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## Major announcements; and Brief Tips

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Greetings!

Lots to share with you today. Grab a refreshment, kick your shoes off (well, or not) and dig in...

I've been teasing for awhile about the new resources and changes I'm working on, which of course the intent is helping you increase your sales and income.

*(If you want to skip all of this—I hope you don't!—this week's Tips are wayyyy below.)*

Some of these are coming soon--as in next week. The others will be rolled out over the next few weeks and months.

<p><b>LEARN HOW YOU CAN TRY MY NEW FAVORITE WIRELESS HEADSET FREE for 60 Days</b></p>	<p>My friends at Headsets.com asked me to try their new line of headsets. I am fanatical and uncompromising about my phone equipment, and, well, the Leitner is the headset I now trust my calls with. See why, and try one yourself, free for 60 days.</p> <p><a href="#">Get the Details</a></p>
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### The Smart Calling Exclusive Facebook Group

I've been deliberating over this for awhile. We've done several surveys on it and the response has been overwhelmingly in favor of it.

The only thing stopping me is that It's a huge time commitment on my part.

But it's the right thing to do to really be of service and deliver value to you.

I'm a member of numerous business professional Facebook groups and get tremendous value from the community and group administrators. I'll be modeling the best of the best and adding my own twist.

You can get *good*, free sales information in a lot of places. And I suggest you do. But you won't be able to get exactly what you'll get in this group **anywhere else**.

You will get the benefit of being part of a community of like-minded, motivated Smart Calling sales pros.

You'll be able to post questions, celebrate successes, hear examples of calls, provide input on best practices, participate in challenges, network with others, or just lurk and learn.

I will personally participate, and interact regularly. This will be my online hangout.

And, I will be adding new sales content each week...videos, audio, and text material. Plus I'll be sharing personal and silly stuff... maybe even some cooking tips ;)

Why Facebook and not LinkedIn?

While I am of course insistent that you use LinkedIn religiously (and we have a course on it —soon to be re-released), the feedback was that most people are on Facebook constantly, and it would be easier to participate. That simple.

Oh, sure, I've heard from some people who don't do Facebook.

Well, I promise that if you're disciplined and if you get into the group, you **do not** have to get sucked down the rabbit hole of cat videos and seeing how wonderful every else's life is.

Who will be able to get in the group?

I wanted to be sure that this is a community of motivated sales and prospecting professionals.

Some of the "open " groups I'm in have degenerated into lots of worthless banter, silly GIF's, and trolling. (Kind of like Facebook in general.)

We will **not** have that.

Sooo, the best way to ensure we have an elite group of motivated professionals will be based on "skin in the game."

Meaning you have invested in yourself (or your company did).

And you have familiarity with my methods and processes (beyond the weekly Tips) so participants are familiar with the terminology and can reference things in my courses and other resources when participating.

I haven't set all of the various qualifiers yet, but anyone who has purchased any of my courses, is a member of the Inner Circle, or has invested at a certain level by getting our various learning resources will be invited.

Plus there will be very reasonable options for joining if someone is not yet in the “Art/Smart Calling” family. (If you’re curious if you already will be invited, just drop me a note.)

I’m going public with this (gulp), and setting the kickoff date for April 16th. (One day before the tax deadline.)

It’s going to rock!

## The Smart Calling Online Archives

When I’m looking for tips, best practices, word-for-word messaging, answers to a sales question, or almost anything related to any part of the sales or prospecting call, I go into my own massive archives of video, audio, and thousands of text articles.

Most of which I’ve written and created myself, and many from guest contributors to my Smart Calling Report newsletter over the years.

This is a **massive collection** of sales-building solid gold.

All searchable by topic so you can get what you want when you need it.

For example, I just typed “price objection” into the search box and up came 58 articles, tips and videos that deal with handling that. Think any one of those could help you?

We previously offered access to a version of this on a monthly and yearly subscription basis, but stopped a couple of years ago. We’ve now updated and expanded it, and are again going to be offering it to sales pros.

And, the investment will be **one time**.

For **lifetime access**!

At a price probably much lower than you are thinking for thousands of dollars worth of value.

Watch your inbox... we will be dripping out some launch details next week. (If you want to be on the Priority List to be notified early—which also might provide another bonus, just sayin’—[click here](#).)

## Smart Calling College

Since we went to a virtual format with the College (my most comprehensive course), I've been opening it up for enrollment just three times per year.

I've decided that it is unfair to make people wait.

After all, If you need training **now**, every day that goes by without it could be missed opportunities.

So, I will be offering open enrollment in the College.

Participants will be able to join on demand and dive in immediately.

And, I will still be offering the live component, doing regular webinars that participants and alumni will also have lifetime rights to attend.

