

Principles for Success in Sales

1. Principles for Success in Sales

With my education and my military active duty commitment completed, I launched my business career and started my family in 1966. My life was committed to my business and hobbies. By world's standards I was a success. For 39 years I worked for Blue Chip chemical companies developing sales and marketing strategies to solve industrial corrosion problems with composites. This market was huge as over one billion dollars were spent per year in the USA on corrosion. Our products saved industries millions of dollars with low maintenance fiberglass process equipment. My technical expertise, experience and excellent track record for solving corrosion problems in the chemical process, pulp and paper, semiconductor, power, oil and gas industries gained industry recognition and respect. My colleagues and customers viewed me as a man of integrity and character. I would like to share with you what I learned in the world of business.

2. Principles for Success in Sales

Introduction The number of sales calls will determine the level of business. Example: Five calls could equal 10% of doing business; whereas, 20 calls could increase your chances of doing business 80%. We find the graph to be linear.

Why should other businesses want to do business with you?

What are their needs?

How can you supply their needs?

Always add value to your product or service to your customer.

Making a planned sales call. Research the businesses in your area and determine their need. I am a corrosion consultant. Resources available are state manufactures guides, yellow pages, chamber of commerce, and Internet. If they handle acids, bases or solvents they have corrosion problems. The industries that I focus on are the chemical process, pulp and paper, oil and gas, semiconductor, waste water and water treatment; nuclear, coal fired and hydroelectric plants. Products that I would recommend would be fiberglass tanks, pipes, scrubbers, ducts, stacks, towers, siding, grating and linings.

Making a Sales Cold Call.

To any business at any stage, sourcing new sales leads and recruiting new customers is crucial. Cold calling potential customers is one way of generating new business. It's a direct marketing method that can also be a highly cost-effective sales tool.

3. Reserve a room or quiet area.

You need somewhere to make calls where you can concentrate and where you won't be interrupted. If you can, use a hands-free set to make taking notes easier and cut down on the risk of neck injury. For information on good phone posture, visit the Health and Safety Executive website.

Make a comprehensive list of prospects.

Experts say only one in five cold calls is effective, so the longer your prospect list, the more chance of making a sale. Check that names, job titles and contact details are up to date before calling.

Plan your opening line.

A strong start to your call is essential. Introduce yourself, then quickly establish if there is an interest in your product or service. Notes can provide a useful prompt but beware of developing too rigid a script so that you can deal flexibly with the unexpected.

4. Keep useful sales information within reach.

Being on the phone can make your mind go blank, so have all relevant information to hand, such as: how much your goods or services cost; how many have already been sold; why your offering is better than the competition's; available colors and volumes; delivery timescales; and all the other details customers usually require. Have fax and mobile phone numbers, email addresses and postcodes ready to give out on demand. And have your diary handy or know your availability for meetings.

Get a Call to Action.

Every call should result in a tangible call to action, such as: getting a meeting in the diary, making a different contact within a company or sending out a brochure. The 'action' could even be crossing a prospect off your list, or agreeing to call back in a year's time.

Keep good records of calls and follow up promptly.

Always include your contact details with anything you send, especially emails, and always follow up promptly on any promises you make in sending out sales literature or emailing a prospect with a cost structure. Consider, too, investing in a simple contact management system.

5. PROSPECT LIST FOR A CORROSION CONSULTANT

CUSTOMER	ADDRESS	CITY	STATE	ZIP	CONTACT	TITLE	PROJECT
OXY CHEM PLANT	TIDAL RD	LAPORTE	TX		JOHN PACE	ENGINEER	NEW CHLORINE
PPG	PPG DRIVE	LAKE CHARLES	LA		DON HANES	ENGINEER	NEW BLEACH PLANT
FORMOSA PLASTICS	FORMOSA DRIVE	POINT COMFORT	TX		PAUL WEI		
	MAINT.SUPT	CHLORINE PLANT UPGRADE					
GEORGIA PACIFIC PROCESS UPGRADE		CROSSETT	AR		BEN PHILLIPS	PULP MILL PLANNER	CLO2

ADDITIONAL CONTACTS, PHONE NUMBERS and EMAIL ADDRESSES

TYPE OF EQUIPMENT EXAMPLE: FIBERGLASS VESSELS, PIPES, DUCTS, STACKS, SCRUBBERS.

