

March, 2007

# Caponi Performance Group Newsletter

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## Greetings!

Welcome to the March edition of our newsletter. We hope you like our new look. We tried to clean it up and make it an easier and quicker read for you. Let us know what you think!

One last thought for you before we begin...the clock is ticking. We're almost through the first quarter. Are you on track to hit your goals?

## The Six Principles of Influence

The Principles of Scarcity plus Authority and Credibility



This is the second of a three part series based on Dr. Robert Cialdini's book and companion CD, *Influence*. In it, he talks about the research he did on why people comply with the requests of others. As sales people, it is our business to ask people to do things for us; meet with us, answer our questions, think differently about a situation than they might have ever done before, and, of course, make the decision to use our solution.

I've taken Cialdini's Six Principles of Influence and applied them to selling situations. In other words, how can we apply his research to selling situations we're in every day.

[Read article...](#)

## Sales Tips of the Month

### Handling Rejection



Ever met with a prospect that **assured** you that they would be purchasing from you soon when you left a meeting with them only to have them refuse to answer your follow-up phone calls and emails? It's happened to us all if we've been selling any length of time.

Here are some tips for handling the situation:

1. Don't take it personally. Some people just don't know how to say 'No' to us face-to-face. (If you've ever sold into Asia, you **really** know what I mean.)
2. The best way to not dwell on it, though, is to have a full pipeline. You'll be too busy working on the next sale. And if you don't have a full pipeline...get back on the phone and fill it.
3. One last preventative measure you've heard me talk about before. Did you ask for a specific time and date for the Next Calendar Event before you left the last meeting? If you're not doing that, start doing so. If they hem and haw when you ask for it, you've got an opportunity to handle the objection right then and there.

[More tips...](#)

## Quotes of the Month



"Nothing changes until you do." - Brian Dodge

"It is not what you know, it's what you use that makes a difference." - Anonymous

"The trouble with being punctual is that nobody's there to appreciate it." - Franklin P. Jones

**Best Selling,**

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