

1-ON-1 SELLING[™] JOURNAL

KELLY S. RIGGS

1-on-1 Publishing, Inc.

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ABOUT 1-ON-1 SELLING™

The *1-on-1 Selling™ Journal* is the companion guide to . . .

Quit Whining and Start SELLING! ***A Step-by-Step Guide to a Hall of Fame Career in Sales***

To order your copy, please visit www.1-on-1Selling.com
or download from Amazon or iBooks.

1-on-1 Selling™ is a sales philosophy and methodology outlined in the book *Quit Whining and Start SELLING!*, by Kelly Riggs. Whether you are a sales veteran or just getting started in the sales profession, the principles and practices outlined in 1-on-1 Selling™ will help dramatically improve your selling skills, help you achieve your sales goals, and significantly increase your income!

Learn how to:

- Identify more high-value, high-probability sales opportunities
- Consistently win more deals at better margins
- Forcefully differentiate your product or service
- Create a more powerful and compelling sales presentation
- Gain control of your most valuable resource—your time
- **Crush your goals and outperform the competition!**

1-on-1 Selling™ is a step-by-step approach to selling that creates real and replicable results.

“With so many sales books in the market, it’s almost impossible to say something new. In *Quit Whining and Start SELLING!*, Kelly Riggs has done the impossible. The advice in his book is compelling, valuable, and no-nonsense. The section on sales presentations alone is worth far more than you’ll pay for this book. Don’t hesitate. Pick up this book now—and read it.”

— **Michael McLaughlin**
Author of *Winning the Professional Services Sale*
and founder of Mindshare Consulting, LLC

1-on-1 Selling™

Process and presentation skills that create high-performance salespeople.
For more information, email kelly@vmaxpg.com or visit www.1on1Selling.com.

MODULE #

HOW TO USE THE 1-ON-1 SELLING™ JOURNAL

The 1-on-1 Selling™ Journal is designed to be used by salespeople *and* sales managers. Both will get the most from this journal if they read and reference *Quit Whining and Start SELLING!* as they progress.

Section 1 includes a set of practical tools that provide you the opportunity to identify those selling skills you may need to develop, to set your performance goals (it is very hard to hit what you're not aiming at), and to identify your KEY and TARGET accounts.

Section 2 includes 12 short lessons (one for each month of the year) with one or more Action Steps for you, or your team, to complete. This section of the journal is designed to highlight a mission-critical topic that will help you create a focused plan for the month. There is no need to wait until January—get started in any month of the year!

To further reinforce each monthly sales lesson, there are four pages (one for each week of the month) that use a powerful business quotation to highlight a key idea or concept that is important to your selling success.

Finally, at the end of the journal you will find 20 blank note pages that you can use to record client meeting notes, jot down sales ideas, or simply keep track of your sales journey.

FOR SALESPEOPLE

If you are a salesperson using this journal on your own, it means you care a great deal about your success, and you are working hard to develop the skills that will lead to greater achievement and more income. I encourage you to purchase the companion book to this journal: *Quit Whining and Start SELLING! A Step-by-Step Guide to a Hall of Fame Career in Sales*, available in soft cover at www.1on1Selling.com, or in eBook format at Amazon.

Make this journal your creative center—keep track of new ideas, success stories, and any other information that will make you more valuable in your industry. Write down the things that work and the things you learn when you miss a sale. Most importantly, write down your goals each and every month, because a goal that isn't written down and planned out is simply a dream.

FOR SALES MANAGERS

Use this journal as the centerpiece of your monthly or weekly sales meetings, using the monthly exercises or the weekly quotations as a guide. I encourage you to also purchase *1-on-1 Management™: What Every Great Manager Knows That You Don't*, available at www.1on1Management.com.

Becoming an effective sales manager means more than teaching your people how to sell—it also means you must become an effective leader and coach. You can use both books and this journal to do exactly that!

SECTION 1

PRACTICAL TOOLS

“I find it useful to remember [that] everyone
lives by selling something.”

— *Robert Louis Stevenson (1850-1894)*

I. 1-ON-1 SELLING™ SKILLS—GAP ASSESSMENT (PART I)

Complete the 1-on-1 Selling™ Gap Assessment below. For each critical selling skill, rate how important you believe that skill to be in achieving sales success (1–Low Importance, 5–High Importance). Then, rate how effective you believe you are in implementing that skill. The difference in the two numbers can be recorded as your “Performance Gap.” Identify your top 3 or 4 gaps by circling those numbers, then go to the next page.

