

42TM Rules to Turn Prospects into Customers

2ND EDITION

How to Build Profitable Relationships
to Close More Sales and Drive
More Business

MERIDITH ELLIOTT POWELL

FOREWORD BY DR. ED BRENEGAR




**SECOND
EDITION**

“42 Rules to Turn Prospects into Customers (2nd Edition)” Book Excerpt

How to Build Profitable
Relationships to Close More Sales
and Drive More Business

By Meridith Elliott Powell
Foreword by Dr. Ed Brenegar
Leadership Coach,
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Foreword by Dr. Ed Brenegar

You are about to devour a book written by a wise, passionate, generous expert. Meridith Powell is the gold standard of sales trainers, coaches, and consultants. The reason...she understands, better than most, that the relationship between you and your client or customer is central to success. In addition, she has a methodology for helping you learn to master it. It isn't just a good idea, but an approach that works.

There are lots of people who can teach you to trick people into buying stuff they don't want. Meridith, in this wonderful little book, gives you a way to build a sustainable business through sustainable business relationships. It is a book that you read once, and then again and again and again. You will turn back to Meridith's insights time and time again because she provides answers to questions that we all have.

I love this little book because now all the bits and pieces of wisdom that I've been receiving from Meridith for as long as I've known her are in one place. And you are the beneficiary.

Take your time. Think about what she says. Take notes. Do the tasks that she suggests. Talk about what you are learning with colleagues. Read the book together. You'll find your life and work transformed. I wish you every success as you do.

Thank you very much, and enjoy!

Dr. Ed Brenegar
Leadership Coach, Strategist, and Guide

Dr. Ed Brenegar is a leadership coach, strategist and guide, who helps his clients navigate and succeed in the challenges and opportunities of their professional and personal lives. He owns Circle of Impact Leadership Guide Services and Community of Leadership LLC.

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P r e f a c e

Some people are born to sell! It is as if something in their DNA just resonates with the challenge and opportunity that selling offers. For the rest of us, it's another story! For years, I found sales uncomfortable, unfulfilling, and even a little scary. In every job I had, sales training, sales systems, and sales tracking were all provided... along with plenty of accountability. I had bosses who would make sure I stuck to the program. There was painstaking progress, but the continual struggle made me yearn for the day when I did not have to do this anymore.

Of course, that day never came. Year after year, my dissatisfaction made me ponder: there must be a better way. I laugh to myself now when I hear people say, "Sales is not in my job description;" or "I am going to hire someone to sell for me." I can truly relate; I tried every excuse, but pretending we are not in the business of sales doesn't work. The reason? Selling is a part of life. Whether you have a job, a family, or volunteer in a community, you have to sell. At its core, sales is nothing more than getting people to "buy in" to whatever it is you offer—an idea, a product, a new direction. If you seek a job, encourage a child, start a new program at church, or simply plan a family outing, sales comes into play. You will have to "sell" your idea; you have to understand the value and share your idea in a way that convinces people to participate. Doing that is sales!

So, if selling is a natural part of life, why is it so uncomfortable? The answer, I discovered, is rooted in where the sales profession went wrong. Somewhere along the line books, programs, and techniques began to emerge that made selling far more about helping yourself and your company than serving your customer. Ideas

were introduced that promoted aggressive cold-calling techniques, new ideas on how to "close," and how to "up-sell" a customer. Unfortunately, they all shifted the focus from customer-centric selling to me-centric selling.

No wonder we all started to dislike selling! This new style pushed us too far out of our comfort zone, and left us unclear about how to help our customers. Ironically, I watched as my co-workers fought the idea of our organization creating a sales culture; yet daily, I observed them in their personal lives selling everything under the sun. I watched as they convinced their friends to try new restaurants, their children to read more books, and their friends to volunteer. So, what was different? Why were they fighting this idea of being salespeople at work, but embracing sales in their everyday lives?

Because they didn't think they were selling; they thought they were helping. With this paradigm shift, you begin to discover the key to your natural sales style. What I observed was the reason and the way in which they were selling were radically different from what they had been taught to do professionally. The technique they used in their everyday life was rooted in a deep desire to help people, to share information and ideas, whereas the style they used professionally was not their own, but someone else's process.

