**2/13/2014**

**MY COPY**

Magical Effect – Streamer/Number Effect ( RedZone, Forscasting, Commissions)

Team Building Exercise- Demonstration- Working together-

Sales ---Verbal Manipulation and Misdirection- Psychological

Magic-Methods, Techniques and Principles -

**“To Understand your Present…You must Appreciate the Past” - BKN**

**MedSys Group/Client Services**

**Reference Guide**

*Sales Concepts/Strategies*

**Brandon Kirk Newsom**

Introduction

Been in sales for over 20 years. Bought almost every book on SALES Techniques. Library of Congress on Sales, and Motivation Books. Persuasion- Communication … - all says the same thing-

A lot of What I say is Commons Sense but not Common Practice….

Know your client, Company -product service, competition, positive attitude-be prepared-Follow up

INDEX Cards: **Motivation, Sales, Persuasion, Communication, Inspirational**

**Tom Hopkins, (Puppy Dog close) ,Zig Ziglar Brian Tracy, - Tony Robbins., James K Van Fleet, Jeffrey Gitomer, Stephen Covey , Og Mandino, Napolean Hill, Dale Carnegie, Norman Vincent Peale, Ken Blanchard, Harvey Mackay, Denis Waitley, Mark Victor Hansen, Maxwell Maltz. Jose Silva , Eckhart Tolle, Wallace D Wattles, Robert Cialdini, William Clement Stone, Samuel A Cypert.**

* **Show the Book I wrote** Credibility – Authentic/Genuine= Believability= Likability= RELATIONSHIP
* Show the Book review from 1998

**YELLOW FOLDER- Top Sales Books**

My Father ( wear suit every time- leave early to drive to Irving- XEROX- always told me

He who talks the most loses…. He who talks first loses-

Always dress professionally – Get There Early ( Coat-Reason-

* Being Tenacious, Assertive, Persistent. Always described me since the very beginning

Green Folder WHAT IS YOUR BRAND? Cheetah- - (Momma Lisa) ( Bring out folder with the Cheetah on it) The Treasury of Quotes- Brian Tracy- (Cheetah) how clients see you? Life is a Mystery to be lived not a problem to be solved

**Questions:::::**

RED Folder Spin Selling- come up with a way to ask your client questions in order to expose their “pain” and then “save them with your product or services.

* Yellow Folder Scoping a Meeting Document – Consulting

Go over a few of the Highlights-

**Questions::::::**

BRANDON- KEY POINTS- My APPROACH

Outside Sales Mentality-

Relationships are the key. Develop them

It’s not what you say it’s how you say it.

Be enthusiastic, Energetic, Creative, Positive, Determined -Aggressive

Learn Matching and Mirroring techniques

Don’t behave like a salesperson

Be visible- people buy from people that they like

Listening is different that hearing.

* From the Blog- 10 sales training Tips
* My top3-4 …. What are yours?

**Conclusion:::::::::::**

Why we are here----- ???$$$ in Box- Bills 4 of them- Relationships to build and $.



Non
Verbal Communication



According to Kramer, "**94%** of our communication is nonverbal, Jerry" (Seinfeld, January 29, 1998).