Selling Skills	Importance of Skill						Your Effectiveness					Performance Gap
	1	2	3	4	5		1	2	3	4	5	
Understanding your competitive advantages	1	2	3	4	5		1	2	3	4	5	
Qualifying opportunities effectively	1	2	3	4	5		1	2	3	4	5	
Reaching the decision maker	1	2	3	4	5		1	2	3	4	5	
Identifying and assessing needs	1	2	3	4	5		1	2	3	4	5	
Discovering buying motivations	1	2	3	4	5		1	2	3	4	5	
Creating effective dialogue	1	2	3	4	5		1	2	3	4	5	
Using active listening skills	1	2	3	4	5		1	2	3	4	5	
Resolving issues (handling objections)	1	2	3	4	5		1	2	3	4	5	
Presentation skills	1	2	3	4	5		1	2	3	4	5	
Closing the sale	1	2	3	4	5		1	2	3	4	5	
Dealing with price issues	1	2	3	4	5		1	2	3	4	5	
Effective post-call follow-up	1	2	3	4	5		1	2	3	4	5	
Building strong customer relationships	1	2	3	4	5		1	2	3	4	5	
Sales Process Skills												
Written sales goals	1	2	3	4	5		1	2	3	4	5	
Clear call objectives	1	2	3	4	5		1	2	3	4	5	
Time management skills	1	2	3	4	5		1	2	3	4	5	
Territory management and planning	1	2	3	4	5		1	2	3	4	5	
Account development/penetration	1	2	3	4	5		1	2	3	4	5	
Networking and Personal marketing	1	2	3	4	5		1	2	3	4	5	

Rank Importance and Effectiveness from 1 (Low) to 5 (High)

Record the gap between the two rankings (Example: -2)

Circle the top 3 or 4 areas you need to address

I. 1-ON-1 SELLING™ SKILLS—GAP ASSESSMENT (PART II)

1. Below, list your 4 most significant “performance gaps” from Part I.
2. Beneath each skill listed, develop a list of ideas to pursue to improve the skill. Consider each of the following: books, webinars, seminars, sales managers, colleagues, local “experts.”
3. Now, create a detailed plan to improve these skills. Set specific goals. Create a timeline.

1.	2.
3.	4.

II. SETTING YOUR PERFORMANCE GOALS (PART I)

I would suggest that most of the keys to your sales success are contained in the idea of a *treasure map*. First, the treasure map represents both the objective and the plan. It provides the route you need to take to find the treasure, and the actual location of the treasure, which, of course, is clearly marked with a big "X." However, a map does more than that; it also provides orientation (which way is north?), it gives a sense of distance (how far must we go to reach the treasure?), and it provides landmarks along the way. All these components are necessary parts of the specific sales plan you need to reach your ultimate objective.

If you don't have a "sales map," you are probably guilty of one of the more common mistakes committed by average salespeople: to "just go out and just start making calls." The plan, if you can call it a plan, is simply to go out and start calling on existing customers and following up on leads or referrals or some other source of new contacts. After all, isn't that what a salesperson is supposed to do? Go out and 1) call on customers and 2) try to create new ones?

Of course, the simplistic answer to that question is "yes," but give this exercise some thought: Imagine taking a trip to Gettysburg, Pennsylvania using that same mindset. Sure, you've heard of this historic site, but would you just get in the car and take off in the right general direction, sure that you would find it *eventually*? Unless you know exactly how to get there, this exercise would prove futile at some point.

I assume you get the idea. Without a clear destination and a plan to get there, it is difficult to measure success, make corrections, or even know if what you are doing is helping you move towards your ultimate destination. Most likely, what you need to get to Gettysburg is a map—a tool that shows you where you are going *and* how to get there.

Salespeople soon find out that there is much more to sales success than being a smooth talker. The competition is too good, the customers are too savvy, and the boss is too impatient. My experience is that the best salespeople have a clear understanding of where they are going and how they are going to get there.

- What is your sales objective for this year? This represents the big "X" on your map, the treasure you are diligently trying to find.
- What are your sales goals for each quarter (and those to follow)? These are your landmarks along the way.
- Where will you get the sales to reach your objectives? Have you identified which product lines you must sell? Have you identified specific new accounts to call on? Do you know which accounts you must work hard to keep (your KEY accounts)? These details represent the orientation your "map" provides before you begin searching for treasure.

Use the chart on the following page to help define your sales objectives.

SECTION 2

MONTHLY LESSONS

“There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper, and the people who consider price alone are that person’s lawful prey.”

— *John Ruskin (1819-1900)*

WHY SHOULD I BUY FROM YOU?

