

January, 2008

Caponi Performance Group Newsletter

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THE SALES SUCCESS RESOURCE CENTER

Dear Barry,

Welcome to the January edition of our newsletter. No matter whether you had a great 2007, struggled or are brand new to sales, we're all starting out at the same place with the advent of the new year.

Remember, each of us wakes up each morning with exactly the same number of hours to invest that day. You can invest them wisely or squander them. But no matter which you choose to do (or let things choose for you), you can never get those hours back again.

Have you gone through the exercises we suggested in the featured article to determine where to improve your performance in 2008?

This month's article will help you think about leveraging the most important sales tool ever invented.

And to help you improve your performance this year, we've added a new capability - live web-based training. The first workshop we're now offering over the web is a five session appointment making workshop. The second we'll start offering second quarter will be a questioning skills workshop. Check out our website by clicking on the following link for more information. [Workshops](#)

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

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Richardson Chamber of
Commerce

Small Business Roundtable

January 17th

How to Build and Maintain
Customer Loyalty

VP of Human Resources

Sewell Family of Dealerships

The Most Powerful Sales Tool Ever Invented

And it won't cost you a dime



Over the last fifty or sixty years there has been an explosion in the development of sales productivity tools. The computer really began fueling that explosion. With it, we could store, manage and mine data much more rapidly. The cell phone and the Internet then allowed for us to communicate that data much more rapidly and from virtually anywhere. Sales force automation tools that followed the computer allowed us to handle much larger territories and many more customers or prospects simultaneously. If we wanted to, we could also include the evolution of the automobile and airplane which provided us the ability to get around more quickly and economically.

In my opinion, none of those however, hold a candle to the granddaddy sales tool of them all; the question.

[Read article...](#)

Sales Tip of the Month

Emotion sells so don't forget to know the personal aspects of a sale



Even with highly technical solutions, people buy with emotion. They buy from people they like, or as Dr. Robert Cialdini says, from people they think also like them. They buy because the solution makes them sexy, more sophisticated, more likely to get a promotion; hit a requirement for a bonus, etc. Don't just rely on the technical aspects of your solution to sell. Have success stories to tell about how your solution helped someone else with the same set of challenges. And don't forget to ask questions to determine how emotion will play in this decision.

[More sales tips...](#)

Quotes and Proverbs of the Month

A little food for thought and humor for your day



Two boll weevils grew up in South Carolina. One took off to Hollywood and became a rich star. The other stayed in Carolina and never amounted to much - and naturally became known as the lesser of two weevils.

Did you hear about the Buddhist who went to the dentist, and refused to take noocain? He wanted to transcend dental medication.

Two Eskimos in a kayak were chilly, so they started a fire, which sank the craft, proving

the old adage you can't have your kayak and heat it too.

A little Steven Wright for you...

"When I'm not in my right mind, my left mind gets crowded."

"Everyone has a photographic memory. Some just don't have film."

"Many people stop looking for work when they find a job."

Learn the secret of the pros - The Appointment Making Formula™ - A Simple Four Step Formula to More Effective Appointment Setting

The Appointment Making Formula™ (*The Formula* for short) workshop is now being offered over the web in an instructor lead five session format. Each session runs 90 minutes. The next workshop will begin on Tuesday, February 5th at 4:30 PM. The five session workshop will run on consecutive weeks through March 4th.

This is the same successful program that has been used by successful sales forces across the nation to increase the number of Initial Meetings being set by 40% or even 100% when coupled with our suggested 'Science' and 'Best Practices' components.

The approach most appointment making methodologies employ is to have you concentrate the majority of your effort on your message and then teach you to handle those first objections you receive with logic ("You'd be interested in saving money, *wouldn't you*, Mr. Suspect?"). The problem with that approach is that it doesn't work as well as you think it should. That is because until you get your suspect beyond the initial 'knee jerk' reaction of saying anything (including lying) to get you off the phone, logic has no place in **their** thinking. So, unless you really do have something they can't live without, (which would mean you'd be an order taker and making a lot less money), you've got to get them to stop thinking about how to get you off the phone for a moment and open their mind to a short conversation before applying any kind of logic. The 'Art' contained in **The Formula** does exactly that.

The Caponi Performance Group has developed a unique and holistic approach that addresses both the 'Art' (we call it **The Formula**) of the challenge through a simple easy to follow, template based system; and the 'Science', or the mechanics of the process through an optional web-based application designed specifically for the challenge of appointment setting called 'Klpz'. The result of applying both is a set of 'Best Practices' specifically designed for the challenges of **your environment** that work. **The Formula** is based on many of the industry's brightest minds, constant feedback from our clients about what is working in today's rapidly changing sales environment and the psychology of how suspects respond to sales people in selling environments based on years of work portrayed by Dr. Robert Cialdini in his book, *Influence*, which addresses why people tend to comply with the request of others.

Special Early Bird Price: \$395 (prior to January 18th)

List Price: \$495

Call us to register at 817 224-9900

Best Selling,

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