



JIM PANCERO

HELPING YOU BECOME A
STRONGER LEADER OF YOUR SALES TEAM

Advanced Sales & Sales Leadership Training & Consulting



Present

**“Six Things You Can Do *Today* to Gain a
Competitive Edge During this National
Business Reboot”**

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Name _____

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ABOUT JIM PANCERO



If you are interested...open... and ready to improve your team's success, then Jim Pancero has answers for you. The proven selling philosophies, processes and structures Jim shares all have just one goal...to increase your personal "Powerhouse Selling Advantage." The leading-edged ideas Jim shares have been researched, validated and fine-tuned through his over 38 years influencing and guiding top performers selling higher priced and/or competitively complex distribution materials, large equipment, or business services. Jim has conducted extensive work within the agricultural industry including training over 3,500 John Deere dealer team members in the US and Canada.

Even during a sixty-minute keynote, Jim's combination of humor and real-world examples provides even experienced audience members who think they've heard it all before and are convinced there's nothing new in sales with immediately implementable concepts that work. Jim's proven concepts center on showing you ways to strengthen the messaging and positioning of your uniqueness and value, gaining more control of your selling processes, and strengthening your leadership team's abilities to coach and lead in today's hyper-competitive economy and global marketplace.

Jim's background includes being a top performer selling large computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career, he earned several awards including the coveted "Golden Circle" designation annually awarded to the top 5% of their international sales force.

Since founding his sales training and consulting company in 1982, Jim has conducted over 3,100 speeches, in-depth seminars or consulting days for more than 600 companies in over 80 different industries. Over 90% of Jim's clients have utilized his ideas and services more than once. Jim has also been recognized by the National Speakers Association having earned their CSP (Certified Speaking Professional) designation and been inducted into their Speakers Hall of Fame. This combined honor has only been awarded to less than 3% of their 3,500 professional members.

For more on how to increase your competitive selling advantage visit Jim's Pancero.com website, check out his video clips on YouTube® (YouTube channel "[2Sellmore](https://www.youtube.com/channel/UC2Sellmore)"), and complete training courses available at AdvancedSalesUniversity.com!



“We know you're good. Now the only question is...are you ready to get even better?”

Selling Traps in A Down Market

- **Work fewer hours / Take more breaks**

- General loss of energy due the stress of today's unknowns
- Especially with the distractions of spouses also working from home and kids out of school

- **Focus efforts on smaller/easier accounts**

- Or only spend time talking to their customers who are their friends

- **Talk negative...even to buyers**

- **Only responding - Little initiation**

1st – Improve Your Selling Message of Value and Uniqueness

- This is not the message on your website that can easily be copied by your competitors, but instead is the message you deliver verbally and in individual electronic communications

- How are you and your team answering a customer asking *“Why, based on all the competitive opportunities available to me, do I want to buy from you?”*

- Avoid using the four oldest (and overused) answers of:
 - *“Because of our high-quality products, our strong levels of support, our competitive prices...and you get me!”*

- Incorporate the “Four Core Values” selling language. Tell me how you are going to:
 - Lower my risk
 - Make my life or work easier
 - Increase my profitability or lower my total costs
 - Increase my competitive advantage

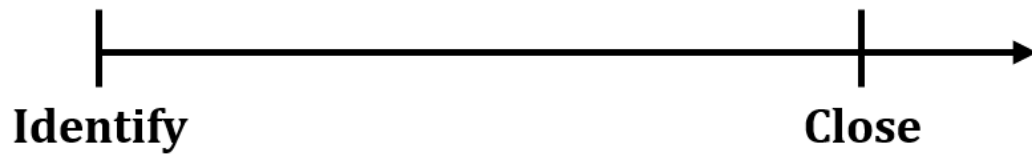
Include “Safe Support” As A Leading Part of Your Value Messaging

- **Buyers major concern at the moment is how they keep their workers safe while still maintaining some level of productivity and production**
- **You need to proactively communicate how you can safely supply and support your buyers**
- **Interview customers asking them what else they need and how you can become an even more valuable partner.**
 - Interviewing them on what is happening to them, what they think they need now, and how you can help them become even stronger and more competitive as things recover.
 - What is the best communications frequency to have for each of your customers?
 - This is a great question to be asking them!
 - To be safe...only tell the truth and do not exaggerate your promises.
 - Keep reminding your buyers of their importance to you and your company's commitment to keeping them employed through this crisis.
 - Stay and talk positive.
 - How can we “Sell our way out of this?”
 - Give customers a chance to vent their frustrations and challenges during this crisis.
 - Listening, caring and empathy are all positive motivators for your buyers.
 - Keep reminding them this is temporary
 - Keep “Future focused” in your coaching language
 - Affirm your customers as you push them to become more productive, even in an upside-down world
 - It's hard to be depressed and busy at the same time