The truth is, if you can't answer this question effectively, it is costing you thousands, perhaps tens of thousands, of dollars. Understanding what differentiates your company and your products from your competitors is an essential aspect of positioning your company. In the book *Creating Competitive Advantage*, authors Jaynie L. Smith and William Flanagan identify the critical necessity of differentiating your product or service to your prospects:

If your sales force goes out with a list of attributes that your competitors can match or exceed, you are courting disaster. (In fact, that is the principal reason so many sales calls don't result in closings or why salespeople resort to price as a tiebreaker.)

Find out exactly what you provide that the other guy doesn't and harp on it. Explore what that advantage means to the customer.

My experience is that very few salespeople, in the absence of effective sales training, understand how to create this differentiation in the mind of the customer. Most will simply recite the features of their product and, like their competitors, offer the unsubstantiated claim that it is the best in the industry. Here, however, is the sobering reality: even if your product is the best in the industry, an effective competitor can find something their product or company can provide that yours cannot, and, in differentiating themselves, can persuade your customer to buy from them, *especially* if their price is a little better than yours.

Note that just because your product's feature list is a little better than your competitor's does not mean that a customer will automatically discern those benefits that make your product better for them. Nor does it



guarantee that a customer will buy from you. Instead, you need to become much more effective in differentiating your product offering and creating a compelling case for making a change.

THE TIPPING POINT

In his best-selling book *The Tipping Point*, author Malcolm Gladwell examines the process of change and why it often appears to happen quickly and unexpectedly. He describes the "tipping point" as that critical point in time when something reaches "epidemic" proportion; when a specific behavior becomes "contagious." This concept is an excellent lead-in for a discussion as to when and why a customer decides to buy your product or service. Specifically, what is the "tipping point" for a customer; the point at which the scale tilts in your favor and results in a sale?

The short answer is contained in this quote by Roy H. Williams:

“No trade will be made unless they want the thing more than they want their money.”

At the point when customers decide that your product's value is greater than the money they will have to part with to obtain it, they will pull the trigger. The secret is to determine exactly what key value items need to be addressed and resolved in the mind of the customer that will lead to that point. It is here that the average salesperson often fails, believing that a stock presentation that delivers all the "standard" features will be sufficient to convince the customer to buy.

Rarely, however, will a standard, one-size-fits-all presentation be sufficient to persuade a customer to buy. If the customer discerns no real difference between competing products or services, the decision to purchase your solution, if one is made, will hinge on price alone.

To avoid this all-too-common problem, a salesperson must first differentiate his/her company and product by outlining specific competitive advantages. These advantages cannot be painted with a broad brush; i.e., great quality, excellent service, or a total solution. Instead, competitive advantages must be specific and relevant. Why? Because if every competitor claims to have great quality and top-flight service—and they all do—how can those claims even begin to set you apart from the competition?

The second thing a salesperson must do is identify the key benefits of his/her product or service that resonate with the customer. Those key benefits must ultimately solve a significant problem and/or demonstrate a financial return—a cost savings, a return on investment, an increase in revenue, or an improvement in efficiency.

When you can vividly illustrate a clear advantage over your competitors, and create a compelling financial case for choosing your product, not only will you understand what you are really selling, but you will more consistently find your customer's tipping point.

References:

Jaynie Smith and William Flanagan, *Creating Competitive Advantage: Give Customers a Reason to Choose You Over Your Competitors* (Doubleday, 2006).

Malcolm Gladwell, *The Tipping Point: How Little Things Can Make a Big Difference* (Back Bay Books, 2002).

Roy H. Williams is known as “The Wizard of Ads.” For more information, visit www.rhw.com.

“Each year over 5 million quarter-inch drills are sold, yet it’s safe to say that nobody wants a quarter-inch drill. They want a quarter-inch hole.”
— Zig Ziglar

NOTES

Remember: You’re not selling features, you’re selling results and the *benefits* of those results. Be specific in your presentations: How will your customer make money, save money, or solve a problem with your solution?

ESSENTIAL SALES BOOKS

Achieve Sales Excellence: The 7 Customer Rules for Becoming the New Sales Professional, by Howard Stevens and Theodore Kinni.

A Seat at the Table: How Top Salespeople Connect and Drive Decisions at the Executive Level, by Marc Miller.

Beyond Selling Value: A Proven Process to Avoid the Vendor Trap, by Mark Shonka and Dan Kosch.

Conceptual Selling, by Robert B. Miller and Stephen E. Heiman.

Differentiate or Die: Survival in Our era of Killer Competition, by Jack Trout.

How to Sell at Margins Higher Than Your Competitors, by Lawrence L. Steinmetz, PhD and William T. Brooks.

Little Red Book of Selling, by Jeffrey Gitomer.

Made to Stick, by Chip Heath and Dan Heath.

Secrets of Closing the Sale, by Zig Ziglar.

Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson, by Robert Terson.

