decision-making process. When you can identify this information, you can provide your customer with even better service.

### 17. Have You Learned Something New?

There is always something new you can learn about your customers, whether they are newly acquired or long-term accounts. Use each sales call as an opportunity to be teachable. It's amazing how dramatically some customers change! Unless you keep up-to-date knowledge about them, you will soon find they've changed and you haven't. After each sales call, ask yourself what you learned about the customer and, of course, make sure you record it in your customer profile.

### 18. Benchmark Your Sales Goal

At the end of each day and each week, compare your accomplishments to your overall sales goal. If you achieved the volume you needed to hit your goal, congratulate yourself! If you didn't, identify at least one thing that did go right and might help you achieve your goal in time. Always find something positive to end the day with. Before you leave, don't forget to set up the next day or week. The last thing you want to do is use those very productive first minutes of the day doing anything but selling.

### 19. Reduce Your Selling Time

Make time each day to reflect upon recent sales contacts and identify at least one thing you did well in each. Think of the questions you asked, the body language you used, and the information you shared. After you've pinpointed the best of the best, take the time to plan how you can do that same activity in every other sales call you have.



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### 20. **"Google" a Customer/Prospect**

Looking for a reason to contact a customer or a prospect? Search their name on [www.google.com](http://www.google.com) to see if there are any new or interesting listings for them. You'll be astonished at what you can find out about your customers/prospects or others with their same name. Regardless of the outcome, the search should give you some interesting anecdotes you can use on the next sales call. When that contact is made, the customer/prospect will be amazed at the fact that you took the time to do the search, and if you do find something in reference to them, you'll have the perfect subject to talk about.

### 21. **Agree on Something**

Never end a sales call without having agreed with your customer on something, even if it's not to actually close the sale. The objective of coming to an agreement, no matter how small it might be, is to demonstrate to the customer that you're able to move the sale forward. If possible, agree on one particular aspect of the sale and use this as a building block for the next time you meet. However, if you can't see eye to eye on a particular aspect, you may be able to concur on the items you intend to follow-up on or a time to get together again. The important thing is that you agree on something and use whatever it is as a "next step" towards a future sales call.

### 22. **Don't Present All Your Information**

Never plan to present all of your information on a sales call. If you do, you'll have nothing left to show the customer should you reach the end of your presentation without a sale. The keys to a successful sales call are to know your information so well and to be so prepared that you do not need to present everything to gain the sale. Often "the best sales presentation is the one never given." – Mark Hunter, *The Sales Hunter*

### 23. **Add-On Sales**

Every time you make a sales presentation, be thinking about what the add-on sales might be. If you wait until after you close (as is commonly done), you tend to be too rushed and forget the add-on process entirely. Thinking about these sales during the presentation will enable you to be ready when the time comes to ask for them. In addition, the suggestive sell of the add-ons can help close the sale of the first item. By using this technique, you increase the potential for the total sale as well as decrease the amount of time you would use if you were to sell each item independently.

### 24. **Don't Negotiate With...**

Be careful who you negotiate with. Negotiating with people who are not decision-makers can result in making too many concessions. Before you start, be sure to verify that the person you're dealing with can and will be able to make a decision.



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## 25. Expertise in 30 Minutes a Day

No one has the time to read everything they need to in either their professional or personal lives. This general shortcoming creates a magnificent opportunity for us as salespeople to become an expert in our industry. A universal lack of reading time means that all it takes for a person to be viewed as an expert in his field in less than a year is a commitment to read for 30 minutes a day about their trade (not counting medicine, engineering, etc.). For the vast number of sales industries, this simple one-year reading commitment can quickly make you an authority.

## 26. Using Time to Sell

Frequently, sales people think that the way to control the amount of time needed for a sale with their customers is by offering them a special deal if they buy now. When this is done, the salesperson is usually only giving away profit, while thinking that they are speeding up a sale. We leverage time best by selling to the customer's time parameters, not our own. When we sell to their parameters, we are selling at a higher value and a higher profit.

## 27. Know the Influencer

With many sales, it appears there is only one person involved in the decision-making process. Yet, more times than not, another person is behind the scenes influencing the decision. When you make your sales call, always assume there is an influencer, and expect to deal with him or her as well as your call contact. To find out who that influencer is, use probing questions with the customer such as: "Who else in your organization is typically involved in decisions such as these?", "When decisions like this have been made in the past, what are some of the things others have said?", and "Where does a decision like this rank in terms of other decisions you typically make?"

## 28. Why Do They Buy From Me?

Why do customers buy from you? If you cannot identify at least 5 specific reasons why customers buy from you or buy your particular service/product, then you do not have a viable advantage over the competition. Take the time to talk to your current customers and examine your selling process, your product/service, and yourself to determine what the differences are between you and your competition. Once you have your 5 reasons, discount all those that are based on price. There is no way you can keep a sustainable price advantage for the long-term.

## 29. Telephone Listening Skills

When you're talking to customers on the telephone, make sure your desk is not cluttered with items that will distract you from the conversation. If it's not possible to clear your desk, either move so that it is out of sight, or, when appropriate, locate the customer's website on your computer to help keep you focused.



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### **30. Cancelled Appointments**

Don't view cancelled appointments as lost opportunities. Instead, view them as "connecting moments." If a customer cancels an appointment, the last thing you should assume is that you lost the sale. You're kidding yourself if you think you're so good that you're going to close every sale every time. Rather, consider the cancelled appointment as an event you can leverage before your next appointment. Prior to the rescheduled appointment, contact the person and share additional information about your product or service with them. Start with something like, "Since we weren't able to meet last time and I know how valuable your time is, I thought I would send you some additional information that will help us make our next meeting even more productive." By sharing the additional information with the person in this light, you're not only showing respect for them, but you're also using the cancelled appointment as a way to increase your value to them the next time you do meet.

### **31. Personalize Others' Business Cards For Them**

If you're like me, you've received hundreds of business cards over the years. As time passes, it becomes increasingly difficult to remember who gave each to you and where you received it. To help alleviate this problem, the next time you receive a business card, write on the back the date you received it, where you met the person, and something about the event. Most importantly, record something personal about the person who gave it to you. Maybe they mentioned they're going to Europe on vacation or one of their children has been sick. Whatever it is, write it down. Not only will this serve to jog your memory, but this personal piece of information can also become the key question you ask him the next time you meet him. By inquiring about the vacation they took or how their sick child is doing, you are showing interest, and they'll be amazed and touched you remembered it. In today's busy world, far too many of us forget the personal side of life, and when we take the time to write it down and ask about it, we place ourselves in a new and welcome frame of reference with the other person.

### **32. "To Tell You The Truth"**

We often don't realize how many times we say things we believe are non-threatening when these same words heard by others undermine our message. Whenever a person says, "To tell you the truth", they are usually doing so for emphasis. Yet, to many people, this same phrase comes across as meaning that whatever else has been said has been a lie. A variation on this is when a person says, "To be honest." The point here is that you must be sure to think about what you're saying and how it may be interpreted by others before you say it.

### **33. Web Update**

Don't forget to review each of your customer's websites on a regular basis. When they make a significant upgrade to it, you want to be one of the first to compliment them on the changes. When applicable, you also want to use any new and critical information the customer has included in the update.