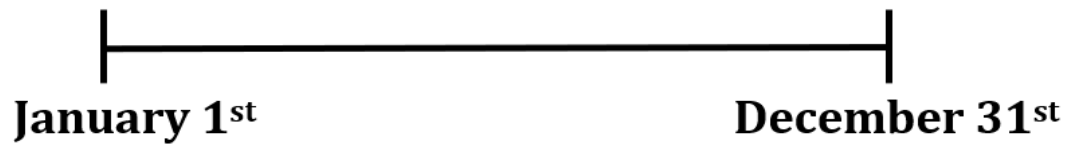
2nd – Gain More Control of Your Selling Processes

- **Steps of a sales call...**to make you more persuasive and consistent even under pressure

- ***"ID to close"*** new business multiple call selling process...to close more new business



- ***"January 1st to December 31st"*** plan to support and grow existing customers



Steps of The Distribution Selling Process



Step 1 – Set up, positioning, and establishing an appointment

- Identify potential selling “*Success Factors*”

Step 2 - Initial sales call, facilities tour & ID of “*next best*” opportunity to promote

- Can you position your customer’s evaluation/decision process by recommending your four questions?

1. What’s my total cost?
2. Can you support me?
3. How much risk am I taking doing business with you?
4. How will you help me improve my business?

- What step are you on as an organization?

- 1st – Decide pain
- 2nd – Decide direction
- 3rd – Decide solutions
- 4th – Decide vendors
- 5th – Decide process

Step 3 - Do more research/positioning and get “higher wider & deeper”

Step 4 - Proposal positioning & delivery

Step 5 – Justify your “*Higher Price - Lower Total Cost*” philosophy

Step 6 – Post sale support to identify and position your next application solution

Step 7 – Evaluate, adjust & prepare for your next sale

Step 8 – ID next new application – Go back to Step 2

Steps of A Sales Call

1st - Lower resistance

2nd - Ask questions and qualify

- ID customer needs.
- Learn/understand their environment.
- Qualify the relevance and appropriateness of your solution.

3rd - Present your solution

4th - Close

- *Where do we go from here?*
- *What happens now?*
- *What do we need to do next?*

5th - Agree to your next contact

The Three Most Consistent Selling Weaknesses Faced by All Sales Professionals

Weakness #1 – Salespeople without control of their steps of a sales call will talk too much of the time in front of customers

- What percent of a sales call do you talk vs listen?
- Most sales calls are interactive, but the salesperson still does as much as 90% of the talking
 - Customer asks a 5 second question *“Why are you so expensive?”*
 - Sales person provides a 10-minute response
- Take a test – Next time you are making a sales call over the telephone record your side of the conversation on your cell phone. You don’t need to record your customer, just assume any silence on your recording was when your customer was talking. Go back afterward with a stopwatch and record what percent of your call you talked versus listened
- What do you think would be the best persuasive balance of you, the salesperson talking compared to your customer talking?

_____ % salesperson talking / _____ % customer talking

The Three Most Consistent Selling Weaknesses Faced by All Sales Professionals...

Weakness #2 – A salesperson without control of their steps of a sales call will collapse under pressure and only present/talk

- Pressures caused by:
 - Selling pressures
 - Relationship pressures
 - Time pressures
 - Competitive pressures
 - Environmental pressures

- A salesperson without control of their steps of a sales call will forget about lowering resistance and asking questions and will only talk...sometimes not even asking for an order or next contact
 - How would you handle a customer saying, *“You’ve got five minutes...what do you want?”*

