

May, 2007

# Caponi Performance Group Newsletter

## In This Issue

[Getting off on the right foot...](#)

[Sales Tips of the Month](#)

[Quotes of the Month](#)

[Public Workshops](#)

## Quick Links

[Upcoming Webinars](#)

[Newsletter Archive](#)

[Sales Tips](#)

[Resources](#)

[CaponiPG.com](#)

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Don't keep us a secret!

If you think this is a good read, forward it on to those you think can benefit.

If you think we've helped you make more sales and grow your business, send us an email with the name of a colleague we can practice our 'warm calling' on! We'll make it worth your while.

If you've got a good success story from using our techniques,

Dear Barry,

Welcome to the May edition of our newsletter. After the heavy three month installment article on the principles of influence, I thought a short 'how to' article might fit the bill for May. I use email quite a bit and it sometimes consumes me, so here are some tips on how to tame it!

If you're an individual contributor or have a small sales force, don't forget the two public workshops Appointment Making and Questioning Skills coming up on June 7th if you haven't already registered. Both workshops are filling up quickly and we won't do these again until October!

(See bottom of newsletter.)

## Getting Off on the Right Foot in the Morning

How to conquer a major reason your most important tasks of the day never seems to get done



How much do you accomplish each day? Do you turn work around quickly or does it get backed up on your desk, the victim of multiple distractions throughout the day? The most valued employees get things done despite the distractions - and there's no bigger distraction than email. Let's face it; email has many drawbacks despite all its benefits. It saps our energy, drains our creativity and often keeps us from doing what's really important. "It is the world's most convenient procrastination device," cautions Julie Morgenstern, founder of Julie Morgenstern Enterprises, Inc. ([www.juliemorgenstern.com](http://www.juliemorgenstern.com)) and author of *Never Check E-mail in the Morning* (Simon & Schuster, 2004). Here, she says, is how to take control of this communication behemoth.

[Read article...](#)

## Sales Tip of the Month

Are you the *real* decision maker?



One of the most frequent questions I get in our selling skills workshops is: "How can I make sure I'm talking to the decision maker?" Another variation on that is, "How can I find out who the decision maker is?"

First of all, let's review why it's important.

1. Non-decision makers can only say no.
2. Long term business relationships are seldom built with non-decision makers.
3. As Woody Hayes, the legendary coach of the Ohio State football Buckeyes once said about the strategy of passing the football, only three things can happen and two of them are bad. Intermediaries may very well share with you the decision maker's true objectives or intent. However, they are just as likely to either misinterpret or filter (through their own filters) those objectives or intent. Neither of those two latter outcomes is any good. And heaven help you if they are the type to play political football with you as the football.
4. You only have a certain number of hours granted to you by our Creator to sell each year. Waste them on the wrong opportunity that won't ever close, and you can never get them back to apply elsewhere. The sooner you know for sure someone won't buy, the sooner you can move on to something else. The best person who can *truly* say yes or no for the *right* reasons is the decision maker.

Second, how do you get past the intermediary without upsetting them? Answer:

1. Do everything you can to make your end run palatable, but if you're not going to sell to them anyway, why worry too much about it? If you've got a solid value proposition that will resonate with the decision maker, don't worry about what an intermediary thinks.
2. Find out the intermediary's win in a successful acquisition of your solution and sincerely play to that. If that doesn't work; like I said, don't worry too much about it. You're not being paid to keep everyone happy. You're being paid to sell.

Third, how do we do it?

1. Ask the person you're talking with to answer the following past based question:

"When your organization made a decision to make a purchase like this the last time, what was the process you followed to make that decision?"

2. If you ask good follow up questions to their answer, including the one that asks who signed off on the order, you should be able to ferret out the decision maker.
3. Don't forget to ask if that's the way they're doing it now (present based question) and if they envision that's the way they'll do it on this purchase (future based question). Don't assume anything...
4. By the way, if the person you're talking to can't answer this question you are mostly likely talking to someone new to the organization or certainly is not the decision maker. Knowing either one of those things is valuable information.

Why does this past, present, future questioning process work? If you ask a past based question early in the buying cycle, people will answer it because:

1. They like to show off their knowledge and position in the process (particularly the ones who are controlling - which are the ones that are the problem).
2. The real quest behind this question is veiled when you ask it in this fashion because the question seems to not be specific to this sales situation.
3. Past based questions are not as threatening as present or future based questions.

[More sales tips...](#)

## Quotes of the Month

### Decisions



"The more alternatives, the more difficult the choice." - Abbe D'Allanvial

"It is our choices...that show what we truly are, far more than our abilities." - J.K Rowling

"An executive is a person who always decides; sometimes he decides correctly, but he always decides." - John H. Patterson

"A weak man has doubts before a decision; a strong man has them afterwards." - Karl Kraus

"Accept that some days you're the pigeon, and some days you're the statue." - Anonymous

## Public Workshops Announcement

On June 7th, in Addison we'll be putting on our half-day versions of our popular Appointment Making and Questioning Skills Workshops. Register before the end of the month and get as much as a 33% discount!



These contain the same content that our full or multi-day versions contain (minus the exercises and role-plays). If you'd like to polish the all important skills of setting appointments and / or questioning skills, click below for more information.

[Click here for more information](#)

**MAKE it a great day,**

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