

January, 2006

Caponi Performance Group Newsletter

Greetings!

Welcome to 2007! I hope you had a great 2006, have spent some time planning your new year and have also recharged your battery.

A Note on this Month's Topic

A lot of businesses I work with try to pull in every possible deal into Q4 to finish the year on a high note. Many sales people also try to do the same because they've got accelerator clauses in their compensation plans that pay them more for those last deals of the year. Whatever the reason, the challenge for January is the same for most of us; time to rebuild the pipeline.

So this month's article addresses the all important topic of prospecting.

Getting Back to Basics

Barry D.
Caponi



Like it or not, you still have to prospect

The GNP numbers came in for the 3rd quarter right before Christmas and the economy is slowing a bit (2% Growth). That may mean sales in 2007 may be a touch more challenging for us. So when you went through your planning for this year, did you take into account your team may have to find a few more prospects in order to hit your numbers? I don't know who said that 'HOPE' is not a strategy, but they were right.

Prospecting is the life blood for any company in B2B sales. Yes, leads come from advertising and other promotions, maybe even from a telemarketing group that generates leads - but year in and year out the best salespeople hit their quotas because they realized they have to go out and find new people to sell to.

According to the latest numbers in the Sales Performance Optimization Survey of over twelve-hundred companies conducted by CSO Insights this past year, the trend is continuing of more of the responsibility for finding qualified prospects falling on the shoulders of the salesperson.

[Read on...](#)

How many appointments with new suspects do you need?

New improved activity calculator available

Do you know how many appointments with new suspects you need this year to hit your number?

Do you know how many dials you need to make in order to get those appointments? How about how much time you need to carve out of every day to accomplish that?

Can you tell marketing how many leads you need this year to effectively sell what you've been assigned?

In conjunction with Contact Science, one of our partners, we've created an activity calculator (new and improved for those of you who use the old one). It does what I outlined above and much more. See below for how to get a copy for yourself!

\$10,000 for every \$100 invested - Interested?

The results are in!

The results from our new program of combining appointment making skills (Art) and a tool to help with the mechanics (Science) are in and the results and the response has been impressive. We're seeing conservative returns on the investment in our program of 1000% (ten times for those of you who are math challenged!) based on an average sized sale of \$5,000. And by the way, the larger your average sized sale is, the larger that return becomes.

If you're interested in how we can make a claim like that, come join us for a forty-five minute free webinar to hear how the new combined program with our partner, Contact Science, is getting our clients in front of twice the number prospects in the same amount of time...and with less effort! For attending we'll provide you with a copy of our new improved activity calculator to help you figure out what your return could be.

[Read on...](#)

Quotes of the month

"It still holds true that man is most uniquely human when he turns obstacles into opportunities." - Anonymous

"I take rejection as someone blowing a bugle in my ear to wake me up and get me going, rather than retreat." - Sylvester Stalone

"I got a dog and named him 'Stay'. Now I go, 'Come here, Stay!' After a while the dog went insane and wouldn't move at all." - Stephan Wright

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