



**Traditional selling techniques are no longer effective in today's marketplace. Read on and see ways the Y2Marketing approach contrasts with the way things were taught in the "days of simple selling."**



## Sales Training That Works

[Marketing & Advertising - 66 Strategies: Y2M TIP 12](#)

### Part 1 - Exposing The Myths

Traditional sales training suggests that by training ordinary people the techniques, phrases, and closes superstars use, everyone will eventually become a superstar him/herself. And that becoming a superstar is merely a function of mastering these specific techniques. **We disagree in a most fundamental way.** We know the intent is good. But that kind of sales training worsens the situation by setting the ordinary salesperson up for disappointment and failure - failure that is intensified in the person's mind because of self-imposed false expectations.

The fact is most people **will not** become sales superstars. Yes, everyone *does* have the potential to become one and indeed, anyone might become one with the right training and motivation. **But don't confuse potential with probability.** We believe that becoming a sales superstar has very little to do with memorizing a bunch of techniques and very much to do with becoming a superstar person and operating a **sales system** that works.

Traditional sales trainers - at least the "good" ones - are people that literally have made hundreds, even thousands of distinctions about people and sales that allow them to know when and how to use certain techniques. One favorite example is a Brian Tracy story about leaving the office of a purchasing manager - unable to get an order - then putting his hand on the doorknob and turning around and uttering some phrase that caused the prospect to realize his ignorance and subsequently beg for the privilege to buy.

One thousand people heard him tell that story at a conference. One thousand people were very impressed. One thousand people made mental and written notes on how they could use that technique to close more business. Our guess is that no more than 5 out of the thousand could ever make it work for them. The rest, if they ever attempted it,

would use it in the wrong situation or with the wrong voice inflection or with the wrong prospect. The moons just wouldn't ever align themselves for it to work.

For sales guru Tommy Hopkins to teach you and me 14 professional power closes is just about as effective as pro quarterback Troy Aikman teaching us how to read 14 different professional level pass coverages. For Aikman's training to have any lasting impact, we must first go through the process he went through to become a top-ranked professional quarterback. *First*, we would have to become an athlete, period - exercise, strength training, nutrition, and everything else. *Then* we'd have to work our butt's off to study football. *Then* we'd have to get good at being a quarterback. *Then* maybe Troy could help us out.

Could Troy help us out on all the fundamental levels? Sure. But it would be a waste of his time, since there are tons of people that can help us out on the lesser skills. Since Aikman is one of the best in the world, he'd be better off reserving his training for those few students who had progressed to a physical and mental level that would allow them to understand and profit from his expertise. Can you imagine Troy Aikman teaching a group of 1,000 high school quarterbacks the intricacies of his skill?

So, then you ask, what kind of training should salespeople receive? They should receive training in running a system that has been predetermined by the owner of the company. A system set up to generate leads the salesperson calls on. A system that allows the salesperson to follow up on the largest number of leads with the least amount of time, effort, and money expenditure possible.

Here is a quick list of the different terminology we use compared to traditional sales training. In subsequent issues, we'll start to tackle each of these components.

They Say

Persuasion  
Relationships  
Management  
Feature/Benefit  
Motivate  
Networking  
Creativity  
Answer Questions  
Presentation  
Individuals  
Training  
Questioning  
Techniques  
Closing  
Superstar  
Persistence

We Say

Self Evidence  
Confidence Building  
Leadership  
Problem/Solution  
Educate  
Monopolizing  
Systemization  
Pre-determining  
Going Over The Details  
The Bell Curve  
Franchising  
Surveying  
Tools  
Order Taking  
Weakest Link  
Automation

Our sales system is called "Franchising Your Sales System." To use this system, the owner of the business must be serious about producing results. He must be committed to innovating and providing the best products or services. Effort must be spent to develop the marketing messages so that the salesperson is an extension of the company...instead of an independent unit. An Articulated Sales Argument (ASA) must be developed and integrated throughout the business. And most importantly, the salesperson must be given the

tools to successfully manage large numbers of leads.

Remember, all customers want the same thing: the best deal (no, not a price issue). If you're sending salespeople who aren't offering the best deal - and trying to compensate by using sales tricks and techniques, or trying to make friends with the prospects - you can be sure that you are conducting an exercise in futility.

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