COMPOSITE SPECIFICATION

HOURS BILLED FOR CONSULTING ENGINEERING DESIGN

ESTIMATED COST OF PROJECT

EQUIPMENT INSPECTION AT FABRICATOR AND CUSTOMER – HOURS BILLED

6. SALES STATISTICS

Sales Statistics: Example: Let's look at why some salesmen are not successful and the effect of making frequent sales calls. We find the graph to be almost linear as we plot number of sales calls versus % sales.

Sales Statistics:

Why some sales people limit their success.

48% OF SALES PEOPLE NEVER FOLLOW-UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE MAKE ONLY THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

Let's look at sales versus call frequency.

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FOURTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

7. E-mail Subject Line

Your prospects are not responding to your e-mails? Finding their needs and meeting those needs.

Maybe, it's your subject line. Prospecting e-mail strategies to increase the success of your E-mail campaigns.

8. In terms of what to write in the subject line, here we have some ideas:

The Blank Line

The Referral Subject Line

The Cold E-mail Subject Line (Fact finding)

9. Business Cards Thrive in a Digital Age. Professional business cards help you make a formal presentation of your name, title, credentials, company affiliation, and address.

10. A Business Person's Role in the Kingdom

(The Great Commission)

Incorporate Prayer

Other Businesses & Business Associates.

Pray for God's Favor and Wisdom.

Incorporate Giving

RG LeTourneau: Model of Generosity

One of the most amazing 'rags to riches' stories is the life of RG LeTourneau, as told in his biography "Mover of Mountains and Men". LeTourneau began his career in obscurity in Stockton, California, where his first job was transporting earth to level out farmland. His frustrations with moving dirt drove him to find a better, more efficient way. In 1922 he constructed the first all-welded scraper that was lighter, stronger and less expensive than any other machines. G. LeTourneau became the greatest obstacle-mover in history, building huge earth-moving machines. During World War II he produced 70% of all the army's earth-moving machinery. He spoke of God as the Chairman of his Board. As a multi-millionaire, LeTourneau gave 90% of his profit to God's work and kept only 10% for himself. A special friend of Billy Graham, in his early days, LeTourneau designed a portable dome building intended for Graham crusades. He also founded a university that is thriving to this day. LeTourneau said that the money came in faster than he could give it away. LeTourneau was convinced that he could not out-give God.

Bill Gates is one of the most influential people in the world. He is cofounder of one of the most recognized brands in the computer industry with nearly every desk top computer using at least one software program from Microsoft. According to the Forbes magazine, Bill Gates is the richest man in the world and has held the number one position for many years.

Gates was born and grew up in Seattle, Washington USA. His father, William H. Gates II was a Seattle attorney and his mother, Mary Maxwell Gates was a school teacher and chairperson of the United Way charity. Gates and his two sisters had a comfortable upbringing, with Gates being able to attend the exclusive secondary "Lakeside School".

Bill Gates started studying at Harvard University in 1973 where he spent time with Paul Allen. Gates and Allen worked on a version of the programming language BASIC, that was the basis for the MITS Altair (the first microcomputer available). He did not go on to graduate from Harvard University as he left in his junior year to start what was to become the largest computer software company in the world; Microsoft Corporation. Bill Gates made the largest ever single charitable donation when he pledged \$10billion (£6billion) to develop and distribute vaccines.

The Microsoft founder hopes the money, to be spent over the next ten years through his foundation, will save the lives of more than eight million children in the world's poorest countries.

'We must make this the decade of vaccines,' he said. 'Vaccines already save and improve millions of lives.'

'Innovation will make it possible to save more children than ever before.'