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### 34. Celebrate Your Anniversary!

Go ahead and toot your own horn! Let your customers and others know when your anniversary in your sales job is approaching. It's a creative means of conveying your commitment and longevity in the business, and a great way to put your name in front of current and potential customers. This technique is especially effective when you're celebrating a significant milestone such as 5 years or 10 years.

### 35. Create a Power Sales Circle

You might find it helpful to identify 3 to 5 top salespeople from other industries that you can meet with on a monthly basis to trade sales ideas. In our business, we often tend to get locked into our own habits based on the industry and the particular customers we deal with, which can cause us to fail to grow to our full potential. By connecting with other sales people from outside the industry and sharing sales issues and concerns, you'll be able to gain a fresh perspective on selling. You will probably leave the meetings with new ideas, and possibly even some new prospects.

### 36. How Good Are Your Customers?

It's only natural to believe that you have great customers. But do you know how good they really are? If they are not genuinely helping you build your business by giving you referrals and/or other ideas, then maybe they're not truly great customers. Analyze your "best" customers to determine how many leads and business ideas you're getting from them. If your scorecard comes up empty, stop and ask yourself what leads and/or ideas you have given them.

### 37. Drop a Customer

Consider dropping your worst customer. They have probably earned this title because of the amount of time you have to spend on them. Just think of how much more productive you would be if you could take that time and devote it to your better customers. So go ahead and drop your worst customer today. You've always wanted to!

### 38. Eye Contact

In any conversation, make sure your eye contact is where it should be—on the person talking. The more eye contact a person is given, the more he is likely to continue talking because he feels important and trusts he is being heard. The simple truth is that the more the customer talks, the more likely you are to find out how you can help him. As a result, you are more likely to close a sale.

### 39. Notice Your Customer

If a customer is mentioned in an industry publication, be sure to cut out the article and send it to them with a congratulatory note attached. They'll appreciate you noticing!



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### 40. Lower Your Voice

When you're about to make a very important comment about your product or service, lower your voice slightly. By doing so, you force the other person to pay closer attention to what you're saying. You also make it appear like what you're offering is of such importance to the customer that you don't want anyone else to overhear.

### 41. Industry Publications

We all want to be viewed as experts about our industry and/or the products and services we sell. To subtly help convey this message, make sure you keep industry publications in your office or sales area for when customers visit you. Also, when you make a sales call, keep an industry publication in your bag or briefcase that is visible to the customer during the meeting. By doing so, you're creating the impression that you're an expert in the field.

### 42. Top 10 Questions

To help you become a more successful salesperson, you might find it helpful to record the questions you ask on every sales call for a week and make notes of the types of responses you get from each. Your objective in doing so is to identify what specific questions get the best response for you. After you've tried this for a couple of weeks, you'll be able to create your own "Top 10" list of powerful questions, and you'll be comfortable asking them.

### 43. Voice Inflection

We can only sell what we're passionate about, and how can people know we're passionate about anything if our voice doesn't reflect it? If you truly believe in what you're selling, it will be communicated in the tone, pitch, and inflection of your voice. Don't be afraid to let your voice come through and use it as the powerful sales tool it actually is.

### 44. Information Gathering Questions

Here are two great questions you can ask almost any customer when you're in the information-gathering stage of the sale: "What's keeping you awake at night?" and "What is the greatest problem you're facing today that you weren't facing last year?"

### 45. Assumption Closing

Never assume you won't close a sale. When you receive the first buying signal from a customer, use the "Assumption Close" by making the following type of statement: "We'll go ahead and set it up to ship by \_\_\_\_." With this type of assertion, you don't have to close with a question.



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### 46. Never Negotiate Price

When you're in a selling situation where you feel you must negotiate a better offer to seal the deal, do so by discussing things other than the price. Do not get in the habit of discounting your product or service. By doing so, you'll risk future profits and reduce your immediate cash flow.

### 47. Pulse Check Questions

When you're in need of determining whether the customer understands the benefits of what you're talking about, ask them at any time: "What do you like about \_\_\_\_\_?" or "What are the things you see about \_\_\_\_\_ that you like so far?"

### 48. "WOW" Customer Service

At the end of the day, do your customers remember the experience they had with you as being better than the communication they had with others they came into contact with? Take a look at how you deal with your customers and identify something you can do that will leave your customers not just satisfied, but "wow"ed in comparison to everyone else.

### 49. Price Discussion

When faced with resistance to price, offer the customer an example of where they spend considerably more money on something else. By doing so, the customer will begin to put into context the amount you're asking them to spend with you.

### 50. Universal Questions

There are six universal questions you can ask almost anytime and anywhere in a sales presentation. They are: "Who?", "What?", "When?", "Where?", "Why?", and "How?" A perfect place to ask one of these questions is when you're not sure where to go with the discussion and/or are afraid of losing control.

### 51. Uncover New Benefits

After people have had time to experience the product or service you're selling, they often begin to realize benefits they weren't expecting. Talk to your long-term customers and find out what additional benefits they're experiencing. You may find it advantageous to use these in your future sales presentations.

### 52. December Networking

December is the best time of year to look back through your contact files and uncover names of people you haven't talked to in several years. During this month, seize the opportunity to reconnect with them through a letter, e-mail, or phone call.



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### 53. Quiet Time

Block out 30 minutes a day (or 2 hours a week) to move to a quiet location with nothing but a blank piece of paper. During this time, ask yourself how you can secure more sales from your existing customers and make notes of your thoughts. Your best ideas will always come when you step back from the business long enough to examine how you can take your customer relationships to a higher level.

### 54. Is It Your Product or You?

It's important to understand why people do business with you. Have you ever asked your customers why they chose you? Have you ever asked those who chose your competitors why they did not decide to do business with you? Find out if there's anything about your sales process that needs to be modified. The information is free, and it may wind up being the best feedback you've ever received.

### 55. Get Personal

Common wisdom says that people don't want to talk about personal information with a salesperson. However, after more than 20 years in sales, I've found that the best clients are those who are willing to share information about themselves. Try to stretch yourself by having a personal conversation with your customers. But remember, the key to a successful discussion is to offer something about yourself first and then use their response as a guide for which way to proceed.

### 56. Tilt Your Head

Tilting your head slightly when you are listening to someone speak communicates that you are giving them your undivided attention. It's amazing how this simple type of body language can convey a powerful message!

### 57. "Annual Update"

It's important to keep contact information current, which means having as many references within an account as possible. The beginning of the year is a perfect time to e-mail or phone people at multiple levels within an account to update your records. Use the contact as a means to further develop the relationship before a crisis arises. Don't forget the power of administrative assistants and receptionists.

### 58. Big Prospects

The beginning of the year is the perfect occasion to allocate more of your time towards closing the truly BIG sale. Because it will take more time and effort, starting in January will increase your chances of making the work pay out in the same year.



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59. **Reassess Your Position**

The beginning of the year is the perfect opportunity to review all of your sales materials, sales pitch, etc., to make sure you're capturing and conveying the best benefits for your clients. It's amazing how things change over time. What was once a key benefit may no longer be one.