We're looking at launching this at the beginning of May. (If you want to get on the Priority Notification list, [click here](#).)

## Smart Calling LIVE!

Since we took the Smart Calling College virtual a couple of years ago, I haven't done any open enrollment events, just private in-company training.



Well, that's changing. I'm doing one, exclusive small event, limiting it to 40-50 people, here in beautiful, sunny Scottsdale, Arizona this November (when much of the country is starting to get cold).

This two-day training, motivational, interactive, fun, and social event will be for sales professionals on the phone, in the field, and managers. Participants will experience two days of instantly-usable ideas, techniques, and processes, and inspiration.

There will hands-on activities where we work on your calls, and do live reviews of openers, voice mails, questions and more. (Plus we might even have a celebrity guest presenter.)

**BONUS:** After our first day, participants will be transported to my home for a dinner of my famous, award-winning barbecue. It will be an evening of fun, networking, feasting, and drinking your beverage of choice.

The dates will be announced soon. To get on the Priority Notification List to be one of the first to grab one of the spots before (and if) we open it to the public, **simply provide your contact info here**. (I already have spots committed and haven't even set the price yet!)

Phew. That is a lot.

And I've even held some things back.

More on all of that later.

On to some brief tips.

By the way, these come directly from a past issue of my Smart Calling Report monthly training newsletter, provided as a member benefit for my Smart Calling Inner Circle Coaching and Training members. If you're interested in details on joining, **click here**.

## Get Sensory With Your Benefits

When I do training with companies I'll sometimes be warned by a manager about a seasoned veteran in the group who might think training is beneath them.

Which of course is dangerous for that person.

Actually, the more experience someone has, the more likely that person can become *too familiar* with his/her products, and not go into enough specifics as to how they will actually benefit the buyer.

Here's a great exercise for anyone to combat this.

Prepare **sensory descriptions** of your results.

Think about how your results are seen, felt physically and emotionally, tasted, and heard.

Remember, you want to help them experience, in advance, the results they can enjoy.

For example,

**“And just think how much easier it will be for you to prepare training. Instead of spending hours after work doing the research you said you hate, you can simply flip to the appropriate topic in your Leader’s Guide for that month, circle the questions you’d like to use, and listen and moderate while your reps learn through their own discussion.”**

Do something similar for the main benefits/results of what you sell.

## **Leave No Doubt You are Asking for the Commitment**

Speaking of training, when we get to the commitment and closing section, I always go around the room and have participants give me one method they use to ask for the business.

If the “ask” is not strong enough, we make them keep going. You need to leave no doubt you are asking for the business or commitment.

Here are some good ones from a recent group::

**“Are you ready to move forward today?”**

**“What is the next step on your end to get started?”**

**“How shall we proceed with the payment?”**

**“Is there anything else we need to cover before moving forward?”**

**“Have we covered everything, or are we ready to get going?”**

**“I suggest we wrap up the details, OK?”**

**What is Your “Book Thong?”**

## What is your Book Thong?

At the checkout counter of an airport bookstore, I noticed a couple of the impulse items displayed. Here's one that would be a nominee for the "Best Way to Differentiate a Commodity Product."

There was a rack of bookmarks which were essentially beads tied on to thread. Their name: Book Thongs.

Didn't buy one. (OK, had to hold one though.)

Don't ever whine about selling a commodity. As Frank Perdue once said,

*"If we can differentiate a dead chicken, you can position anything as unique."*

If you are in business, there is **something** that sets you apart. What is it?

## A Unique Question to Get to the Buyer

Scott Airmont was in our January Smart Calling College and shared a technique he uses when attempting to reach a decision maker.

When an assistant tells him "Mr/Ms Name is in a meeting" his response is,

**"Would you be willing to run in, waving your arms, and tell him/her to stop the meeting, Scott is on the phone...?"**

He says this almost always gets a laugh, and is memorable.

...and finally (about time, right?)....

## Great Salespeople Always Have Job Security

While engaging in the typical small talk with the driver taking me from the airport to the client sales meeting location, he finally asked what I did. I told him.

He told me he was a sales person. A *great* salesperson, in fact.

Oh, but he was laid off a year ago and just couldn't find anything since then, so that's why he was driving for the car company.

Apparently he isn't as good as he says he is.

The great thing about sales is that when you're good, you have job security.

Congrats on working to better yourself. You'll never have to worry about income since you can always sell yourself to someone, and most companies are always looking for revenue

generators.

Alright, thanks for staying with me for this marathon session. Watch your inbox for the exciting updates on the resources that can help you put more money in your pocket!

Continue making it your best week ever!

A handwritten signature in black ink that reads "Aut". The letters are cursive and slightly slanted to the right.

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