

February, 2007

## Caponi Performance Group Newsletter

### Greetings!

Business is good at the Caponi Performance Group. Our clients are reporting back that their sales are up as well. Those using the new combined 'Art & Science' approach to appointment setting we introduced this past fall are seeing a significant increase in the number of initial meetings being set. As a matter of fact, we're hearing the result is at least a doubling of appointments set, if not greater. And that has had a dramatic impact on their sales we are happy to report!

We're now teaching that program over the web for individual contributors and remote sales forces. If you're interested, give us a call.

### A Note on this Month's Topic

Those of you who have been receiving these newsletters for a long time know that we revamped virtually all of our workshop materials last year to address the changing landscape of sales. One of the additions we made was to incorporate the findings of Dr. Robert Cialdini, author of *Influence, Science and Practice*. Dr. Cialdini has spent many years researching how people react to requests for compliance; and since we do that as a matter of course in selling, his book is particularly poignant.

One of my clients, Deb Newman, who is one of the country's foremost experts in long term care insurance called me the other day to tell me she has been listening to the CD over and over in her car and wanted to brainstorm with me how she might apply one of his principles on a policy delivery call she was going to make on a very prominent client that night. We brainstormed it a little and I promptly forgot about it.

She called me again that night very excited on the way home from what turned out to be a very successful call. She told me that this client had been extremely pleased with some of the more creative things she had been able to accomplish for him and that he represented a new and very attractive market for her firm (Newman Long Term Care if you haven't taken care of your long term care insurance needs yet), so she wanted to ask him for his help in entering that market. Applying Cialdini's Principle of Reciprocity at the Moment of Power that occurred that evening, she was able to enlist his help in ways that went way beyond her highest expectations.

This month's newsletter is the first in a series discussing his six principles and how you can apply them in your selling efforts to make more money. Enjoy...

### The Six Principles of Influence



## Principle One - Reciprocity

Part One of the series will cover the first principle, that of Reciprocity, as I will also cover some of his basic underlying philosophies that relate to all six. The remaining five principles will be covered in two additional installments.

Robert Cialdini is a professor of psychology at Arizona State University. I don't usually put a lot of stock in academics as they are usually, well, academic. Their theories don't seem to apply when it comes to reality. But Dr. Cialdini is an anomaly when it comes to academic psychologists. He has studied human nature and how it applies to the tendency of one person to comply with the request of another.

[Read on...](#)

## How much commission would one more initial meeting per week be worth?

### Free Webinar

You've heard me 'harp' on this calculator for a long time, and there is a very good reason. Clients that use it say they wouldn't do any planning again without it. As one client put it regarding one of its many uses, "We had a lot of turnover on our team, and until we ran our quota and activity numbers through the calculator, we didn't realize that the quotas we were assigning were a big part of the cause of the turnover. We had a great comp plan with very attractive accelerators which attracted new reps very nicely. But since you had to get lucky and hit a home run or two to get there, very few ever did. We were able to show senior management that we needed more feet on the street to hit the numbers the company required, not higher quotas. We've now got a much happier sales force and we are hitting our numbers more consistently."

That's but one of many tasks the calculator can accomplish for you. If you're interested in learning more about what it can accomplish for you, click below to register for a free webinar that will step you through its virtues. And best of all, the webinar and the calculator are free!

[To register...](#)

## Tips of the Month (New Section!)

### Initial Meetings - to confirm or not confirm

As some experts suggest you not confirm an Initial Meeting (it gives the suspect another opportunity to say no), I'm often asked about my philosophy.

If you use our techniques to set your Initial Meetings with suspects, you'll have established some value in their mind for agreeing to see you. And yes, occasionally when you confirm the meeting you'll give them a chance to say no again. But remember, if you typically had to call them more than once to set the appointment (leaving voicemails each time), they've probably still got your phone number anyway. But, let's look at what we can gain by doing it:

1. Gain professional credibility by the way you conduct your business
2. Gain an opportunity to present credentials about yourself, company and/or solution that may be perceived to be arrogant if done during the

face-to- face meeting. (Could be an article, award, testimonial story, etc.)

3. Reduce the wasted time caused by a no show

4. Provide them with an opportunity to prepare for the meeting to make it more productive. So when possible, ask for an email address to confirm the appointment while you've got them on the phone setting the appointment. Then send them an email with your credentials

[Click here to see full list of sales tips...](#)

## Quotes of the month

"No one can make you feel inferior without your consent." - Eleanor Roosevelt

"Customers don't care how much you know until they know how much you care." - Zig Ziglar

"There are generally three sides to an argument: your side, my side, and the right side." - Anonymous

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