60. **Think "2"**

Each day, strive to make two more phone calls than you planned. With each customer you talk to, try to ask them two more questions than you planned. With each close, think "second item", and immediately try to close on one.

61. **Hand-Written Notes**

Nothing conveys more "connection" with a customer than a hand-written note. Take a moment to write a comment on the next piece of information you mail to your accounts, and don't forget to sign your name!

62. **Be "P.C."**

Be "Price Confident" (P.C.). Confidently state your price, while clearly communicating the value and benefit it will bring to the client. Any hesitation in doing so will always be perceived as a weakness, and a savvy customer will exploit it.

63. **Benefit in the Purchase Process**

Top performing salespeople ensure that their customers are not only receiving benefit from what is being purchased, but also from the purchase process. This means that they're conveying key information and/or conducting the process in such a way that their customers are appreciative of being sold. Do your accounts like the buying process or are they trying to avoid it?

64. **Think "P.R."**

Think "Price Resistant" (P.R.) whenever the customer challenges you on your price. Never concede the first time they bring it up. If it happens, an appropriate response would be to share again with them the most important benefit they will receive. Don't suggest any kind of better offer until after you've heard the customer raise the price discussion at least twice.

65. **Trade Up, Don't Trade Down**

When the customer is demanding a price discount, keep the price up by offering them an additional item rather than allowing them to reduce the size of the sale. The customer who will only buy when the price is reduced is not likely to be a long-term or profitable customer.



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66. **Understand Names**

If a buyer even briefly mentions someone's name in a conversation, be sure to make a note of it. Then determine what specific role that person might play in helping you make your sale.

67. **Don't Waste Your Best Time**

Try to schedule your biggest sales calls during your most productive time of the day. Don't spend your best hours on anything but the customers who have the greatest potential for you.

68. **Eye-Level Contact**

Whenever possible, try to talk to your customer with your eyes at the same level as theirs. It can be very intimidating for the client to have to look up at you.

69. **Probe the "No"**

When a customer declines your offer, politely ask them to explain the reasons behind their negative decision. It's important to remember that the first excuse they give you is probably not the real reason they said "no".

70. **Customer's Timeline**

Anytime you can sell according to the customer's timeline, you'll be more successful. Early on in a sales call, learn the time frame the client operates under when making a decision. To get an even better idea, ask them about past choices they have made and the length of time it took to make them.

71. **Forget Lunch, Do Starbucks®**

Networking and making sales calls over lunch can be a huge time-waster. Rather than doing it over a meal, consider meeting for a coffee at Starbucks®. It's faster and you'll still accomplish what you need to, freeing up time for additional sales calls.

72. **Voicemail Tip**

When leaving a voicemail for a prospective customer, never request that they call you back at a definite time. By doing so, you'll simply give them a reason to avoid returning your call. Instead, slowly leave your phone number and ask them to return the phone call at their convenience. It's your responsibility to always be available.

73. **Prospecting**

When prospecting within a company, don't start at the bottom and move your way up the organizational ladder. It is better to start with the CEO and work your way down.



## The Sales Hunter

74. **Cold Calls**

Always end a cold call by providing the prospect with your next "plan of action." By doing so, you demonstrate your professionalism.

75. **Never Let a Customer Know it was a Cold Call**

When making a cold call, never give the prospect any indication that the call was made at random. Confidently communicate that you've chosen to call them because you feel they need what you're offering.

76. **Major Customers**

If you have had a major customer for a long period of time and their needs have not changed, then you haven't done a good job helping them grow their business. Remember, by helping them grow their business, you'll also grow yours.

77. **Be Busy**

In general, customers like it when you're busy because it communicates that you must be good. However, don't let the customer sense that you're overworked by being slow in returning calls or servicing the account. If they do, they'll be reluctant to give you more opportunities and they'll certainly not refer you to others.

78. **Don't Convince a Customer**

Don't try to convince a customer that they need you. Rather, help them discover how you can be of benefit to them. Ask them questions that make them express their pain in their own words.

79. **"Back Pocket" Examples**

During any sales call, always have in your "back pocket" at least 3 examples of others who have used and benefited from the services you offer. It may not be necessary to discuss them in every call, but having them ready is essential when the customer is looking for confidence in working with you.

80. **Verbally "Paint" Your Benefits**

Always be prepared to verbally "paint" a picture of the services you offer. Describe the benefits the client will gain by working with you using action and visual words since this creates a more concrete picture.

81. **Email and Your Phone Number**

Make it easy for people to contact you. Be sure to conclude all emails with your name, phone number, and cell number.



## The Sales Hunter

82. **Discounts Don't Go Away**

Many times a salesperson will offer a new customer a discount to get the initial sale. The problem is that the customer may always expect a discount with each subsequent order. By giving the client a first-time discount, you set the stage for them to never actually realize the full cost and value of what you're offering.

83. **Perceived Benefits Have No Value**

When you initially explain the benefits a customer can expect, they're only "perceived benefits." Until you've been able to get the customer to say them in their own words, they have no real value.

84. **Poker Game Body Language**

If you want to see the value of being able to interpret body language, watch any of the numerous poker shows on cable when they're interviewing a big winner. Listen carefully to what they say about the role body language played in helping them win.

85. **Sell to the Senses**

The more senses you can get the customer to use during your sales presentation, the greater the rate of sales closures you'll have. Try to use as many as possible, including the senses of touch and smell.

86. **Measure Your Referrals**

If you're not getting a substantial portion of your business from the referrals of existing customers, you need to reassess both your selling process and the benefits your customers are receiving. If a customer is truly benefiting from what you offer, they won't hesitate to refer you to others.

87. **Measure the Benefits**

Of all the services you offer, do you know which ones provide the greatest value to your customers? Follow-up with your clients on a regular basis to determine what services have the greatest value. It is not uncommon for benefits to change over time and you'll never know how many sales you've lost by not staying current.

88. **Make an Impression**

The salespeople who are consistently successful are the ones that customers enjoy meeting with. Make it a goal with every sales call to leave the client with such a favorable impression that when they are reflecting back on their day, they can't help but think of your meeting as being one of the better parts of it.



# The Sales Hunter

89. **Quality Questions = Quality Profit**

The quality of the questions you ask will directly correlate to the amount of profit you make. People who claim they don't need to ask very many questions because their product or service sells itself will always leave money on the table by underpricing what they're selling.

90. **The Naked Sale**

If you aren't able to close a sale without using any materials or aids (i.e. "selling naked"), then you don't know your business well enough. Materials, props, etc. do have a role in a sales presentation, but it's essential you know your business well enough that you don't have to rely on anything external.

91. **Expectation Creep**

When it takes a number of sales calls to close a sale, it's very easy to get into "expectation creep." This is the tendency to keep offering the customer a few more benefits each time you meet with them. By doing so, you are setting yourself up for a customer "let-down" once they buy and are not able to achieve what they've been told to expect.

92. **Ask the Right Level of Question**

When contacting a person in an organization, the general rule to follow is the farther up you go, the more work you need to have done ahead of time. For a low-level person, it's okay to ask them basic questions about the business. In fact, many times they will be honored that you are asking for their insight. However, the higher up you go in an organization, the more they will expect you to have already found answers to many of the questions.

