

# Caponi Performance Group Newsletter

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## Greetings!

Welcome to the October edition of our newsletter.

What's in your pipeline right now? If your buying cycles are sixty to ninety days long, you've got to get selective about what you're working on to close before the end of the year. If you start something now, you'll have to be very focused and efficient to get it closed before the end of the year. Remember, December is only about a half a month to sell in and you'll effectively lose a week in November.

That's not all bad news (unless you're behind on your number). Think about what January can look like if you start filling that funnel right now for 2008.

And if you are looking for a little extra edge to finish off 2007 with a bang or get 2008 started off right, I've got three ideas for you.

1. See the **Sales Tip of the Month**;
2. See the **Feature Article**; and
3. **I'll be speaking** at the Richardson Chamber of Commerce Business Breakfast Series on November 15th. The topic is THE CHALLENGE OF SETTING AGGRESSIVE YET ATTAINABLE SALES GOALS - The Top Six Things every sales manager or business owner should know and the (Free) TOOL they should all have.

**See details below or at left.**

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



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Richardson Chamber of Commerce

Small Business Roundtable

November 15th - Barry Caponi will speak

THE CHALLENGE OF SETTING AGGRESSIVE YET ATTAINABLE SALES GOALS - The Six Things Every Sales Manager (or Business Owner) Should Know Before Setting Revenue Goals for Next Year

## WII FM - 'What's In It For Me?'

Are you delivering your value proposition from your perspective or your suspects?



Are you an easy listening fan, a classical music, hard rock, soft rock, or rap fan? Let me share with you my favorite. It's WII FM. It's very difficult to find for some reason, although it's playing in every market in the country. I don't care if you're in Chicago, Miami or Gun Barrel City (that's in Texas if you hadn't guessed). It plays whatever you want to hear. As a matter of fact, that's the whole point of WII FM. You see, WII FM stands for 'What's in it for me?'

[Read article...](#)

## Sales Tip of the Month

People retain what you say much better when the message comes in a story



So don't forget the stories. One of the best ways to communicate your capabilities as well as build credibility is to tell stories regarding successful implementations of your product or service. It is proven that people better remember the facts that are interwoven into stories that relate to them than when related as bare facts.

In your next sales meeting, make the time to brainstorm a success story that relates to a particular situation that you come upon when selling. Remember, prospects want to know two things: what can you do for them and can you do it.

And since we're into Q4, why not pick a topic that can help you close something in your funnel right now? Make sure your stories include both and relate to the situations you run into 80% of the time.

[More sales tips...](#)

## Quotes and Proverbs of the Month

### Corporate Lessons with a Little Humor



Thanks to my friend, Jack Miller, for these thoughts...

### **Corporate Lesson No. 1**

A sales rep, an administration clerk, and the manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out. The Genie says, 'I'll give each of you just one wish.' 'Me first! Me first!' says the admin. clerk. 'I want to be in the Bahamas, driving a speedboat, without a care in the world.'

Poof! She's gone.

'Me next! Me next!' says the sales rep. 'I want to be in Hawaii, relaxing on the beach with my personal masseuse, an endless supply of Pina Coladas, and the love of my life.' Poof! He's gone. 'OK, you're up,' the Genie says to the manager. The manager says, 'I want those two back in the office after lunch.'

Moral of the story: Always let your boss have the first say.

### **Corporate Lesson No. 2**

A crow was sitting on a tree, doing nothing all day. A rabbit asked him, 'Can I also sit like you and do nothing all day long?'

The crow answered: 'Sure, why not.'

So, the rabbit sat on the ground below the crow, and rested. A fox jumped on the rabbit and ate it.

Moral of the story: To be sitting and doing nothing, you must be sitting very high up.

### **Corporate Lesson No. 3**

A turkey was chatting with a bull. 'I would love to be able to get to the top of that tree,' sighed the turkey, but I haven't got the energy.'

'Well, why don't you nibble on my droppings?' replied the bull. 'They're packed with nutrients.'

The turkey pecked at a lump of dung and found that it gave him enough strength to reach the lowest branch of the tree. The next day, after eating some more dung, he reached the second branch. Finally after a fourth night, there he was proudly perched at the top of the tree. Soon he was spotted by a farmer, who shot the turkey out of the tree.

Moral of the story: Bull\*\*\* might get you to the top, but it won't keep you there.

**Best Selling,**

Barry D. Caponi

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