CAPONI PERFORMANCE GROUP
Creating Top Performers

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Dear Barry,

Welcome to the April edition of our newsletter. I hope your Q1 results were exactly where you wanted them to be. If they weren't, give us a call. We're all about creating top performers!

The Six Principles of Influence

The Principles of Commitment & Consistency, Consensus & Proof, and Liking

This is the third and final piece of a three part series based on Dr. Robert Cialdini's book and companion CD, *Influence.* In it, he talks about the research he did on why people comply with the requests of others. As sales people, it is our business to ask people to do things for us; meet with us, answer our questions, think differently about a situation than they might have ever done before, and, of course, make the decision to use our solution.

I've taken Cialdini's Six Principles of Influence and applied them to selling situations. In other words, how can we apply his research to selling situations we're in every day.

By the way, I think you'll be surprised by the Principle of Liking; I was. And if you missed the first two pieces in the series, you can find them on the Resources Page, of my website.

Read article...

Sales Tip of the Month

What does your suspect know about you?

Before going on the all important Initial Meeting with a suspect, ask yourself, "What has the customer heard about us or what might they know about us?" Just as you've done research on-line before the call, so will many of your suspects. A growing number of

companies and consumers are checking you out before you even get there.

In their 2006 survey of Chief Sales Officers, CSO Insights reported that more and more companies do their own research on their vendors and their products. (By the way, this is one of the reasons why offering to tell a suspect all about your 'widgets' when trying to set that Initial Meeting is falling on deaf ears. Instead, try sharing with them how your current customers have benefited from the use of those 'widgets' in some specific, impactful and non-obvious way.)

Before setting out to that Initial Meeting, check the search engines (Yahoo, Google and the like) and put in your company's name. Look at the first two pages of results to see what they're likely to discover, including any press you may not know exists.

Remember that our customers have never been so educated; we need to keep up.

This tip came from a newletter I receive from a company called Communispond. Their website address is www.communispond.com if you're interested.

More sales tips...

Quotes of the Month

Trust and Credibility

"The moment there is suspicion about a person's motives, everything he does becomes tainted." - Mahatma Gandhi

 "The only way to build trust professionally or personally is being trustworthy." - Gerard Arpey, CEO, American Airlines

 "Credibility is something we can do something about. We can choose to increase the self trust that flows from the inside out and affects every dimension of our lives - and the lives of others, as well." - Stephen Covey

 Thanks to Jack Howe, president and founder of Qigong for Business, Inc. for these quotes. He leads an excellent workshop for professional service providers (bank officers, attorneys, accountants, engineers and consultants).

Copy of the three part article on Cialdini's Principles of Influence

 I've had a couple of calls regarding copies of these articles. If you've not kept the newsletters and would like copies of the just the three articles, send us an email and we'll send you the PDF's.

 Best Selling,

Barry D. Caponi
Caponi Performance Group, Inc.

817 224-9900 | bcaponi@caponipg.com | www.caponipg.com