From this observation, the idea for a new way—my way to sell—emerged. I began to use sales techniques that felt natural for me. Every technique is customer-oriented, with a focus on value, service, and a long-term relationship. I studied everything I could about relationships, networking, and customer service and connected it all to the sales process. The more I adopted my own natural style, the more successful I became. Sales became fun, easy and effective. The more successful I became, the more others sought me out to ask what I was doing. I not only had a strong book of clients, but I looked happy! People would ask me about

networking, sales, and building relationships. The number one question on everyone's mind is: "How do you turn a prospect into a customer?"

Thus, the idea for this book! I was asked this question so often that I began to take notes, which turned into a blog, which became this book and my methodology. This book is the culmination of years of experimentation, practice, and hard work, to ultimately find my better way! It is a step-by-step approach of how I found my natural sales style.

I am on a mission; I want to help people learn to love selling. Why? Because I believe with the right approach, you too can find your sales voice and desire to sell. Selling is both science and art, and you need both: necessary processes (the science), and a natural technique (the art). The consistency of process will give you enough turns at bat, but the sale will come from the passion your customers feel emanate from you.

Read this book, follow these rules, and uncover your natural sales style!

Intro

Welcome! I am on a mission to help people learn to love to sell. I want to show you that sales can be fun and rewarding. Like so many of you, I started out hating sales. It was stressful, and something I felt forced to do. Then I realized it was stressful because I followed a set of rules that took the value and the fun out of the process. So I decided to write my own rules, and I discovered my love for sales! Now I want to share these rules with you, so you too can enjoy turning your prospects into customers.

This book is divided into three parts, each representing an important process in approaching prospects and turning them into customers.

Part I is The Foundation. It contains everything you need to consider before you go on your first sales call. I will walk you through every step and encourage you along the way. When you finish this section, you'll actually look forward to setting up a sales call, and you'll be eager to get started on your strategy.

Part II is The Call, your first visit with a potential customer. We will address how to use the foundation rules, and how to engage your customer so you design a sales experience that is positive for both of you.

Part III is The Follow-Up. These rules are so much more than just a thank-you card or a phone call; these are the rules that complete the movement of prospect to customer. They provide the opportunities to offer additional services to an already satisfied customer base, and to solidify relationships and retain business for the long term. A well-executed follow-up process will create a strategy strong in repeat business and referrals.

Who can benefit from my Forty-Two Rules? Anyone! Whether you are the owner of a thriving firm hoping to expand into new territory, or an entrepreneur looking to carve a niche in a competitive market, these rules will give you a blueprint for success.

Sales can be scary. I get that—I've felt that way myself. It's not so overwhelming when it's broken down into just forty-two rules that anyone can learn. This book will leave you brimming with confidence and information.

The real beauty of this book is that you can use it as a template for every prospect. You can run quickly through the headings of this book and ask yourself, "Have I followed each rule for *this* client?"

"What if I'm already in sales?" you ask. "My smart phone is filled with appointments. I'm already making plenty of calls."

That's great! But are you just making calls and taking orders? Are you really learning about your customers? Are you listening to them? Are they engaged enough to confide their needs? These are some of the skills that can make a difference when your business or industry is hit by new competition, price hikes, or changing market conditions. These rules ensure your customers take advantage of all that you have to offer, and you retain their business when the competition calls.

Whether you are new to sales and secretly dreading your sales quota, or a successful sales associate with a scrolling list of appointments, my Forty-Two Rules can show you ways to deepen **and** widen your sales channels. You'll discover a wealth of confidence, expertise, and empathy that you didn't even know you had.

Let's get started!



Part I

The Foundation

In this first section, you'll learn how to prepare to meet your prospect for the first time. The alpha rule to successful selling is confidence, and confidence stems from doing your research. I can't say it often enough: research, research, research!

You'll find that taking time to research your prospect and the potential sale is a path to success. This research will set you up as an expert in your field. It will enable you to give the customer value during your initial visit, such as free information or useful connections. You'll identify small opportunities to serve your customer and demonstrate that you have more to offer than the competition. When your customer feels confident in you, it's easy to feel confident in yourself.

The rules and stories in this book are true and are taken from my years of working as a coach, trainer, and business development expert. They present a guide, a powerful, systematic step-by-step process to help you turn your prospects into customers and ultimately turn those customers into champions. You'll not only learn how to sell, you'll learn how to think like a salesperson: think like someone who knows how to find opportunities, solutions, and new ideas to help prospects and clients get more value from their relationships.

