

Downloadable Workbook

DISCOVER THE **21**
GREATEST SALES
STOPPERS AND HOW
TO AVOID THEM

**“LEARN HOW TO INSTANTLY SUPERCHARGE YOUR
SALES RESULTS NO MATTER WHAT YOU SELL.”**

By Paul McCarthy (recorded live)

Welcome to the 21 Greatest Sales Stoppers.

Hi this is Paul McCarthy and I wanted to start by saying both thank you and congratulations.

Firstly let me say thank you for investing your time and money into this program. I also want to congratulate you on taking action and making the commitment to work on your sales skills.



Developing your sales skills is an essential part of improving your ability to win more customers grow your business. This program is based on the 21 greatest roadblocks to sales success and how you can avoid them. The messages in this program may be new to you or simply a reminder of that which you know but have for whatever reason stopped practising.

The truth is the difference between sales success and failure can be a fine line. Like a horse race, if a horse wins by half a nose or five lengths no body cares, what matters is the horse won. The same is true for you. It is of little consolation if you are being pipped at the post by a competitor. The little things in sales matter and that's why it's so important to continuously review and refine your sales skills.

Now I have no doubt that you'll get a great deal of value from the program just by listening to the CD's, but if you if you want to maximise the results you produce you're going to want to complete the exercises in this workbook.

The way I approached delivering this series of seminars wasn't to work through the list of sales stoppers in isolation. Instead I provided the list in the workbook and as we covered the various key areas of the sales process we were addressing one and often many of the sales stoppers.

For best results I suggest you actively listen to the program several times, complete the workbook and let the messages really seep into you consciousness. Adopt these ideas, tips and practices them.

Wishing you great sales success,

Paul McCarthy

The 21 Greatest Sales Stoppers

1. Negative Self-talk
2. Doubting Your Product
3. Filling the Airwaves
4. Lack of Empathy
5. Trying to Convince People to Buy
6. Rushing the Sales process
7. Asking the Wrong Questions
8. Poor Prospecting Techniques
9. Carrying sale rejection with you
10. No Sales Preparation (Plan of Attack)
11. Lack of Modern Sales Tools
12. Ignoring Testimonials
13. Not Looking Like a Professional
14. Failing to Pace Your Prospect
15. Industry Ignorance (Not staying up-to-date with your prospects field)
16. Not Building Rapport
17. Trying to Out Smart Your Prospect
18. Becoming Self-focused
19. Not Understanding the Energy of a Sale
20. Forgetting to Follow-up
21. Feature Focused Selling

4 Steps To Communicating Your Uniqueness

STEP ONE

STEP TWO

STEP THREE

STEP FOUR

7 Steps To Every Sale



STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

STEP 7

7 Steps To Every Sale...in detail

STEP ONE

STEP TWO

STEP THREE

STEP FOUR

7 Steps To Every Sale...in detail

STEP FIVE

STEP SIX

STEP SEVEN

NOTES

Sales Roadblocks

Identify your sales roadblocks is essential if you are to ensure they don't impede your progress in the future. It is important to understand how you have prevented sales success in the past. By identifying negative habit patterns, fears or concerns you take the first important step toward removing their impact from your sales results.

Example of possible challenge areas:

- Afraid of being seen as pushy
- Find it difficult to deal with objections
- Tend to take rejection personally
- Fill in my time doing low value activities
- Blame others for my lack of success
- Lack confidence and self belief
- Don't know how to ask someone to buy

Whether you identify with one or more of these reasons or have some other roadblock to sales success write it down and answer the questions below to understand the cost of it is having on your results. If you have several perceived roadblocks repeat the exercise below for each one.

My greatest personal roadblock until now has been...
The implication this roadblock has had on my life until now has been...
I commit to removing my roadblock by doing...

Roadblocks—continued

Repeat the exercise, listing all major roadblock you feel you face.

