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Become a Strategic Salesperson & Grow Your Business

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My Desired Outcome for Today

I want to stress the importance, characteristics and rationale that supports the reasons why becoming a “Strategic Salesperson” is so imperative.

...I want to get you to *THINK DIFFERENTLY*



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Business Dynamics Have Changed Dramatically

Seek Areas of Expansion

Know Buyers are Smarter

Create Opportunities

Segment & Classify

Build Relationships

Embrace Technology



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Characteristics of the Strategic Salesperson



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PLANNING
is the
ESSENTIAL KEY



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Methodical ~ They have a plan

“When surveyed, 70%+ Promotional Products Distributors said they **DID NOT** have a marketing plan...of the remaining 30% only 3% have it in writing...”

SHOCKING!

Niche' ~ Review ~ Work It! ~ Eliminate



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3 Key Roles of the Strategic Salesperson

Consultant * Director * Ally



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Flexible Open to 'ALL' Possibilities

- Develop OPEN mindset
- Actively Listen to the Client
- Look for Multiple Solutions
- Exceed Expectations



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A black and white photograph of two hands, one from the left and one from the right, holding two interlocking puzzle pieces. The puzzle pieces are light gray and stand out against the darker background of the hands. The text is centered over the puzzle pieces.

The Scenarios they create are Win-Win-Win



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Create a Win-Win Environment

- Solicit and be open to feedback
- Develop multiple touch-points
- Make it relevant to 'them' not you
- Review the relationship often
- It must work for both parties



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Proactive VS. Reactive

A hand is pointing towards a circular diagram. The diagram is divided into two segments: an orange segment on the left labeled 'PROACTIVE' and a yellow segment on the right labeled 'REACTIVE'. The hand is pointing towards the yellow 'REACTIVE' segment.

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Effectively Delegate



- W.S.L.T.C.
- Insert your own talent pool
- Align with Strategic Partners
- Set (reasonable) Joint Expectations
- Be self-accountable



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Research Addicts

- Know your clients, really know them
- Understand ‘their’ market
- Anticipate market swings and shifts
- Hone your vertical / lateral markets

“This increases your credibility and profitability “



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Consultative Approach

The Power of Questions

- Power 40 Questions; developed via research
- Listen...Don't Hear
 - Active Vs. Passive Listening
- Deliver Solutions ~ Lead with Creative



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Creative Marketers

- Sets you apart from the competition
- Creates a notable point of difference
- Adaptable; not for everyone
- Charge for their time, drive maximum profits



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Effective Time Managers

- Avid List Makers
- Effective Use of Technology
- Under Promise, Over Deliver
- Know when to say NO!
- Remember to Delegate



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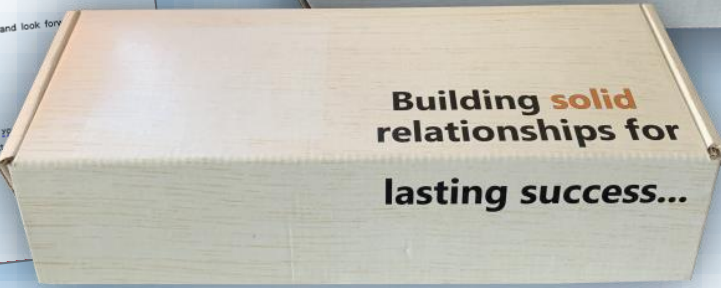
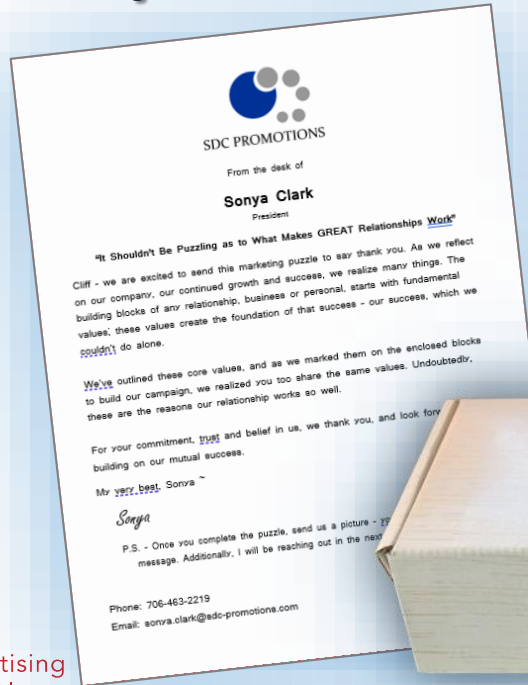
Other Key Ingredients



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Creative Marketing Case History



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Becoming Strategic Takes

- Effort: Being a great partner
- Effort: Making it about them
- Effort: Know their market
- Effort: Know your market
 - Have a plan and work it
- Effort: Develop a USP and OWN it
- Effort: Engage the client

Tell Me ~ Show Me ~ Engage Me



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Remember this...

- **Important to Differentiate**
- **Adapt and Change**
- **Develop and Hone the Characteristics**
- **Remember your Role as a Strategist**
- **DO SOMETHING!**



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Wrap Up & Questions

One Additional Seminar This Week

Tomorrow, July 14th on the Show Floor

12:30 PM to 1:30 PM

POWER SESSION

“Differentiate or GO HOME: Surviving in a Highly Competitive Market”



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Consultant ♦ Speaker ♦ Trainer ♦ Author



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