93. **Email Etiquette**

When responding to a customer's email, be sure you have their name in the "To:", not just their email address. This shows that you've taken the time to enter their name into your address folder.

94. **Negotiation Timing**

When negotiating with a customer, note the timing of how they respond to you. In any negotiation, the more you can make the other person feel comfortable, the more successful you'll be. By moving at a speed similar to theirs, you'll help them be more at ease.

95. **Networking With Decision-Makers**

Decision-makers network with decision-makers. The best way to develop high-quality prospects is to actively pursue a network of people who do not belabor making up their mind. Those who are confident in their decision-making skills are the ones we all want to be calling on.



## The Sales Hunter

96. **Maximizing Profit**

Maximum profit does not lie in helping a customer fill an obvious need. It lies in helping the customer discover hidden opportunities. Ask yourself the following two questions: (1) In terms of information and fact-finding, what is the added value you are bringing to your customer? (2) How are you helping them grow their business?

97. **C-Suite Referrals**

Refer your way to the *C-suite*. The best way to get to a CEO, COO, CFO, etc. is by having someone you know refer you to them. Take the time to actively develop a network of people who associate with these types of professionals and get involved in the organizations that these types of people are most likely to be involved in.

98. **Trust and the "C-Suite"**

When calling on the "C-Suite", keep in mind the importance of trust. Nothing will overcome an issue more quickly than trust. On the other hand, nothing will create a bigger roadblock than a lack of trust. If you say you're going to do something, exceed their expectations by completing the task either better or faster—or both.

99. **C-Suite Meetings**

When asking for a meeting with a C-Suite professional, request only 20 – 30 minutes, not 60. Executives are far more likely to grant someone 20 – 30 minutes than they are a full hour.

100. **Follow up With a Reason**

Always have a reason for a follow-up call. Don't call just to "check-in" and see how they're doing. Contact your customers or prospects with a specific piece of information you've learned about something they previously shared with you.

101. **Listen to Yourself**

Take a few minutes to analyze your voice on the telephone by leaving yourself a few voicemail messages. Listen to how well you enunciate your words, especially your name, company, and phone number. It's amazing how easy it is to not say things clearly and distinctly.

102. **Confirm a Meeting Early**

Confirm a meeting 2 or 3 days in advance by contacting the person you will be meeting with and asking them if there is something in particular they'd like you to bring along. By doing so, the meeting will suddenly become more important and, in turn, will help make it more productive.



# The Sales Hunter

103. **One More Call**

Every day during January, make one more sales call than you did during the previous year. By February, you'll have formed a new habit that will carry you through the year.

104. **PPSF = RRR**

Post Purchase Satisfaction Factor = Repeat Referral Rate. The amount of referrals you receive is directly proportionate to the satisfaction experienced by your customers. Make sure their satisfaction level is always equal to or greater than the benefits of your services.

105. **Customer Advisory Board**

Develop a personal C.A.B.—Customer Advisory Board. By talking openly with some of your customers, you'll be able to better understand what they are looking for and how to serve them.

106. **Help Your Customers**

When reading a magazine, always tear out at least one interesting article and send it to a customer or prospect. It's a great way to further develop your relationship.

107. **3F Objection**

When faced with an objection, try the time-tested process known as *Feel, Felt, Found*. When the person gives an objection, state that you know how they *feel*, and then offer the name of another person they know who *felt* the same way until they *found* their solution in you. Simple, yet proven!

108. **Ask Short Questions**

Asking long questions tends to generate short answers. However, asking short questions tends to generate long answers. It is important to develop good questions in advance. Doing so will allow you to think through how to best ask them and, in turn, will help you avoid the "rambling question" syndrome.

109. **Create a Peer Group**

Find 2 to 4 other people who are also in sales (but not your competitors) and meet with them monthly with the objective of exchanging at least two sales ideas.

110. **Database Garbage**

Continuously update your contact base by creating a reason to get in touch with them. Too often we don't stay in close contact with customers, making their database information hold out-dated material.



# The Sales Hunter

## 111. Questions

When preparing for a presentation, it is important you spend as much time developing the questions you're going to ask as you do developing the presentation itself. Too many times we don't think up the questions we want to ask until we're in the meeting.

## 112. Values in Selling

Never allow yourself to develop any sales technique that requires you to compromise your values. The best sales people are those who sell with passion and you can't sell with passion if you're not at peace with your methods.

## 113. Think For Your Customer

Be pro-active in determining the next logical steps your customer should take, even if the steps don't involve you. By working to become a strategic consultant for them, they will perceive you as an asset they need.

## 114. OPP – Opening Price Point

Don't allow the opening price point (the price new clients pay) to be so low that you give your customers the impression that your product is not worth its full value. When you discount your opening price point too much, you automatically make it more difficult to get the full price later on.

## 115. The Magic of "7"

Because the number "7" is perceived so positively, be sure to use it as often as possible when pricing your products. For example: a price of \$87.77 will sell far better than \$89.99. The power of "7" is so great that the names of all the airplanes manufactured by Boeing use it.

## 116. Gap Questions

A great way for a customer to see how much they need you is by asking them a "gap question." This type of question is one that helps them realize the size of the gap they have between their problem and a solution and, therefore, how you can help bridge it. For example: "How much is this problem costing you?"

## 117. Don't Rush the Question

Don't rush to ask another question immediately after the customer has finished talking. By allowing a couple seconds of silence before asking your next question, you give the customer an opportunity to share another thought or idea if they choose to.



## **The Sales Hunter**

### **118. Promote Your Website!**

A great way to promote your website is by using your voicemail. Make sure your voicemail greeting also lets the caller know your website address. Do this for your cell phone greeting too!

### **119. Drop the Cents!**

When writing your price points, avoid using ".00". For example: write "\$424" instead of "\$424.00". Adding the ".00" only serves to make the price seem higher. On the other hand, when writing out what the customer will save or earn, reverse the logic. They will perceive a bigger savings!

### **120. Short / Long Paragraphs**

When writing copy that will be read by prospective customers, make sure you use variety in the length of the paragraphs. It will make it easier for those who will actually read the entire text. In addition, for those who will just glance at the copy, it makes it easier to scan.

### **121. 6:00 AM Voicemail**

Try this idea one morning! At 6:00 AM, leave a high-energy voicemail message with a customer or prospect. Center it around a new idea you came up with especially for them and communicate how excited you are about it. You will be pleased with the results!

### **122. Watch Their Hands**

The hands give off incredible signals. Next time you're presenting to someone, watch their hands and, in particular, their fingers for movement. When a person is faced with something they either agree with (reason to buy) or disagree with (an objection), they will move their hands and/or fingers slightly. By watching for this movement, you can use it as a signal to either close or ask a follow-up question.

### **123. Prepare for Voicemail**

Don't get caught unprepared when you're sent to voicemail! Before making every call, be ready to leave a short, concise message, even if you expect to actually reach someone on the other end. Typically when we're caught off guard, we tend to either ramble or leave out something important. By being prepared, your messages will sound coherent and professional.

