**2/13/2014**

**GROUP COPY**

Number Effect ( RedZone, Forscasting, Commissions, Spread Report)

Team Building Exercise- Demonstration- Working together- No I in WE[](http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=images&cd=&cad=rja&ved=0CAQQjRw&url=http://www.johnheadley.co.uk/corby-magician.html&ei=fpz7UufnA4GK2gWgqIHQAw&usg=AFQjCNF_HgMddcdqMpT9CijqGJVGOOf_mw&bvm=bv.61190604,d.b2I)[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&docid=ypLfCf5Bl9d9DM&tbnid=x_aylrzPOnfy2M:&ved=0CAUQjRw&url=http://demo.ou.ac.lk/estab/index.php/en/staff-services-/promotions&ei=Irb7UsTjEce-kQfx5oB4&bvm=bv.61190604,d.b2I&psig=AFQjCNGzhpas6OTBZtgW4xxHvrf2-N0iww&ust=1392314224168733)

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**

[](http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=images&cd=&cad=rja&ved=0CAQQjRw&url=http://chefshelpingchefs.com/training/&ei=8Jv7UpTHIef02QWGhIHIAg&usg=AFQjCNEDjKjzy3BjdiW6_Y0jRLWpZmxhGA&bvm=bv.61190604,d.b2I)

**Introduction::::: If we encounter a man of rare intellect, we should ask him what books he reads.**

–Ralph Waldo Emerson

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

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.**

**YELLOW FOLDER- Top Sales Books**

My Father- His Approach- advice

For every sale you miss because you're too enthusiastic, you will miss a hundred because you're not enthusiastic enough. – Zig Ziglar

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

Green Folder WHAT IS YOUR BRAND? Cheetah- (Momma Lisa) –Brian Tracy -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- attire, time, professionalism

Relationships are the key. Develop them

It’s not what you say it’s how you say it. (nonverbal)

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

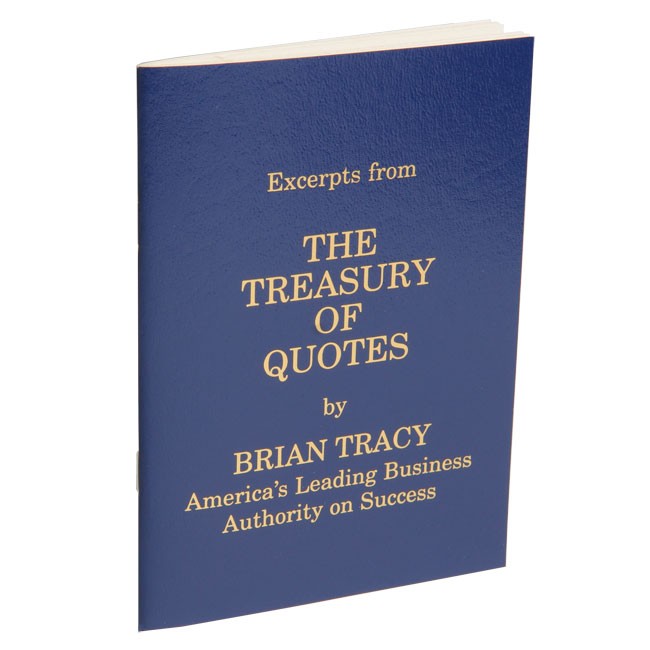
Listening is different that hearing.

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

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

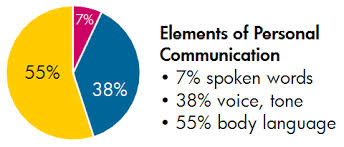
Why we are here----- ???$$$ in Box- Relationships to build and $

“Whatever you are, be a good one.”  
-Abraham Lincoln



ORDER THIS BOOK

Non   
Verbal Communication

[](http://www.google.com/url?sa=i&source=images&cd=&cad=rja&docid=cUBPt0aYcAMJbM&tbnid=2cS0aj3Ale_EgM:&ved=0CAgQjRw&url=http://www.randylahaie.com/blog/awareness-part-1/&ei=7kn5Us3eFqTuyQGq24GIAw&psig=AFQjCNHzF02mgn6ZDjbzKohuTY9cWFoQhQ&ust=1392155502454840)

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

[](http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=images&cd=&cad=rja&ved=0CAQQjRw&url=http://www.hark.com/collections/psmrngyymj-cosmo-kramer&ei=uJ37UuPTG6rp2AXkqICABw&usg=AFQjCNG-hnbcHc-6opvPek6BjnvvjEJdBQ&bvm=bv.61190604,d.b2I)

[](http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=images&cd=&cad=rja&ved=0CAQQjRw&url=http://www.andrew.cmu.edu/user/cfperron/cats/&ei=0Zz7UsHlFuWN2gX_8oHABw&usg=AFQjCNEaGednsRuliEcHd6QGnXlxpaJ9OQ&bvm=bv.61190604,d.b2I)

NOTES :



Brandon K Newsom 2/13/2014

“Your attitude, not your aptitude, determines your altitude.” – Zig Ziglar