



HIGH PERFORMANCE SELLING

MODULE 2

The Winning Edge

INTRODUCTION

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The Winning Edge

Why are some people more successful than others?

This question has been studied for many years. More than four thousand books have been written and hundreds of training programs have been developed.

Tens of thousands of sales calls have been carefully monitored to identify the key traits, qualities and behaviors of top salespeople in every industry.

In this lesson you will learn the critical elements that separate the top performers from the average performers in every field.

“Success is the
maximum utilization
of the ability that
you have.”

~ Zig Ziglar

THE WINNING EDGE

1. The Winning Edge Concept says that “small differences in ability can lead to large differences in results:”
 - a. A horse that wins by a **nose** wins ten times the prize money of the horse that comes in second by a nose;
 - b. Is the horse that wins ten times faster? Twice as fast? Ten percent faster?
 - c. Salespeople who get the sale are usually only a little bit better than the salespeople who lose it.

2. In every sales organization and industry, there are some salespeople who earn **ten** times as much as others:
 - a. They sell the same product or service;
 - b. They sell out of the same office with the same sales materials;
 - c. They sell at the same prices, against the same competition.

3. One of the most important skills for personal improvement is contained in the concept of “**Key Result Areas (KRAs)**:”
 - a. These KRAs are “critical” because they account for success and failure;
 - b. There are seldom more than five to seven KRAs in any job, including sales;

- c. By improving in each Key Result Area, you can dramatically improve your overall results.

4. There are seven Key Result Areas in selling:

- a. *Prospecting* — filling your “sales pipeline” with people who can and will buy within a reasonable period of time;
- b. *Developing Trust and Rapport* — getting to know the prospect so that he or she likes and trusts you;
- c. *Problem Identification* — clearly identifying the customer’s exact problem or need that your product or service can satisfy;
- d. *Presenting* — the orderly, logical process of showing the prospect that your product or service is **ideal** for his/her situation;
- e. *Answering Objections* — properly responding to the normal sales resistance and misgivings that each prospect has with regard to a new product or service;
- f. *Closing the Sale* — overcoming inertia and hesitation, and getting the prospect to make a firm commitment to take action on your offer;
- g. *Getting Re-sales and Referrals* — taking good care of your customer so you get re-sales and asking both customers and non-customers for referrals.

Discovery: Your weakest KRA determines your level of sales success.

5. The **Vital Functions Method** of analyzing a sales performance shows you how to increase your sales productivity:
 - a. A vital function, like heart rate or brain wave activity, is a key indicator of the health of the individual;
 - b. Failure of a vital function of the body leads to the death of the individual;
 - c. Failure in a vital function in selling can lead to failure in a sales career.

6. It is possible to **double your sales** in the next twelve months by making small, incremental improvements in your Key Result Areas of selling, in the vital functions of what you do:
 - a. Give yourself a grade of 1.0 in each of the seven areas discussed above;
 - b. Make a decision to improve by 10% in each of those areas in the next twelve months;
 - c. Because each KRA affects every other area, your gains will be geometrical.

7. At the end of twelve months, you will be 10% better in each of your KRAs of selling:
 - a. Your score will improve from 1.0 to 1.1 in each area;
 - b. When you multiply 1.1×1.1 seven times, the result is 1.94, virtually doubling your productivity!

- c. You can double your sales by simply doubling your ability in any one area.
8. To become 10% better in each area, you only have to become .8% better per month or 2% better per week:
- a. The fastest overall improvement comes from improving in your weakest area;
 - b. Key question: “What one sales skill, if you were absolutely excellent at it, would help you the most to increase your sales?”
 - c. Your weakest KRA determines the **height** at which you use all your other skills;
 - d. Make it a personal project to upgrade your key selling skills in vital functions.
9. There are four keys to developing the winning edge and becoming a top sales performer in your field:
- a. *Definition* — be absolutely clear about the KRAs of your selling;
 - b. *Decision* — set a goal to be among the best in your field by becoming better in each KRA, starting with your weakest area;
 - c. *Planning* — determine your course of study, including the books you will read, the audio programs you will listen to and the courses you will attend;
 - d. *Practice* — resolve to get a little better every single day.

- 10.** The key to success is to approach your selling work professionally, scientifically and systematically:
- a. Find out what other top performers do in their Key Result Areas;
 - b. Take action every single day in the direction of superior sales performance.
 - c. Resolve to be the best, to join the top 10% and never quit until you achieve your goal.

The “Winning Edge Concept” has been used by thousands of salespeople to go from rags to riches, and from frustration and failure to success, satisfaction and high earnings in their fields.

Selling is a profession and is amenable to a professional approach.

Break down your activities into their separate elements and make a plan to become excellent in each individual part.

The result of continuous improvement over time will enable you to become one of the best salespeople in your field.

Now, here are some questions you can ask and answer:

1. Name three of the Key Result Areas of modern selling.
2. What three things could you do, starting today, to spend more time with better prospects?
3. What are the three greatest obstacles to getting through to the decision-maker?
4. What three problems does your product or service solve for the majority of your customers?
5. What are the three most important reasons why someone should buy your product or service in comparison with your competition?
6. What are the three major objections you receive to purchasing your product or service?
7. What one skill, if you were excellent at it would help you the most in your sales career?

What one action are you going to take immediately as a result of what you have learned in this lesson?

Now, stop the lesson at this point and answer these questions:

1. Name three of the Key Result Areas of modern selling:

1) _____

2) _____

3) _____

2. What three things could you do, starting today, to spend more time with better prospects?

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2) _____

3) _____

3. What are the three greatest obstacles to getting through to the decision-maker?

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4. What three problems does your product or service solve for the majority of your customers?

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6. What are the three major objections you receive to purchasing your product or service?

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7. What one skill, if you were excellent at it would help you the most in your sales career?

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What one action are you going to take immediately as a result of what you have learned in this lesson?