Bill Gates AND his wife have given millions to both the homeless in other countries AND in their own country. "Feed and teach the children." Not only that, he has given thousands of computers to schools in the poorest

schools who cannot afford them otherwise. He then goes into these schools and teaches the students, themselves, what they can do with their future, by learning to use a computer properly.

FGBT and Associates is a corrosion consulting firm dedicated to offering solutions for both external and internal corrosion problems. Ninety percent of the firm's assets are used to communicate and educate the people of the world with the only known cure for internal corrosion - SIN. You can learn about this cure at www.fgbt.org. Join the team as we communicate the message of hope to people in all nations of the world. Be apart of the solution and watch the rust of life disappear as citizens of the earth are transformed from the inside out. As you develop a personal relationship with Jesus Christ and make Him Your Savior and Lord, He will eradicate the corrosion in your heart and give you new life.

11. A Business Person's Role in the Kingdom (The Great Commission)

Incorporate The Gospel Message

Keep Things in Perspective:

James 4:13; James 4:13 (Amplified Bible)

13Come now, you who say, Today or tomorrow we will go into such and such a city and spend a year there and carry on our business and make money.

John 21 (Amplified Bible) In this chapter we find seven of the disciples, businessmen in the fish business, fishing on the Sea of Tiberias. They had fished all night without success. As they were returning to shore a man from the beach called to them and said cast your net on the right side of the boat and they caught 153 fish. This man was Jesus. He was making His third appearance since His resurrection. We find different responses and actions from each of the businessmen. Why 153 fish? Some scholars have counted 153 people in the Book of John that Jesus has ministered too. My understanding is that if you make Jesus CEO of your business one can expect a harvest. Jesus mentored these businessmen for three years and He was preparing to send them the helper. The scripture below will provide a greater understanding.

John 21

1AFTER THIS, Jesus let Himself be seen and revealed [Himself] again to the disciples, at the Sea of Tiberias. And He did it in this way: 2There were together Simon Peter, and Thomas, called the Twin, and Nathanael from Cana of Galilee, also the sons of Zebedee, and two others of His disciples.

3Simon Peter said to them, I am going fishing! They said to him, And we are coming with you! So they went out and got into the boat, and throughout that night they caught nothing.

4Morning was already breaking when Jesus came to the beach and stood there. However, the disciples did not know that it was Jesus.

5So Jesus said to them, [a]Boys (children), you do not have any meat (fish), do you? [Have you caught anything to eat along with your bread?] They answered Him, No!

6And He said to them, Cast the net on the right side of the boat and you will find [some]. So they cast the net, and now they were not able to haul it in for such a big catch (mass, quantity) of fish [was in it].

7Then the disciple whom Jesus loved said to Peter, It is the Lord! Simon Peter, hearing him say that it was the Lord, put (girded) on his upper garment (his fisherman's coat, his outer tunic)--for he was stripped [for work]--and sprang into the sea.

8And the other disciples came in the small boat, for they were not far from shore, only some hundred yards away, dragging the net full of fish.

9When they got out on land (the beach), they saw a fire of coals there and fish lying on it [cooking], and bread.

10Jesus said to them, Bring some of the fish which you have just caught.

11So Simon Peter went aboard and hauled the net to land, full of large fish, 153 of them; and [though] there were so many of them, the net was not torn.

12Jesus said to them, Come [and] have breakfast. But none of the disciples ventured or dared to ask Him, Who are You? because they [well] knew that it was the Lord.

13Jesus came and took the bread and gave it to them, and so also [with] the fish.

14This was now the third time that Jesus revealed Himself (appeared, was manifest) to the disciples after He had risen from the dead.

15When they had eaten, Jesus said to Simon Peter, Simon, son of John, do you love Me more than these [others do--with reasoning, intentional, spiritual devotion, as one loves the Father]? He said to Him, Yes, Lord, You know that I love You [that I have deep, instinctive, personal affection for You, as for a close friend]. He said to him, Feed My lambs.

