

Caponi Performance Group Newsletter

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

contactscience
Metric for success, one contact at a time.

Dear Barry,

Welcome to the July edition of our newsletter. Even if you don't have to cold call, this month's feature article will step you through a simple process to define your Value Proposition.

If you must cold call to survive or thrive though, this article is a must! It's called the ***Three Simple Steps to Create a Powerful Cold Calling Value Proposition (The Reason to Meet)***.

Since less than five percent of the people we call are in the market for what we're selling when we call them, a well thought out Value Proposition is a must.

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

Three Simple Steps to Create a Powerful Cold Calling Value Proposition (The Reason to Meet)

Creating a powerful Cold Calling Value Proposition (the reason for the suspect to take a meeting with us) is actually very simple, but most of us fall into some fairly common traps that limit the effectiveness of our Value Propositions. This article examines how and provides a simple three step Formula to eliminate them.

[Read Article...](#)

Sales Tip of the Month

Expanding on a Theme - 'Echoing'



A Tip on How to Expand a Topic of Conversation

The concept for this tip came from a newsletter I received from Comunispond, a good little newsletter on presentation skills. And since sales is all about communications, occasionally I'll share another one of their ideas with you. You can find them at

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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 September 18, 2008

The Power of Questioning Skills

Surveys consistently show that less than five percent of our universe of suspects is in the market for what we're selling when we call them. However, we all must create opportunities from the remaining ninety-five percent or we shall perish. Creating a prospect from that ninety-five percent category of suspects requires getting them to open their minds to the challenges our Value Proposition

www.comunispond.com.

Too often we either assume we know what someone means by what they say or we just flat miss an opportunity to sell because we don't request the person we're talking with expand on a statement they've made.

An easy to use technique to get them to expand on a statement they make is to do what Comunispond calls 'echoing'.

Let's say you're talking with a prospect or customer. They say something intriguing that gives you a hint of an opportunity for you. When they pause to breathe, echo back what they say, and listen to how much elaboration you get.

For example, the customer says, "We're not sure if we have the right pieces in place to really make this change happen."

You echo, "The right pieces?"

Then listen to how much elaboration you get about what those right pieces are, why they don't have them, what would make the situation better, and what they've tried in the past-all information you need to fully understand the customer's situation the way they see it.

[More sales tips...](#)

Quotes and Proverbs of the Month

A little food for thought and humor for your day



Change -

"It's not that some people have willpower and some don't. It's that some people are ready to change and others are not." - James Gordon

"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...

"The other day I was walking through the woods, I saw a rabbit standing in front of a candle making shadows of people on a tree."

"Ever notice how irons have a setting called PERMANENT press? I don't get it ..."

"On the other hand, you have different fingers."

Free Webinar Offer

addresses.

That requires thought, preparation and solid questioning skills.

Barry Caponi will actually step us through exercises designed to help us think in terms of your Value Propositions and create a series of 'Power Questions' that help turn those suspects into prospects. They will also share with us tools to effectively plan sales calls that will shorten your buying cycles and raise your closing ratios.

Anatomy of a Lost Sale

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



Would you make more money this year if "Dialing for Dollars" was faster, easier and more productive than it was for you last year?

Announcing a joint venture with Contact Science - www.coldcalling101.com. The first resource to provide a **Total Solution for the sales professional who must telephone prospect to make quota**. Whether you are an Independent sales agent or part of a sales team, this solution is what you have been looking your entire career; a personalized combination of skills, Best Practice and software.

Telephone prospecting is an "individual" effort, which is often the difference between success or failure. It may never be the fun part of the sales cycle, but **it doesn't have to be painful or unproductive**. See what telephone prospectors like you (in a variety of industries) are doing to call twice as many targets during their call blocks, to pursue each of them perfectly and dramatically increase the number of conversations they convert into appointments. Also, see why a successful solution to this challenge will have an ROI that is off the charts.

Attend a free, Open Forum Webinar and in 30 minutes learn:

- Why Telephone Prospecting has been so painful and unproductive in the past,
- How a new but proven approach can solve every single issue that makes your prospecting time unproductive. Once and forever.
- How you can give this Total Solution a spin to experience success for yourself.

If you want to "read ahead" visit www.coldcalling101.com. Then, come to the Webinar for details and to ask questions; the microphones will be open.

Click below to register for one of these two free Webinars. Take 30 minutes to see a **real solution to a decades old problem**.

If you cannot keep the Pipeline full without "working the phones," this approach is for you. Whether you **cold call or follow-up leads**, don't spend another year fighting the phone. Make telephone prospecting the revenue engine it is supposed to be.

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

Best Selling,

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