### **124. Friday Selling**

On the next Friday that the weather is nice and you see others around you going home early for the weekend, seize the opportunity to push your networking by staying and making more calls, etc. When Monday rolls around, Friday will most likely be forgotten, and you'll have more contacts to show for your efforts.



## **The Sales Hunter**

### 125. **Think M/S/S**

There are only three things any salesperson should be spending their time on: **M**arketing, **S**elling, and/or **S**ervicing. On a weekly basis, take the time to identify at least two activities you currently do that do not fit into one of these categories. Then, either delegate them to someone else or simply stop doing them.

### 126. **Selling & Marriage Licenses**

Just because you've bought a marriage license, it doesn't mean you'll have a great marriage. Similarly, just because you've made a sale, it doesn't mean you'll have a great customer. Remember, you have to work at it by investing time in it and being a good listener.

### 127. **Website Signature**

It's a good idea to always add your company's website address at the end of any email you send out. The best place to put it is directly below your name. It's a great way to advertise and may even inspire your client or prospect to look further into all your company has to offer.

### 128. **Networking**

Send a handwritten note to 5 people in your community who have given of themselves to make it a better place. Spending a few minutes doing so may take your networking to a whole new level. You never know where it might lead!

### 129. **Congratulate Yourself**

Take fifteen minutes and write up a list of five to ten sales accomplishments you've had over the past few months. Reflect on how your hard work has paid off. Then, post them in a place where you can easily access them anytime you need to a motivational reminder.

### 130. **First Response**

You should rarely accept a prospect's first response. Actually, only after you have heard comments at least twice should you accept them as fact. A prospect will often throw out information as a way of trying to disengage you. This is a key reason why it's important to ask great follow-up questions.

### 131. **50 Words**

Salespeople love to talk and they often talk too much. If you could only speak 50 words in a presentation, what would they be? If you were limited to 50 words, you'd use them to ask the most crucial questions. Keep your focus on asking better questions so you get the customer to talk.



## The Sales Hunter

### 132. C-Suite Strategy

When you're trying to break into the C-Suite (CEO, CFO, COO, etc.), don't hesitate to develop relationships lower down in an organization as a way of uncovering information. However, it's important to remember that what you hear at a lower level is not always repeatable at the C-Suite level. The last thing you want to do is share something that may not be totally correct and, ultimately, winds up jeopardizing the status of the lower level personnel you've been talking to.

### 133. 4-Legged Sales Calls

Taking another person with you on a sales call is often a great way to demonstrate how committed you and your company are to completing the sale. Prior to going, make sure the person with you is well-briefed on what they should and should not talk about. Keep in mind that it's still your role to close the sale. Don't leave that task to the other person.

### 134. Decision-Maker Calls

How many decision-maker calls do you make each day? Salespeople often think they're making sales calls when all they're really doing is talking to random people. The focus of your selling time must be on talking to decision-makers (those who can truly buy).

### 135. Get Motivated on a Daily Basis!

Motivate yourself! Use the web as a great source for motivational tools ranging from written tips like these to videos and audios you can download. The best place to start: [www.TheSalesHunter.com](http://www.TheSalesHunter.com)!

### 136. C-Suite Is Focused on Solutions

When you're dealing with anyone in the C-Suite (CEO, CFO, COO, etc.), make sure your focus is all about providing solutions. Don't waste your time dealing with price because it is not a factor in a C-Suite discussion. As I like to say, "Leaders are looking for solutions. Company managers are looking for price."

### 137. Strength of Your Voice

Listen carefully to your voice, especially when you are talking about price or any issue you've been struggling with. Your voice will often reveal nervousness in those situations. Sharp buyers listen for this and will leverage this weakness against you.

### 138. Low "Trial" Closes

When you're about to "trial" close a customer, be careful not to mention anything that may come across as an amount or quantity less than what you want the buyer ultimately to buy.



## **The Sales Hunter**

### **139. Mail as a Sales Tool**

Mailing your customer or prospect a letter is still a viable means of sharing information and often it will get more “eyeball” time than an email will. The downside to sending stuff this way is that it may take the reader a week to see it because of the infrequency with which many people actually read their mail.

### **140. Holiday Planning**

As Thanksgiving approaches, it’s time to think about how you intend to service your clients during the busy period from Thanksgiving through Christmas and the New Year. Plan ahead to determine how you and your counterparts will provide the best service possible every day.

### **141. Confirm Appointments Via Voicemail**

If you need to confirm an upcoming sales call, do so by leaving a voicemail rather than email. When you use e-mail, it’s easy for the prospect to hit “reply” and cancel the meeting. Voicemail requires more time and will result in fewer cancelled meetings.

### **142. Allocate Your Time By Size**

Make sure you’re allocating your day based on the size of the sales opportunity, not on the individual demands of a customer or prospect. It’s too easy to get caught up doing activities that might be very important but, ultimately, bring you little, if any, sales.

### **143. Keep Prospect Names Handy**

Always have the names and phone numbers of prospects handy for when you have a few extra minutes during the day. By doing so, you can use the “unexpected” time more effectively.

### **144. Passion Sells**

It’s amazing how a person’s passion comes through in a sales call. Consider how a person’s “blah personality” can minimize even the best presentation. If you don’t have passion to serve the customer, you shouldn’t be selling.

### **145. What’s On Your Screen Saver?**

Have you ever encountered a salesperson using their PC to make a presentation when it suddenly goes sour because an inappropriate screen saver pops up? If you have, then you know why you must be very careful with what you have on your PC, especially when a customer may see it.



## The Sales Hunter

### 146. Cell Phone Numbers

Make sure your business cards have your cell phone number on them. Giving out that number communicates that you're ready to do business anytime.

### 147. Listen For Facts Twice

When you hear a customer say something, don't immediately jump to conclusions. Many times, they're making comments that are nothing more than distractions. Only when a customer says something twice should you begin to accept it as a valid fact.

### 148. Defining Success

Success is not measured by what you do. It is measured by what you do with what you are given. Never allow the appearance of having a bad territory, bad marketing materials, etc., ever stand in your way. Consider where you might need an attitude adjustment so that you can be even more successful.

### 149. Defining Failure

Is failure a set level, or is it a level we set on ourselves? Failure is not a word. It's a state of mind. Are you setting yourself up for failure?

### 150. You're The Expert

Never forget that you are an expert, not because of **what** you sell but because of **how** you sell. You play a very important role to your customers and that includes listening to what they have to say. Be an expert of your industry in general and your customers in particular.

### 151. Great Probing Questions

Some examples of great probing questions are:

- What goals are you trying to achieve?
- How are you going to achieve them?

### 152. Respect the Gatekeeper

Always treat the gatekeeper in the same manner and with the same level of respect you will use with the person you desire to meet. The gatekeeper is analyzing your demeanor and approach with them to determine if you're worthy of meeting with the person they're working to keep people away from.

### 153. Are You Curious?

Great sales people have a sense of curiosity about their customers, their prospects, and their industry. How curious are you?



# The Sales Hunter

## 154. 4 Keys To Understanding Your Sales Process

- How much does it cost to get a lead?
- How many leads become customers?
- How much do you make on the first sale?
- How much long-term profit do you make from a customer?