16Again He said to him the second time, Simon, son of John, do you love Me [with reasoning, intentional, spiritual devotion, as one loves the Father]? He said to Him, Yes, Lord, You know that I love You [that I have a deep, instinctive, personal affection for You, as for a close friend]. He said to him, Shepherd (tend) My sheep.

17He said to him the third time, Simon, son of John, do you love Me [with a deep, instinctive, personal affection for Me, as for a close friend]? Peter was grieved (was saddened and hurt) that He should ask him the third time, Do you love Me? And he said to Him, Lord, You know everything; You know that I love You [that I have a deep, instinctive, personal affection for You, as for a close friend]. Jesus said to him, Feed My sheep.

18I assure you, most solemnly I tell you, when you were young you girded yourself [put on your own belt or girdle] and you walked about wherever you pleased to go. But when you grow old you will stretch out your hands, and someone else will put a girdle around you and carry you where you do not wish to go.

19He said this to indicate by what kind of death Peter would glorify God. And after this, He said to him, Follow Me!

20But Peter turned and saw the disciple whom Jesus loved, following--the one who also had leaned back on His breast at the supper and had said, Lord, who is it that is going to betray You?

21When Peter saw him, he said to Jesus, Lord, what about this man?

22 Jesus said to him, If I want him to stay (survive, live) until I come, what is that to you? [What concern is it of yours?] You follow Me!

23 So word went out among the brethren that this disciple was not going to die; yet Jesus did not say to him that he was not going to die, but, If I want him to stay (survive, live) till I come, what is that to you?

24 It is this same disciple who is bearing witness to these things and who has recorded (written) them; and we [well] know that his testimony is true.

25 And there are also many other things which Jesus did. If they should be all recorded one by one [in detail], I suppose that even the world itself could not contain (have room for) the books that would be written.

12. The rest of the story

However, there was a price to pay by not using good time management. My 84 hour work schedule destroyed my relationship with my family. On July 2, 1984, my wife of 18 years said, "I'm leaving. You can have the kids and the farm." And she left. I didn't know how to be a father, but I was going to try. The stress in my life caused my first stroke in 1986. I began to seek God for help. My life was in shambles. While attending a meeting in October 1987, I was experiencing my second stroke. The pressure in my head was so great I thought it would explode all over the back of the room. In my desperation before I thought I was dying, I called out to Jesus and said, "You can have all of me!" Immediately Jesus spoke to me and said, "Do my will." He was calling me to obedience. The pressure in my head left as I was standing in the presence of a Holy God. Never in my life had I felt such love and forgiveness. I heard the Lord say, "As I have forgiven you, so must you forgive others." Then I saw a film strip with a picture in each frame of a person I had not forgiven. My dad was on the first frame. He washed away all my corrosion and gave me new life and spiritual gifts. I did not know the purpose or how to use these new gifts. I asked God for help and the Holy Spirit instructed me to pray with a man at a men's breakfast. This man was the local FGB president and he mentored me for the next 10 years. As I made Jesus savior and Lord, he restored my health, family, and business. Jesus changed my direction in life. He taught me to love him with all my heart, mind and soul, and to love my neighbor as myself. Then I wondered if there was someone to love me, a helpmate, and in November of 1987 I asked the Lord to show me my future wife. In April 1988 while attending a Wednesday evening dinner, I saw the glow from angels surrounding a lady. Was she the one Lord? And instantly He put love in my heart for her and we were married in September. My wife's prayer was "Lord, send to me a suitable husband even if you have to raise him from the dead."

Local university students started coming to me asking to be discipled. They wanted to know how to experience God in the lives. This small beginning became my passion to take the message of hope to our community, state, nation and world. I wanted to make spiritual investments in our future generations. In 2007 I started my own business, FGBT and Associates as serve as a corrosion consultant. Douglas also pioneered FGBT.org, a website that is dedicated to providing easily accessible training to disciples all around the world. For free training, including dozens of business seminars, please visit www.fgbt.org today!