- Rule 1: Rules Are Meant to Be Broken
- Rule 2: Confidence Is Key to Sales
- Rule 3: Target the Right Client
- Rule 4: Know Your Value
- Rule 5: Build Relationships
- Rule 6: Plan Your Success
- Rule 7: Learn to Serve
- Rule 8: Be Prepared to Go the Distance
- Rule 9: Expand Your Brand
- Rule 10: Become a Master Networker
- Rule 11: Create a Communication Line
- Rule 12: Add Value Immediately

1

Rules Are Meant to Be Broken

Thank goodness!

One reason I love and am passionate about sales, marketing and building relationships is that it is far more of an art than a science. Selling is easy, but it is not simple. The process is never black and white, and long-term successful salespeople know that the more flexibility they bring to the process the more successful they are going to be. This is one rule you need to adopt and learn. Each sales situation is different and everyone you sell to is unique. Your attitude, your confidence, and your relationship skills will do so much more to determine your success than the actual steps you take. Understand that first, and you are on the road to being a sales superstar.

As you learn a new approach to sales through this book, I also encourage you to think about yourself. The most important asset in the sales process is you! Determine which rules work best for you, which feel most comfortable, and take the liberty to change and enhance any of these rules. Make this book work for you. Truly think of this book as much as an opportunity to learn about sales as it is an opportunity to learn about yourself.

Years ago I learned that if I wanted to be successful at sales, I needed to learn to adjust. Just like no two people are alike, no two sales calls, sales cycles, or closings are alike. After all, people buy from people and people sell to

people. The situations, the personalities and the goals are always different. So you need to learn to adjust your style as well as the rules you use. For example, the rules I apply when selling to a Fortune 500 company may differ from the rules I apply when working with a start-up organization.

Some of the following rules you may already know; some you will be effective at implementing, and others will be new to you. Perhaps some are steps you have avoided as they take you out of your comfort zone. I encourage you to identify the specific rules that need your focus and work. If time and energy are spent in learning those rules, then you will see a dramatic impact on your overall results.

Enjoy *42 Rules to Turn Prospects into Customers*. Learn some new things, implement some new ideas, and break whatever rules you need to make this process, and this book, work for you! This book will not only show you how to enhance your sales skills, but how to think more effectively in sales situations. That will give you the confidence and ability to be successful, no matter the sales situation.

Over the course of your sales career the economy will change, your competition will change, and your prospects and customers will change, but the underlying rules and principles of how to sell, and how to sell effectively, remain the same. Invest in learning these fundamental rules, and you will always find your prospects delighted to turn into your customers!

2

Confidence Is Key to Sales

Confidence is the first building block you need in your sales foundation. Ask yourself these questions:

- Do I believe in the value of the product or service I sell?
- Do I believe in myself?

Your answers to these questions should be "yes" if you hope to successfully turn your prospects into customers. You can easily build your confidence by following the steps in this rule. No one starts out with confidence; it is something you develop. It stems from learning and investing in yourself, preparing for meetings and sales calls, and taking small risks. Each time you invest in yourself, your confidence builds. While it can be a slow process, once built, it stays with you and transfers into all aspects of your life. It is powerful!

Confidence and personal belief are at the core of successful sales. Do you need to build your confidence? Try these simple steps and watch your confidence grow:

Get a clear vision of what you want.

Sit down and figure out what it is that you want and write it down. Then read it out loud first thing every morning. Yes, you heard me: out loud! Confident people are clear about what they want and they can easily articulate it. There is not a right or wrong vision; there is just **your** vision.

Study and learn.

Devote time each day to reading, studying, and learning. Consistency is the key. Limit your time to thirty minutes or an hour at most. (I have found that introverts will study too long, and extroverts will lose interest if there is not a time limit.) Information and knowledge give you new perspectives, new ideas, and motivation to create solutions.

Learn to fail.

Shift your thought process when it comes to rejection or lost opportunity. If you are not failing, you are not risking enough. Grab failure as an opportunity to grow and learn. Instead of focusing on the failure, focus on what you could do differently or what you have learned. The thing about failure is that no one cares about your failure except you; everyone but you expects you will occasionally fail. Focusing on negative emotion is a waste of your precious energy.

Think positive.

