

# Caponi Performance Group Newsletter

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THE SALES SUCCESS RESOURCE CENTER

## Greetings!

Welcome to the February edition of our newsletter. We've got several announcements to make with this month's newsletter, so here we go!

1. We have trademarked our appointment making methodology and are going national with it. The trademarked name is **The Appointment Making Formula™**. We call it **The Formula** for short. [Click here](#) for more details on **The Formula**.
2. Look for the announcement of our additional website dedicated to **The Formula** soon.
3. We have been perfecting our new format for teaching **The Formula** in an over the web format. We've now taught it that way five times, and in its current format three times. The feedback we've received has been outstanding. It is still delivered with a live instructor, but now in five separate ninety minute sessions over consecutive weeks.
4. This has allowed us to now offer **The Formula** to individuals as well as in its traditional tailored corporate face-to-face format.
5. To celebrate, we are making a special offer for newsletter subscribers. (See below.)
6. We'll be adding our basic and advanced selling skills (BASS) workshop in the same format later in the year.
7. This also means that we will no longer be offering our semi-annual face-to-face public workshops on appointment making and selling skills here in Dallas.
8. We've scaled back our offerings, eliminating all but The Formula, BASS and Tactical Opportunity Management will be the three we are focusing on. For the other disciplines, we still have trusted colleagues to help you with those challenges. For more information on our offerings, [click here](#).

Enjoy, and as always, good selling...Barry

Four Steps to Turning More Leads Into Prospects  
Leveraging Your Lead Generation Investment

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Richardson Chamber  
of Commerce

Small Business  
Roundtable

February 21st

Anatomy of a Lost Sale

What are the Most  
Common Reasons we  
Lose Sales and What to  
Do About it

Whether your marketing department generates leads through its programs, buys lists of 'cold' names or your sales people generate their own, measuring the success of the process is all about time and money.

This month's featured article is about how easily this investment is frittered away in most sales organizations. It begins with a story about a particular organization (who shall forever be nameless) - although you could probably substitute your own organization's name. It then proceeds to define the problem and offer a four point solution to leverage your investment in the generation of leads.

Leads are the lifeblood of any organization. Read on if you dare -

[Read article...](#)

## Sales Tip of the Month

Emotion sells so don't forget to know the personal aspects of the sale



Even with highly technical solutions, people buy for emotional or personal reasons. They buy from people they like, or as Dr. Robert Cialdini says, but also from people they think personally like them. They buy because the solution makes them sexy, more sophisticated, more likely to get a promotion; hit a requirement for a bonus, etc. Don't just rely on the technical, or purely business aspects of your solution to sell. Have success stories to tell about how your solution helped someone else with the same set of challenges. And don't forget to ask questions to determine how emotion will play in this decision.

[More sales tips...](#)

## Quotes and Proverbs of the Month

**A little food for thought and humor for your day**



*"Who you are, what your values are, what you stand for they are your anchor, your north star. You won't find them in a book. You'll find them in your soul."* - Anne Mulcahy - Chairman & CEO of Xerox Corp.

**The Laws of Life - thanks to my friend Joe Fleck for these...**

### **📖 Law of Probability**

The probability of being watched is directly proportional to the stupidity of your act.

### **📖 Variation Law**

If you change lines (or traffic lanes), the one you were in will start to move faster than the one you are in now (works every time).

### **📖 Law of Close Encounters**

The probability of meeting someone you know increases dramatically when you are with someone you don't want to be seen with.

### **📖 Law of the Result**

When you try to prove to someone that a machine won't work, it will.

### **Law of Coffee**

As soon as you sit down to a cup of hot coffee, your boss will ask you to do something which will last until the coffee is cold.

## Learn the secret of the pros - ***The Appointment Making Formula™***- A Simple Four Step Formula to More Effective Appointment Setting



### Special Pricing for CPG Newsletter Subscribers

The standard price for our new web-based format will be \$495. But for the remainder of February, any newsletter subscriber who registers and pays for any of the remaining nine workshops prior to the end of the month will receive the old public workshop price of \$159! Best of all, you won't even need to register for a particular workshop. You'll be able to attend any version you wish to. And as always, anyone who has attended any of our workshops as a paid participant can attend the same discipline of our web-based workshops at no charge. [Click here](#) for details on dates, times, and registration information.

***The Appointment Making Formula™*** (***The Formula*** for short) workshop is now being offered over the web in an instructor lead five session format. Each session runs 90 minutes. The next workshop will begin on Thursday, March 6th at 4:30 PM. The five session workshop will run on consecutive weeks through April 3th.

This is the same successful program that has been used by successful sales forces across the nation to increase the number of Initial Meetings being set by 40% or even 100% when coupled with our suggested 'Science' and 'Best Practices' components.

The approach most appointment making methodologies employ is to have you concentrate the majority of your effort on your message and then teach you to handle those first objections you receive with logic ("You'd be interested in saving money, *wouldn't you*, Mr. Suspect?"). The problem with that approach is that it doesn't work as well as you think it should. That is because until you get your suspect beyond the initial 'knee jerk' reaction of saying anything (including lying) to get you off the phone, logic has no place in ***their*** thinking. So, unless you really do have something they can't live without, (which means you'd be an order taker and making a lot less money), you've got to get them to stop thinking about how to get you off the phone for a moment and open their mind to a short conversation before applying any kind of logic. The 'Art' contained in ***The Formula*** does exactly that.

The Caponi Performance Group has developed a unique and **holistic** methodology that addresses both the '**Art**' (we call it ***The Formula***) of the challenge through a simple easy to follow, template based system; and the '**Science**', or the mechanics of the process through an optional web-based application designed specifically for the challenge of appointment setting called '**Klpz**'. The result of applying both is a set of '**Best Practices**' specifically designed for the challenges of ***your environment*** that work. ***The Formula*** is based on many of the industry's brightest minds, constant feedback from our clients and the psychology of how suspects respond to sales people in selling environments

based on years of work portrayed by Dr. Robert Cialdini in his book, *Influence*.

**Special Subscriber Price through February 29, 2008: \$159**

**List Price: \$495**

[Click here](#) to register or call us at 817 224-9900

**Best Selling,**

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