

Tactical Selling



Change in the financial industry over the last decade has been nothing short of mind-boggling. You would think everything about the industry has changed, and much of it has. But not sales methodologies. Many salespeople are still trying to sell the way they did in the past; the difference is they are not getting the results companies need and want. So what's the solution? Better people? Smarter people? More people? Better training? Better product? For some companies, yes to all or many of these. What all salespeople need is a cohesive approach to sales that recognizes and responds to fundamental shifts that have taken place in the industry.

Successful selling in the 21st Century is more like chess than football. Football, despite its finer points, is largely a game of strength and power. Chess, on the other hand, is about strategy and tactics.

Selling used to be mainly about product. Not anymore, though—everybody has good products. Today's top sales people know that selling is about being deliberate, keeping an eye on the desired result, and guiding each sales process to a successful conclusion. That's tactical selling.

Tactical Selling is one day of hands-on, highly experiential training that shows sales people how to earn a bigger share of business in the face of increasingly sophisticated competition. It's based on becoming more skilled at the finer points of selling, which includes responding to the customer while maintaining control and mastering the art of doing the right thing at the right time.

Tactical Selling makes extensive use of video examples, role play under real-world conditions, and on-the-spot coaching. It also taps into cutting-edge knowledge about how people think and react. Recent, ground-breaking discoveries have the potential to dramatically alter a salesperson's

performance and achievements.

One discovery is about how powerful the visual element can be in selling. Everyone knows we live in an increasingly visual world that is changing the way people learn. Few, however, understand how radically this "visual explosion" has altered the way we receive, perceive and process information. There are few real paradigm shifts in life but the visual revolution is definitely one of them.

While this visual explosion continues to swirl all around us, most salespeople continue to sell as though it never happened. Tactical Selling makes use of numerous exclusive, graphical instruments that guide salespeople to see what's happening and make their sales strategies more visual and more effective.

- The Quota Curve™ illustrates how to keep growing your business even as quotas and goals keep rising.
- The Contract Principle™ shows the disparity between a wholesaler's level of business with an FA versus the amount the wholesaler should be getting.
- The Trust Curve™ demonstrates how sales-

people can move from transactional relationships (that result in little business) to trust-based relationships in which business becomes virtually automatic.

- The Leverage Points Graph shows wholesalers how to accurately measure their time and leverage it for maximum productivity.

Tactical Selling is based on three linchpins: building trust with the customer, establishing a high degree of connectability, and selling strategically. Master one and you'll become a better salesperson. Master all three and you'll increase your business with both existing customers and new customers.

Tactical Selling Takeaways

- Receive an analysis of your current sales pitch methodology.
- Learn how to increase your Believability Factor, which can translate into greater sales.
- Learn how to listen interactively, the only way customers want you to listen to them.
- Know how to handle resistance and objections before they escalate.
- Know how to use company promotional materials more productively.
- Learn how to sell strategically, not just harder and smarter.
- Discover how to get more seat time with key advisors, thereby overcoming one of the toughest challenges facing wholesalers.
- Learn how to convince existing advisors you deserve more of their business.
- Know how to balance prospecting for new business with taking care of current customers.

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President.



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