

Caponi Performance Group Newsletter

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Dear Barry,

Welcome to the February/March edition of our newsletter.

In the last edition of the newsletter we talked about the five steps we should be following to prepare ourselves for a challenging 2009. In this edition, we're going to address the age old question of who should be setting the Initial Appointments that start a buying cycle: the sales team or someone else.

There are only three sources for Initial Appointments (lead generation programs, referrals and networking plus cold calling). Our clients are reporting back to us that their lead generation program results are almost non-existent this year. Referrals and networking never generate enough. So what's the fail-safe alternative? Cold calling. And this month's article talks about who should make those calls.

If you've not got a way to measure success and progress in this area, please call us. Our clients are reporting back that their sales are actually up and they've been able to accurately track the appointment making performance of their sales team for the first time. Let us share with you how they've accomplished that.

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

As always, good selling...Barry

Who Should be Making those Appointment Making Calls?

Companies that depend on setting appointments with new potential customers over the telephone often outsource the critical 'setting of Initial Appointments' piece of their sales process. While this decision takes direct control of their success out of their hands, they believe the alternative is riskier.

[Read Article...](#)

Sales Tip of the Month

How to increase the odds of a suspect opening their mind to our solution more often in 2009. (See webinar on this topic - the number one 'NO' of 2009.)



Why are our suspects not responding to our advertising and marketing programs enough in 2009? The answer is simple if we ask ourselves why **we're** not responding to the same type of marketing this year. We've got less time than before (smaller staffs, perhaps?) and we're not spending money on anything that is not critical to our success.

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

Richardson, Texas
CHAMBER of COMMERCE

[Registration Link](#)

Next Event - Debbie Mrazek/The Sales Company

Getting Referrals - the Six Degrees of Separation

March 19, 2009

Richardson

There are only three sources for Initial Appointments

1. Marketing Programs
2. Referrals & Networking
3. Cold calling

Come hear how to increase the appointments generated through referrals

[Anatomy of a Lost Sale](#)

[What are the Most Common Reasons we Lose Sales and What to Do About it](#)

Notice I didn't say we're not spending money on anything. We're just being more careful where we invest our time and money. We've stopped paying attention to those sources of information we used to look at for ideas and are more internally focused.

In order to get more buying cycles going with suspects who we believe we can help, we've got to ask ourselves why we believe we can help them. The answer is that we've helped others just like them, right? We've seen it work and heard our clients (customers) rave about it.

To get people to think about what we sell with an open mind, we've got to ask two types of questions. Both gets them beyond the 'Status Quo' and into an altered emotional state (people buy on emotion). The first type of question gets them to think about the challenges they've got that we have successfully helped others with and the second is about the benefits others have received from using our solution.

If you are 'telling' people how you can help them, it is mostly falling on deaf ears right now more than ever. Dr. Robert Cialdini, author of *Influence*, says that we're all lemmings and would prefer to follow what others have successfully done. So stop telling people what you can do for them. Offer to tell them what you've successfully delivered to others like them. And in order gain that audience, ask them questions that make them open to those stories.

If you'd like help with that, tune into our 'No' webinar listed below.

• [More sales tips...](#)

Quotes and Proverbs of the Month

A little food for thought and humor for your day



Life Lessons - Thanks to my dad for this message.

2009 is not the easiest of years, so I thought you might appreciate a philosophy for this month.

"The happiest people don't have the best of everything. They just make the best of everything they have. - Anonymous

Live simply, live generously, care deeply, speak kindly, and remember; the richest person is not the one who has the most, but needs the least." - Anonymous

A little Steven Wright for you...

"I saw a sign at a gas station. It said 'Help Wanted'. There was a another sign below it that said, 'Self-Service'. So I hired myself. Then I made myself the boss. I gave myself a raise. I paid myself. Then I quit."

"I have a map of the United States. It says scale: 1 mile = 1 mile."

"I got pulled over by a cop, and he said, 'do you know the speed limit here is 50 miles per hour? So I said, 'That's okay, I'm not going that far.'"

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 information 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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