

May, 2008

# Caponi Performance Group Newsletter

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## Greetings!

Welcome to the May edition of our newsletter. This month's feature article is about good old fashioned prospecting, how to go about it and a new networking site that is the best I've seen! (It can be found at [www.myn10.com](http://www.myn10.com).)

If you'd like to hear me speak on the topic of cold calling and setting appointments in person, mark your calendar for May 15th at the Richardson Chamber of Commerce Small Business Roundtable Breakfast (see left-hand panel for details).

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

## Getting Back to Basics - Three Ways to Find New Prospects Introducing a Brand New Way to Network

There are signs all around us that the economy is slowing down. I attended two economist's talks in Q1 and both predicted a slowing in the first half of the year. With the election looming, it is in one party's favor to talk up a recession and that could become a self-fulfilling prophecy. That could mean sales in 2008 may be a touch more challenging for us. So when you did your planning for this year, did you take into account your team may have to work harder to find a few more prospects this year? I don't know who said that 'HOPE' is not a strategy, but they were right.

[Read article...](#)

## Sales Tip of the Month

Chasing too many of the Wrong Opportunities?



## Developing the Ultimate Sales TIP

What exactly is a TIP, and how does it work? In his book *Getting the Second Appointment*, author Anthony Parinello describes this sales weapon as, "a tool that helps you to eliminate individuals and organizations that are likely to waste your time." TIP stands for Template of Ideal Prospects, and it works to qualify your sales leads by comparing your current prospects to the qualities you see in your top current customers.

### Here's how you can create your own TIP sheet:

Take your company's current customer list and study it very closely. You may need to break the list down into sub-groups, industries or niches in order to get the best understanding of what lies at the core of each company.

[Registration Link](#)

**Richardson Chamber  
of Commerce**  
**Small Business  
Roundtable**

**Barry Caponi to speak  
May 15**

How to Reduce Your  
Need to Cold Call

But if You Must - Learn  
How to:

- Make More Dials  
in Less Time
- Get Through to  
Decision Makers  
More Often
- Convert More  
Conversations  
into  
Appointments

**Anatomy of a Lost Sale**

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

Ask yourself: What do my company's best, biggest, and most profitable current customers have in common? Then write down your answers this question for each top current customers, being very detailed and deliberate about what you record.

Develop a worksheet that lists these common factors, along with a way to record whether your prospective customer meets that criteria. The longer the list of common factors, the more accurately and completely you will be able to prequalify your prospects.

Once you have created your TIP sheet, you can begin filling it out for your prospects. In the beginning, it is best to only spend your energy pursuing the prospects that meet all of your criteria. Remember, the criteria you have established was gathered from your top current customers, and offers a reflection of the type of companies you want to do business with. Don't compromise on what you deem to be most important.

If you have been wasting your time tracking down lukewarm leads and prospects, this TIP sheet is sure to give you a fresh perspective on landing hot sales.

[More sales tips...](#)

## Quotes and Proverbs of the Month

### A little food for thought and humor for your day



### **Risk - Are you willing to take the proper risks in your career or life?**

"If you're never scared or embarrassed or hurt, it means you never take any chances." - Julia Sorel

"There are risks and costs to a program of action. But they are far less than the long-range risks and costs of comfortable inaction." - John F. Kennedy

"Our lives improve only when we take chances - and the first and most difficult risk we can take is to be honest with ourselves." - Walter Anderson

### **A little Steven Wright for you...**

"Did you sleep well? No. I made a couple of mistakes."

"When I turned two I was really anxious because I'd doubled my age in a year. I thought, if I keep this up, by the time I'm six, I'll be ninety."

"I spent all my money on a FAX machine. Now I can only FAX collect."

## Free Webinar Offer



**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](http://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 folks during their call blocks, to pursue each of them perfectly and to 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](http://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](http://www.coldcalling101.com) or by phone at 214-483-5800.

### **Best Selling,**

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