**2/13/2014**

**GROUP COPY**

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

Team Building Exercise- Demonstration- Working together- No I in WE

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::::: 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



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





NOTES :



Brandon K Newsom 2/13/2014

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