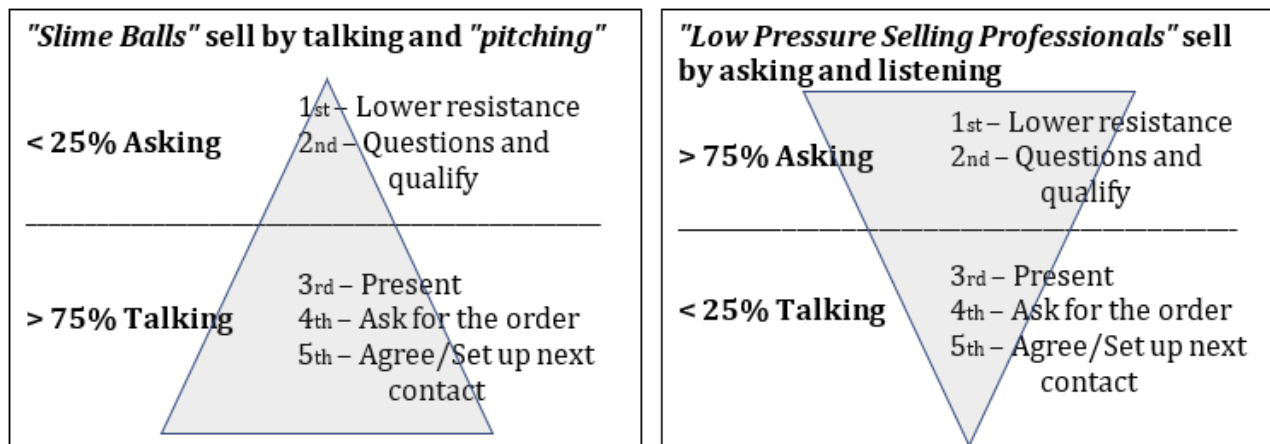
- The impact of selling under pressure without selling structures.

The Three Most Consistent Selling Weaknesses Faced by All Sales Professionals...

Weakness #3 – All salespeople are using the same steps...even the high pressure “Slime Balls”

- The problem...they are using the exact same steps of a sales call you are using

- The difference between the most ethical customer-focused sales professionals and the highest pressured “slime balls” is in how they apply the steps of a sales call



- Jeff Slutsky – Kansas City KS

3rd – Focus on Bringing Solutions and Solving Problems

- You need a team of Arsonists...not Firefighters

- Proactive efforts increase customer loyalty
- We need to stop the reactive calls on existing customers only asking them:
 - *“Anything you need?”*
 - *“Anything coming up?”*
 - *“Anything I can help with?”*
 - *“How’s the family?”*

- Develop a “January 1st to December 31st” full year sales messaging campaign

- Theme for year could be *“Making your life safer, easier, and at a lower total cost”*
- Each month focus on a different customer problem or challenge you can provide solutions
 - Define each month by benefits – not your products
 - Monthly theme examples:
 - Helping improve your work-place safety
 - Lowering your truck maintenance costs
 - Improving your parts inventory management
 - Equipment operations safety coaching and training
 - Reminder of your emergency delivery program
 - How can we make our ordering process easier for you?
 - You can still have product specials and packages available (Just make sure your reps do not lead with the products!)
 - These different themes give your reps a great excuse to get higher, wider and deeper within their customer by interviewing various department heads and front-line workers over the year
- Keep reminding your buyers how you will likely not be their lowest price at any given time...but your offers to help by bringing them solutions can make you their lowest total cost

4th – Strengthen Your Electronic Footprint

- The size (and strength) of your company is now measured by your electronic footprint

- **Website** (Including complete product catalogue, technical information, pricing, and online ordering)

- Does your website look as strong (or stronger!) compared to the national players?
- Are reviewing and ordering products on your site easy, simple, and fast?
- Can I live-chat online with a member of your team?

- **LinkedIn**

- Have a spokesperson join and participate in groups that are most relevant to your targeted buyers
- LinkedIn is not a place to sell
 - You will get the most attention and build the most connections by helping others
 - The goal is to share helping ideas to solve problems common to the group so you can start conversations that evolve into the opportunity to sell
- Post relevant “How to do” or “How to fix” or “How to know if you have a problem” videos in your LinkedIn groups and on your website

- **Interview your customers** (all levels and ages) asking which online platforms they follow