This is easier for some than others. However, everyone has the ability to "catch" negative thoughts and turn them into positive thoughts. Start your day by saying ten positive things about yourself. Again, write them down, post them, and say them out loud every morning. Never underestimate the idea that thought promotes action, and action promotes results.

Reward yourself.

Be kind to yourself. For every little thing that you do well, pay yourself a compliment. You are making a change; you are growing. Positive reinforcement is critical. If you made ten sales calls this week, treat yourself to some small pleasure that you enjoy. If you only made one, compliment yourself on that one and decide on a reward for next week when you meet your goal.

Avoid negative people.

Our belief system is shaped by those with whom we spend the most time. We do not even realize that the negative messages we take in throughout the day are shaping our thoughts, our actions, and our results. Change your negative crowd, your negative television shows, your negative reading materials, and you will change your belief system.

If you believe in yourself, your abilities, and your product, you will not only be able to sell, but you will also be passionate about it. Confidence is key to sales. Build your confidence, and your prospects will turn into customers!

About the Author



Meridith Elliott Powell, founder and owner of MotionFirst, will catalyze and inspire your leadership and sales team.

After an award-winning career in marketing, sales, and finance, Meridith left corporate America to strike out on her own. Today, as founder of MotionFirst, Meridith works with professionals and companies to help them turn "busy" into "productive" by enhancing their networking, sales, and service skills.

As a certified strategist, coach, and business development expert, Meridith has the skills and the knowledge to bring your "numbers" side and your "people" side together, to align your company's goals, and escalate your profitability.

Meridith's signature style and her ability to rapidly connect with individuals make her a sought-after speaker, trainer, and coach.

Meridith is passionate about helping clients develop strategies, business development plans, and leadership programs that will engage their teams and drive the bottom line. She has the ability to break down complex issues to make them easy to understand and easy to implement.

Meridith is among a handful of strategists who hold the gold master-certification in Strategic Planning conferred by the University of San Diego. A master-certified Human Behavior Specialist, Meridith's certification confirms her talents as an instructor, coach, and specialist in communication styles, human behaviors, and their impact on professional relationships and organizational development.

What does this mean to you? That Meridith can give you a map to success and the keys to unlock hidden talents for selling and planning within your employees and within yourself.

Meridith also has second-level certification in Emotional Intelligence (EQ). Her powerful combination of business coaching and EQ certification gives her an amazing ability to support her clients in their efforts to master the technical and relationship-building skills needed to be successful in today's competitive environment.

Meridith serves a wide range of clients, including financial and legal firms, construction firms, and a wide variety of health care providers.

**Getting “42 Rules to Turn Prospects into Customers
(2nd Edition)”**

(<http://happyabout.com/42rules/prospects2customers.php>)

42 Rules to Turn Prospects into Customers (2nd Edition) can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at:

<http://happyabout.com/42rules/prospects2customers.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000)

"Meridith just makes the sales process so easy!"

Misti Burmeister, CEO Inspirion, Inc., New York Times Best-Selling Author, Boomers to Bloggers: Success Strategies across Generations

"Meridith offers you the genius of taking the overwhelming and complex and making it clear, simple, and actionable."

Brian Biro, America's Breakthrough Coach, Author, Beyond Success

"This book is ideal for everyone from the sales professional to the professional who never thought they would have to sell. By the time you finish Meridith's book, you will be a salesperson with a smile."

Marquesa Pettway, DTM, Reinvention Expert, Speaker, Author, Coach



MERIDITH ELLIOTT POWELL:

A coach, speaker and business development expert. Meridith is passionate about networking, sales and service, and has dedicated herself to discovering why some people struggle and others succeed when it comes to developing these critical skills. On a self-described mission, Meridith uses everything she has learned to develop programs, coaching techniques and strategies to help people ignite their internal sales/networking flame.

Upbeat, energetic and cutting edge are just a few words used to describe Meridith's selling and writing style. Prior to founding her company, MotionFirst, Meridith spent more than 20 years working in sales and leadership in the fields of finance, sales, marketing and strategy. In addition, she has been recognized numerous times for both her professional and charitable achievements.

Today she works as a certified strategist, coach, and human behavior specialist, working with a wide variety of clients ranging from health care to finance. She is an active member of the National Speakers Association, Lessons in Leadership and the American Society For Training and Development. In addition, she holds certifications as both a business and emotional intelligence coach. For more information please visit www.motionfirstnow.com or direct line 828-243-3510.

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