## 155. Analyzing Fear

The level of a customer's fear drives more sales and loses more sales than any other single factor. What are you doing in your sales process to decrease your customer's fear? What are you subconsciously doing that may increase a customer's fear?

## 156. Help Them Describe Their Problem

The key to understanding how much you can be of benefit to a customer is to ask questions that allow them to quantifiably describe their problem to you. When they are able to explain the size of their problem in dollars, you've hit a home run.

## 157. The Key To It All!

Remember: people buy **solutions, not products!** Frame your questions around how the customers will either use your product or how they can see your product or service helping them achieve their goals.

## 158. Be Intriguing

Does what you say when you introduce yourself to someone beg them to want to know more about you? Consider how you can make them more intrigued when they are formulating their first impression of you.

## 159. The Perfect Time

If you're waiting for the perfect time to make a sales call, you'll be waiting forever! Right now will always be the perfect time. So . . .don't delay any longer!

## 160. Ask the Right Type of Questions

You may be good at asking questions, but are you efficient in asking the right type? Open-ended questions should make up 85% of the questions you ask on a sales call. Closed questions should never exceed 15%. These percentages are important in helping you gain the necessary information from your customers and prospects.

## 161. What Makes You Different?

In two sentences, can you explicitly define what makes you different from your competition? Great salespeople can.



## **The Sales Hunter**

### **162. Stall Tactic**

Next time you stall out in a presentation, try asking, "How can I help you achieve your goals?" Not only will it help you refocus your thoughts, but it will also communicate your desire to see the customer succeed.

### **163. What's Changed?**

What's changed about the customer you're currently calling on? If you are unable to determine any of their differences since you last met, then you really haven't taken the time to understand your customer.

### **164. Your Response to an RFP**

Never respond to an RFP (Request For Proposal) with a proposal. Rather, show your confidence in your ability to service them by providing a plan or a working agreement.

### **165. Sell the Benefits**

Price is only a factor when you haven't done a good enough of a job selling the benefits. And, if you haven't sold the benefits, you haven't done a good enough of a job listening. There is a direct correlation between the price you get and the listening you do.

### **166. Listen For A Change**

Listen for changes in your customer's voice. A change in their vocal pitch or tone will often come just prior to them either throwing out an objection or agreeing to an offer.

### **167. Listen With Your Eyes**

Listening begins by giving the customer eye contact. Looking them in the eye communicates that you are attentive to what they are saying.

### **168. The 3 Letters of Cold Calling**

The 3 letters of cold calling are "**C I C**". They stand for **C**lient, **I**ndustry, **C**ompetition. Make sure you know who the client is, the industry they compete in, and who their competitors are before you call on them.

### **169. What Have You Learned?**

What have you learned this week about the industry you're a part of? If you aren't continually educating yourself, you will soon find that you are no longer being viewed as an industry expert.



## The Sales Hunter

### 170. What Not to Ask the CEO

When selling to a CEO, never ask them how their business is doing. The CEO expects you to already know! By asking a general question of this type, it communicates that you haven't done your homework.

### 171. Sound Like a "Solution-Provider"

When you are calling on a new large client, remember you will always be referred to the person who you sound the most like. If you're selling high-tech products, you'll get referred to the IT department if you sound like a "techie." However, if you sound like a solution-provider, you'll be far more likely to find yourself speaking with the end user.

### 172. Vacation Reading

Use your vacation time to do some reading about your industry. Then, when you return, be sure to update your key customers with some of the insights you picked up.

### 173. PBJ Selling

Have you ever considered that your customer is like a PB & J sandwich? The difference is, in Sales, that the PB & J stand for Perception, Belief, and Justification. The perception your customer has of you and your company becomes their belief and justification for why they do or do not buy from you. Ponder how you can correctly communicate who you are the next time you're eating lunch!

### 174. Google Alerts

Do you have a customer you want to keep track of when they are in the news? Go to [www.Google.com/alerts](http://www.Google.com/alerts) and enter the name of the company. Google will send you an email anytime their search engine picks up the name. This useful information will help keep you "in the know" with your newsworthy clients!

### 175. Keep Your Hands Visible

When you're making a sales call in person, be sure to keep your hands visible at all times. Placing them below the table or desk can come across as being very threatening to an unconfident customer.

### 176. PMOC

Do you know your customer's PMOC - Preferred Method of Communication? Every client and prospect has one. By using their PMOC (email, voice, voice-mail, telephone, in-person, etc.), you will undoubtedly become more valuable to them.



# The Sales Hunter

## 177. Getting Back to the Basics

Don't forget to sell to the outcome / result. It sounds basic, yet we often sell based on the product's features and not on what it will do for the customer. Think about your last sales call. What were you selling to? Do you need to get back to the basics?

## 178. Avoid the Light

When making a sales call, avoid sitting with your back to a window. The bright, outdoor light can often make it hard for the customer / prospect to focus on you.

## 179. A Great USP

Before your next sales call, consider the following three points that make a great Unique Selling Proposition (USP):

1. Does it matter to the customer?
2. Is it different from the competition?
3. Is it explicitly defined with a sense of urgency and need?

## 180. Using Time To Your Advantage

Time is the greatest negotiating tool. When giving a proposal, state half of the time you had planned to offer. For example, by offering one week instead of two, it increases the sense of urgency.

## 181. Referrals Go Both Ways

Go out of your way to refer some of your best customers to people you know. Better yet, get in the habit of making at least one referral each week. Your customers will appreciate the support!

## 182. Know Your MLB

You may not follow Major League Baseball, but many of your customers and prospects do. In the fall, make sure to stay up on who's in the playoff hunt. You don't want to get cut short by not knowing that your customer's favorite team is close to winning their division.

## 183. Network with LinkedIn.com

Have you heard of the website, LinkedIn.com? If you're not already using it as a networking tool, do it today. A simple tip in using it is to set aside 30 minutes each week to add contacts, etc. Keep in mind that LinkedIn is a long-term networking tool. Do not expect it to have an immediate payout in terms of new customers.



## **The Sales Hunter**

### **184. 3-Step Sales Process**

Don't complicate the sales process. All it takes is three easy steps:

- Allow the customer to reveal their pain.
- Give the customer confidence that you can help.
- Close the sale.

It's that simple. Ask questions that get the customer to reveal their pain. At the same time, ensure that the customer gains confidence that you can help alleviate that pain. Once you have done these two things, it becomes very simple to close the sale.

### **185. Be Careful Where You Look**

When you are in the middle of a negotiation or in a tough spot during a sales call, be careful where you look. Looking at the floor is a sign of weakness. Looking at the customer or prospect communicates confidence. If you can't give somebody eye contact in the middle of the toughest part of your negotiation, how can you ever expect people to believe you're credible?

### **186. The Value of Time**

Time is a commodity we all need more of. If you can wrap your sale around allowing the customer to have additional time, the greater the chance you'll have of securing additional profit.

### **187. What Are You Doing?**

Don't think....do! In Sales, the battle is half won simply by doing it. Many salespeople spend their time thinking about things and not actually doing them.