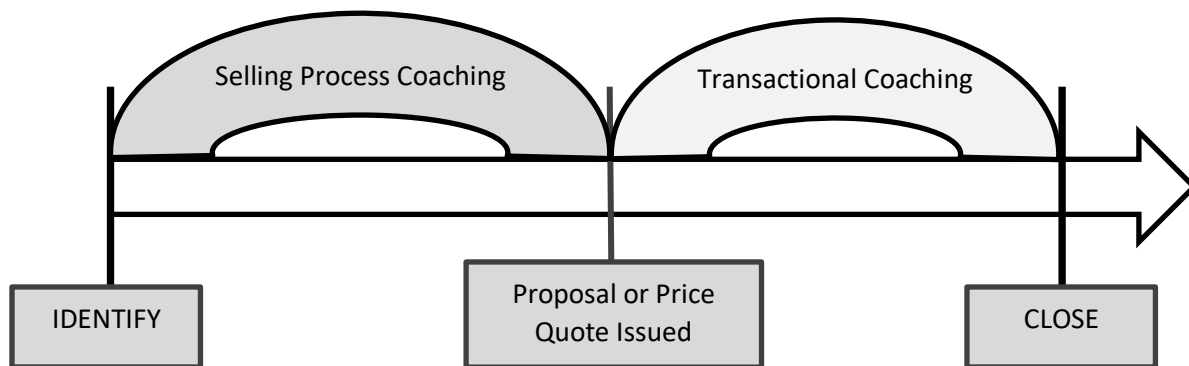
- They will define the best platforms you need to be working to grow your presence and sales

5th – Start Using Customer Video Conferencing as A Competitive Advantage

- **Buyers are now comfortable using online live video conferencing (Zoom, Skype, Facetime, GoToMeetings, GoToWebinars, etc.)**
- **Use video conferencing to get your senior managers and product experts involved with your important customers**
- **Your video image is now your brand image – Learn how to use video conferencing**
 - Make sure you have enough light – Computer cameras record a better image when you are well lit
 - Reduce the contrast in your picture – Do not have a lamp on in your background, no windows letting in strong sunlight
 - Reduce the contrast in your clothing – Wearing bright white shirts or dark colors will throw off your video camera making your face look splotchy and unnatural
 - Position your camera to make you look strong – Position yourself to fill the screen. Camera should be about eye level. Look into your camera when talking (not at the person's image on the screen). Have a professional looking background. Do not use the virtual background setting on the video conferencing software (looks fake and cheap)
 - Invest in a good microphone that plugs into your computer's USB port. This will improve your sound, reduce background noise, and eliminate any echoes that can occur when using your computer microphone.
 - Dress professionally...if only from the waist up. And for the sake of all of us...please wear pants

6th – Become A Stronger Coach and Leader of Your Sales Team

- Are you spending the majority of your time acting as “Head Doer” and little time as “Head Selling Coach”
- Majority of sales managers are currently carrying some territory responsibilities
 - *The greater your personal selling responsibilities as a manager...the more reactive you will be as a coach and leader of your sales team*
- Sales managers function more as “Transactional” sales managers than as “Selling Process” coaches and leaders of their sales team



- Transactional Sales Coaching

- Reactive – Starts after proposal is issued – “My door is always open to help”
- Major focus is to help close the business with minimal loss of margin
 - *“Cut it to win it”*

- Selling Process Coaching

- Proactive – Starts involvement before rep makes first call on prospect (optimum) – “Get in here and tell me how the Jones account is progressing.”
- Major focus is to help define account selling strategy and multiple stepped tactical implementation plan
 - *“Get it set up correctly from the beginning”*



*We know you're
good, now are
you ready to get
even better?*

Visit Pancero.Com to Enhance Your Sales and Sales Management Training

[Follow Jim on LinkedIn](#) Jim is posting 3 new sales leadership videos each week on LinkedIn and Facebook! All aimed at helping you become a stronger leader of your sales team. You can view all of Jim's past LinkedIn postings by putting hashtag #PanceroVids in the LinkedIn search window.

Articles for Sales Pros and Sales Managers to help you with In-House training [Click Here](#)

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Evaluate Your Skills! Free 20 Question *Sales* and *Sales Leadership* Tests!

The 20-question multiple choice ***Sales Evaluation for sales reps*** is a comprehensive analysis tool designed to help you as a sales rep increase awareness of your strongest selling skills. [Click Here](#)

The goal of the 20-question multiple choice ***Sales Leadership Evaluation*** is to help improve your ability to lead a sales team. [Click Here](#)

Both tests can be taken multiple times to see how your skills are increasing and all tests results and analysis are instantly available online and emailed.



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