Selling the Invisible: A Field Guide to Modern Marketing, by Harry Beckwith

Spin Selling, by Neil Rackham.

Strategic Sales Presentations, by Jack Malcolm.

Strategic Selling, by Robert B. Miller and Stephen E. Heiman.

Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story, by Peter Guber.

The Psychology of Selling, by Brian Tracy.

What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story, by Mike Bosworth.

You'll Never Get No for an Answer, by Jack Carew.

ABOUT KELLY RIGGS

Kelly Riggs is an author, speaker, and business performance coach for executives and companies throughout the United States. He is widely recognized as a powerful speaker and dynamic trainer in the fields of leadership, sales development, and strategic planning. He has had a dynamic impact on organizations ranging from several million dollars in sales to over \$1 billion in sales.

He is a former two-time national Salesperson-of-the-Year with over two decades of sales management and sales training experience, including the development of two corporate sales training programs in two different industries.

Kelly is also the founder and president of **Vmax Performance Group**, a business performance improvement company located in Broken Arrow, OK. His passion is developing people-focused managers and high-performance salespeople.

Kelly has written extensively for numerous industry publications, and his first book *1-on-1 Management™: What Every Great Manager Knows That You Don't*, was released in 2008. His second book *Quit Whining and Start SELLING: A Step-by-Step Guide to a Hall of Fame Career in Sales* was released in May 2013.

Kelly has spoken to industry and trade groups across the country, including the Society for Marketing Professional Services (SMPS), the Associated General Contractors of America, the American Council of Engineering Companies (ACEC), the Construction Industry Round Table (CIRT), and many other local and regional associations.

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To inquire about Kelly speaking at your association or corporate event, or training or coaching your sales team, email him at kelly@vmaxpg.com.

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Facebook: <http://www.facebook.com/VMaxPG>

YouTube: <http://www.youtube.com/user/kellysriggs>

PRAISE FOR *QUIT WHINING AND START SELLING!*

“*Quit Whining and Start SELLING!* can be your key to selling success! Kelly has developed a practical, logical sales system, which he teaches in a clearly understandable, progressive and comprehensive manner. The information is sound and workable; the format is easy to use in either self-instruction or as course content. This book can accelerate your sales career; the question, as Kelly asks, is ‘Do you have the desire and the discipline to seize the opportunity of a lifetime?’”

— **Tom Ziglar**
Proud son of Zig Ziglar

“*Quit Whining and Start SELLING!* is a significant contribution to the art and science of professional consultative selling. I’ve written many books and college text books on selling, and unlike most of the books in this space that merely create noise, Kelly gets it. He has lived it and has powerful models that can accelerate your performance immediately. Chapters 5 and 6 are must-reads in my opinion; they nail the foundation for why most people I have seen over the past 25 years fail to achieve greatness. Get this book and read it from cover to cover. Make *Quit Whining and Start SELLING!* required reading for every professional sales-person you know!”

— **Dr. Jeffrey Magee, PDM, CSP, CMC**
Author of more than twenty books (including four best sellers),
and publisher of Professional Performance Magazine

“*Quit Whining and Start SELLING!* is not only the most comprehensive book on B2B complex selling I’ve ever read, it’s a spot-on fun read that captured me from the first paragraph through the final chapter. Why? Because Kelly tells so many great stories throughout the book to illustrate the important points he wants you to absorb. I can’t urge you enough to order it today! This is an invaluable resource that could change your life. If you become the salesperson Kelly Riggs wants you to be, it just might turn out to be the best investment you’ll ever make for your sales career.”

— **Robert Terson**
Author of *Selling Fearlessly: A Master Salesperson’s
Secrets for the One-Call-Close Salesperson*

“I thoroughly enjoyed *Quit Whining and Start SELLING!* It is a book you can use as your personal sales coach. Sales greatness comes from working harder and working smarter. The first is up to you; *Quit Whining and Start SELLING!* will help with the second. It has the right combination of personal experience, excellent stories, and solid research. I personally learned a lot from this book; trust me, so will you.”

— **Jack Malcolm**
President of Falcon Performance Group and author of *Strategic Sales Presentations and Bottom Line Selling: The
Sales Professional’s Guide to Improving Customer Profits*

“Let’s be frank, being successful in sales is about mastering the basics and working with discipline. That’s what Kelly challenges you to do. He builds you a roadmap and teaches you the skills you need to drive big success. You’ll learn new habits and uncover new ideas for being better at what you do. Stop waiting to get lucky—start crushing it.”

— **Dan Waldschmidt**
Business strategist, popular speaker, and author of *Edgy Conversations*,
identified by The Wall Street Journal as one of the
Top 7 sales blogs on the Internet