### **188. Suggestive Selling by Confirming a Shipment**

If you're selling a product that has to ship to the customer, you have a perfect opportunity to suggestive sell. Contact the customer just prior to the shipment going out to let them know it's on its way, and then suggest another item that they may benefit from.

### **189. Make your Phone Message Powerful**

If you can't state what it is you want to say in 10 seconds or less, it's not worth listening to. Remember, it's not what you know. It's what the other person hears that counts.



## **The Sales Hunter**

### **190. Cold-Calling Practice**

If cold-calling is part of your daily routine, start your day by leaving your cold-calling message on your own voicemail. It will serve as a warm-up and help keep you on track.

### **191. Don't Waste Time**

When cold-calling by the phone, do not waste your precious time stating your company name in full. Shorten it where possible. In addition, don't waste your time giving your title unless it is the only way you have to convey your expertise.

### **192. Establish a "Game Plan" for Your Call**

Never view any two calls in the same way. Instead, have different styles depending on the type of customer you're calling and the outcome you expect to achieve. Top performing salespeople will have a distinct calling strategy for each type of person they call. The best way to do this is to break your customer list down into segments based on their size, their potential, and, if you know, the contact's personality and approach to decision making.

### **193. Connect with the Prospect by Phone**

The best calls are many times made by the salesperson who knows the least about the product they're selling. Their success lies not in what they know, but in how they connect with the other person.

### **194. The Best Time to Make A Sales Call**

The closer you can place the call in relation to when the contact has either a sense of pain or urgency, the more success you will have. This means you must do your homework. However, don't allow the need to prepare to make a call to get in the way of actually making it. Many salespeople never make the calls they need to make because they're too busy preparing to make it. Thinking about making a call is not the same as actually making one!

### **195. Establish a Call Target**

Establish a daily or weekly call target and have a reward system for achieving the goal. Keep your goal simple and very low-key. If you "over-reward" yourself for just making the calls, they'll be nothing exciting left when you close a sale.

### **196. Make Sure You Come Across Clearly**

It's amazing how with the wide variety of phone systems available today, many of them emit poor sound. When making calls to people you do not have a good relationship with, do not use a headset unless you've verified that it delivers 100% quality all the time. Stay safe by using a hard-wire landline.



## **The Sales Hunter**

### **197. Watch Your Tone of Voice on Cold Calls**

For most people, your tone of voice will be the single biggest reason why your phone call connects or doesn't connect with the person. Be sure to speak slowly, distinctly, and with authority. Keep in mind that the person on the other is not expecting your call and, therefore, you must bring them up to speed. If you don't, they may not stop you to clarify simply for the sake of getting you off of the phone quickly.

### **198. What's Going on Around You?**

When on the telephone with a customer or prospect, be mindful of background noise and any distractions you may encounter. This does not mean you can't have any background noise. For some types of calls, it can help create the sense of urgency you need to push the customer. Distractions can, however, cause you to sub-consciously become disengaged with the other person, and this will pose a bigger issue to you than background noise.

### **199. Reaching a Higher Authority**

Calling around a holiday period is usually a great time to reach a senior level person because the administrative staff who support these people (i.e. the "gatekeepers") are usually company veterans with a lot of vacation time to use up. The senior officer, by nature of their role, is less likely to be absent during this time period.

### **200. When to Leave a Voicemail Message**

A good rule of thumb is to not leave a voicemail message until you've made three attempts to reach the person. Each of the preceding attempts should be made on different days and at different times of the day. Calling people on different days and times will help you determine if the person is away from their phone at a certain time or certain day each week.

**Reprinting of any or all of these tips is welcome and encouraged as long as the following text is included:**

**Mark Hunter, "The Sales Hunter", [www.TheSalesHunter.com](http://www.TheSalesHunter.com)**

**Please email Mark at [Mark@TheSalesHunter.com](mailto:Mark@TheSalesHunter.com) with any questions.**



# The Sales Hunter

## Mark Hunter “The Sales Hunter”

Both Mark Hunter’s insight on sales and his engaging delivery style make him a popular speaker at conferences and sales meetings. To find out for yourself, listen to any of the following audios available on the internet.

### Business Week



**Title:** “Deal or No Big Deal?”

**Description:** Mark shares strategies on how to distinguish between a prospective customer's minor concerns versus their major deal breakers.

**Link:**

[http://www.businessweek.com/mediacenter/podcasts/savvy\\_selling/savvy\\_selling\\_05\\_11\\_07.htm](http://www.businessweek.com/mediacenter/podcasts/savvy_selling/savvy_selling_05_11_07.htm)

### Office Depot Business Café



**Title:** “Build More Sales by Closing More Sales”

**Description:** Mark shares strategies on how to dramatically improve your closing skills and then use them to develop a long-term ready-supply of motivated buyers.

**Link:**

<http://www.officedepot.com/renderStaticPage.do?file=/promo/webcafe/hunter.html&template=promo>

### Salesopedia



**Title:** “Attitude as a Sales Tool”

**Description:** Mark passionately believes that attitude is an underrated and underutilized sales tool. He shares how to self-measure your attitude and teaches techniques you can use to improve it.

**Link:** <http://www.salesopedia.com/content/view/970/10171/>



## **The Sales Hunter**



### **Mark Hunter “The Sales Hunter”**

- 350,000+** Downloads of audios or videos of Mark Hunter / “The Sales Hunter” from iTunes alone
- 125** Days Mark Hunter has spent on the road during each of the past 5 years working with clients like you
- 120+** Countries where salespeople are using the sales principles developed by Mark Hunter
- 42** States that Mark Hunter has presented programs in
- 12** Articles that have been written by Mark Hunter and reprinted in magazines and other media in 2007 alone
- 7** Consecutive years that Mark Hunter has spoken at the annual convention of a major client

Mark Hunter is nationally recognized as a professional Sales Training and Sales Motivation speaker. For more information, please visit our website or contact him at [Mark@TheSalesHunter.com](mailto:Mark@TheSalesHunter.com).



## Suggested Links

Mark Hunter, “The Sales Hunter”, would like to recommend the following websites to those who would like to further expand their sales expertise:

- [www.TheSalesHunter.com](http://www.TheSalesHunter.com)
- [www.TheSalesHunter.com/blog](http://www.TheSalesHunter.com/blog)
- <http://www.michaeljhughes.com/>
- <http://www.savvyselling.com>
- <http://sellingtobigcompanies.com/>
- [www.gavatorta.com](http://www.gavatorta.com)
- [www.Pre-EmploymentTests.com](http://www.Pre-EmploymentTests.com)

From sales training tips to an analysis of retail trends, Mark Hunter provides commentary to help you build your business on his **Sales Motivation Blog**. Not only will you find motivational hints, but Mark also shares in detail many of his consultative selling insights. Check it out at [www.TheSalesHunter.com/blog](http://www.TheSalesHunter.com/blog).



# The Sales Hunter

## Articles by "The Sales Hunter"

The following articles have been created based on the professional selling skills training and consultative selling concepts developed by Mark Hunter. Each of the topics is covered extensively in the sales training programs and motivational speaking engagements he delivers to thousands every year around the globe. In addition, many of these articles have appeared in leading publications because of the respect Mark has earned for his sales training expertise and consultative selling philosophies. You can access the articles in full by going to the following web address: <http://thesaleshunter.com/Resources/Articles.htm>.

