

Caponi Performance Group Newsletter

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**Need a Speaker
for Your Next
Event?**

"Barry brings spontaneity, fun and customized content that will send your audience home glad they came."

Dear Barry,

Welcome to the January edition of our newsletter. If you've missed us, it's because we've been busy launching a major new part of our business, ColdCalling101!

Everything I'm hearing is pointing to 2009 being a bear of a year. Many of our clients are reporting a measurable slow down in business in Q4 which at the very least is leading to some trepidation about Q1.

To help with that uncertainty, this month's feature article is about five steps you can take now to quantitatively plan what you'll need to do this coming year to address this potential slow down in business.

P.S. Be sure to check us out at our additional website www.coldcalling101.com.

Happy New Year, and as always, good selling...Barry

Five Steps to Quantitatively Meet the Coming Challenge of Selling in 2009

Change is in the air. Not only political change, but economic change. All indications are that we're going to be in for a rough ride for a while.

Albert Einstein once said that the definition of insanity is, "...doing the same thing over and over and expecting different results". If we do what we did in 2008 again in 2009, my guess is that 2009 could very well be a bad year.

So what to do? Read our feature article about five simple steps you can take right now to prepare yourself for the changes you'll need to make in your selling mode.

[Read Article...](#)

Sales Tip of the Month

An idea to make your weekly sales meetings more productive and fun.

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[Link to my Blog on Sales Mecca \(includes Archives\)](#)



[Registration Link](#)

Richardson Chamber of Commerce

Small Business Roundtable

Barry Caponi to speak February 19, 2009

The Five Reasons Why Telephone Prospecting Programs Fail and What to do About it

Anatomy of a Lost Sale

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



Why do sports teams (who profess to play for fun), concentrate on practicing the fundamental skills (Art), and then specific plays (Best Practices), until they are second nature, yet we, who profess to belong to the profession of sales insist on 'winging' it?

When was the last time you had your sales team practice some basic skills during your regular weekly pipeline review sales meetings? Most sales managers feel there is not enough time to do this. They set aside time at the quarterly or annual kick-offs and do some sales training. Well here's an idea that we use in our sales team meetings.

At the end of every sales meeting, we invest 10 minutes in going around the table in what we call 'rapid role play'. We still attain a lot of our business through cold calling, so we apply this technique to that challenge by throwing a typical negative response we hear on the phone. Each rep gets one (including me) and we are expected to use the techniques we've been taught to counter them.

You can choose common objections you hear at closing, ask them what the top three reasons why your customers buy your solution, recite your 30 second commercial, etc. Just ask each rep a question and let him or her answer it with no preparation, just like they'd have to in a sales call or on the phone.

You'll wind up with a team that knows your message better and how to deliver it under pressure!

[• More sales tips...](#)

Quotes and Proverbs of the Month

A little food for thought and humor for your day



Change -

"Less than ten percent of all sales professionals will do anything to improve their skills this year. Will you be one of them?" - Barry Caponi

"Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better." - King Whitney Jr.

A little Steven Wright for you...

"If toast always lands butter-side down, and cats always land on their feet, what would happen if you strap toast on the back of a cat and drop it?"

"I once put instant coffee in a microwave and went back in time."

"I went to the hardware store to buy some batteries - but they weren't included - so I had to buy them again."

Upcoming Free Webinars



The Five Reasons We Fail at Telephone Prospecting (and what to do about it)

Learn why most sales teams struggle to set enough Initial Appointments to make their numbers and what to do about it.

How to better handle a NO response when Telephone Prospecting, plus handling the number one NO of 2009 - No Budget

Our clients are reporting that a very common response to requests for appointments is, "We don't have a budget for that kind of thing right now." Learn how to counter that and still get the appointment.

How many Initial Appointments do we need to make quota in 2009 and the role of ratios?

This topic fits right in with the feature article for January, 2009. It will cover how to figure out how many Initial Appointments are required as well as how to manage our progress through the concept of Ratios.

Best Practice for the 'Canvas Visit with a Telephone follow-up.'

For those of us who first canvas our territories for new leads, this webinar will discuss the most efficient and effective ways to do that.

Click here for more informaton and to register

[Webinar Information and Registration Link](#)

Immediate information is available at www.coldcalling101.com or by phone at 214-483-5800.

Best Selling,

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