- [15 Tips to Voicemail Survival](#) – Do you enjoy or dread voicemail messaging? In this insightful article, Mark offers helpful hints regarding voicemail etiquette and how to best use this important sales tool effectively. This material can be found also in a sales training program delivered by Mark Hunter.
- [Learn, Teach, Sell Yourself to More Sales](#) – Does your sales process set you apart from your competition? By using the "Learn – Teach – Sell" concept developed by Mark Hunter, you can gain that competitive edge needed in to be successful in today's marketplace. This consultative selling approach is discussed in detail in this article by "The Sales Hunter".
- [Ten Tips to Drive Your Business Using Your "Drivers"](#) – Are you using your business and personal drivers as effectively as possible with your customers? This article is full of informative tips from a sales training seminar developed by Mark Hunter that will help you use information you know about your customers to your advantage.
- [21 Tips to Use at a Networking Event](#) – Do you enjoy networking? Are you good at it? The advice offered in Mark's article, "21 Tips to Use at a Networking Event," can not only change your attitude on these important events, but also help you become more successful.
- [29 Sales Territory Questions](#) – Are you trying to create or further establish a sales territory? The information found in Mark's article, "29 Sales Territory Questions", is designed to help you implement an effective sales development program. These powerful questions are based on consultative selling principles.
- [Communication Tips](#) – Are you a good communicator? Would other people say you are? Consider these practical guidelines on effective communication from "The Sales Hunter" and then put them to good use today!
- [The First 30 Minutes of the Day](#) – Are you a "morning person"? Even if you are, it's imperative to remember that those first moments on the job can set the tone for your entire day. Mark's article, "The First 30 Minutes of the Day", gives informative hints of how you should be spending this important part of your work day to close more sales
- [10 Tips to Improve Your Negotiations](#) – Negotiating is a skill that all salespeople need to perfect in order to achieve their sales goals. Are you good at it? In his article, "10 Tips to Improve Your Negotiations", Mark offer suggestions on how to better develop this talent.



## The Sales Hunter

- [Networking Tips](#) – In sales, networking is critical to your success. In his article, “21 Tips to Use at a Networking Event”, Mark offers insight into using the proper etiquette and communication techniques to help make every opportunity beneficial.
- [Questions to Ask a Sales Force](#) – Are you trying to establish or further develop a sales force? This article highlights questions for your team members to consider that can enhance their individual success in addition to that of the entire group.
- [Quick Tips for Increasing Sales](#) – Are you in a sales slump? Consider some of the insights offered from our Professional Selling Skills Training Seminar that are highlighted in this article. Topics include effectively using the telephone, time management, and referrals.
- [Selling a Higher Price in a B to B Environment](#) – Do you get uncomfortable when it becomes necessary to discuss a price increase in a business-to-business environment? This article, based on content covered in a consultative selling program delivered by Mark Hunter, contains helpful insight as to how to prepare your strategy for communicating the price increase as well as some best practice tips to employ when executing it.
- [The Spirit of Service](#) – How important do you consider customer service? In his article, “The Spirit of Service”, Mark Hunter offers insights into the impact that employees can have on the customer's shopping experience.
- [Direct Mail Tips](#) – In this high-tech society, direct mail is still an effective sales tool. In his article, “Direct Mail Tips”, Mark offers guidelines to make your direct mailings as successful and well-received as possible.
- [Passion As A Sales Tool](#) – Attitude is everything! Leading sales motivation speaker, Mark Hunter, shares his belief that passion is most under-rated and under-utilized sales tool today. Discover (or rediscover) your passion for sales and close more sales!
- [Confidence Sells!](#) – Are you looking to increase your sales motivation? In his article, “Confidence Sells!”, Mark Hunter offers insights on how and why confidence leads to success in sales and encourages retail salespeople to not only develop product knowledge, but also confidence in their abilities.
- [Telephone Tips When Contacting Customers](#) – Are you effectively using the telephone as a sales tool? In his article, “Telephone Tips When Contacting Customers”, Mark Hunter gives helpful hints regarding telephone etiquette to help you find and close more sales.
- [What to Look for in a Professional Selling Skills Training Program](#) – Are you currently looking for any type of training? If you are, this checklist created by “The Sales Hunter” will help you select the right professional selling skills training program for your needs.
- [14 Steps to Successful Cold-Calling](#) – Although necessary for long-term success, cold-calling is not a favorite of many salespeople. In his article, “14 Steps to Successful Cold-Calling”, Mark Hunter teaches the skills and disciplines necessary to make this task lead to greater success for your business. This popular article has been reprinted in numerous magazines and on many websites.



# The Sales Hunter

- [Quotes from Mark Hunter, "The Sales Hunter"](#) - Mark Hunter shares many of the quotes he is famous for and the same ones he uses in many of his sales training and sales motivation programs.
- [What is Sales Development?](#) - An editorial by Mark Hunter regarding the many definitions sales development.
- [Five Types of Shoppers](#) – Do you know why people shop at your store and the impact that your customer service can have on their experience? This article by Mark Hunter helps you be better prepared to understand and market those who walk through your door.
- [Referrals, The Lifeblood of a Successful Business](#) - Learn more about the critical skill of asking for referrals on a regular basis.
- [Quit Being a Salesperson](#) – Are you too much of a salesperson? Overwhelming the customer with your expertise and not paying attention to their needs can often serve to backfire against you. In this article, Mark Hunter shares insight into the value of selling only to the primary need of the customer.
- [Growing the Business](#) – Are you trying to expand your business? Does the thought overwhelm you? In his article, "Growing the Business", Mark Hunter offers essential questions to ask yourself as you begin to implement a sales development strategy.
- [What Does Success Look Like?](#) – For your particular industry or business, do you know the definition of success? Sales motivation speaker, Mark Hunter, reveals some of his secrets to challenge your thinking and raise your sales.
- [Disruptive Selling](#) – There is more to being successful than just consultative selling. A new trend in many industries is called "Disruptive Selling". In order to have a competitive edge, your sales process must include some of these disruptive techniques. Learn what "Disruptive Selling" is and gain insight into how to use it to break through in your industry.
- [Good Sales People Continue to be in Demand](#) – Because Sales today is more competitive than ever, the need to acquire and retain good salespeople is critical. In his article, "Good Salespeople Continue to be in Demand", Mark Hunter shares his thoughts on sourcing quality employees.
- [Understanding Your Business: 10 Questions to Ask Yourself](#) - Do you truly understand your business? Leading sales motivation speaker, Mark Hunter, shares questions to consider that will give you a better grasp on the effectiveness of your sales process and how to be more successful in your industry.
- [33 Selling Tips](#) – Do you need some additional insight? Mark's article, "33 Selling Tips", contains excerpts taken from previous weekly Sales Hunting Tips emails offered by "The Sales Hunter". Topics include how to open a sales call, effective voice mail techniques, and the best ways to use the holidays to your advantage.