My greatest personal roadblock until now has been...
The implication this roadblock has had on my life until now has been...
I commit to removing my roadblock by doing...
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Ready, Fire, Aim

Write down three things you have been meaning to do in relation to your sales for some time, but have been putting off. Detail the actions you are going to take and make a note in your diary or personal organiser now to block out the necessary time.

Remember, you don't have to complete the entire task in one go; it may take several hours, days or weeks to complete. The important thing here is getting started. Take action now. Remember the philosophy READY-FIRE-AIM.

1
2
3

Personal Marketing Ability

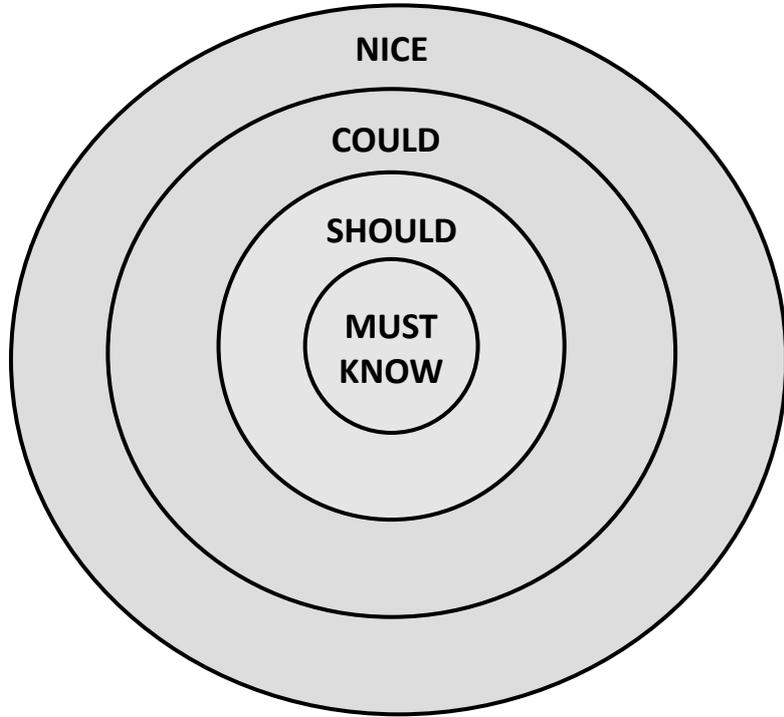
To assess your own marketing capacity, there are several key questions you need to answer. How well you answer these questions is a good indication of how successful you can expect to sell your products or services.

1. What is unique about your business idea? List the points.
2. Who is your target audience? How can you market to them?
3. Who buys from you now & who do you want to sell to? Describe your ideal client.
4. Who are your competitors? List them.
5. Can you compete in your chosen market? If yes, why?

Must Know Information

The key thing to remember when selling to a prospect is what information is important to share and what information is optional. The information communicated by a salesperson can be broken down into four primary categories.

- **Must Know**
- **Should Know**
- **Could Know**
- **Nice to Know**



If you want to hit the bulls eye with your prospects you must focus your attention on the must know information. Make a list of your must knows.

Where to from here?

Create your action plan for the next 12 months. What level of sales success do you want to achieve in the next year?



Selling To A Different BEAT

How do you rate your Sales Ability?

If you are not generating the sort of sales results you hoped or planned, you may need to make a change to your approach. Perhaps it is time to get some professional support and begin realising your true potential.

Over the past eight years Paul McCarthy has successfully assisted thousands of sales professionals and small business owners to transform their performance and add thousands, tens of thousands or even millions to their bottom line.

As sales and marketing specialists, Paul knows how to help you quickly develop your sales approach so you win more business, more often from more people.

Let Paul help you to start:

- Converting more prospects into buyers
- Feel more comfortable with the sales process
- Over come challenges that previously stopped you in your tracks
- Increasing your profitability
- Outperforming your competitors

Call our office today for a no obligation discussion about how Paul can help you and your team.

Call us now on 03 9421 1456

Or

Email info@bizsupport.com.au

**“You can’t change what you’ve done,
but you can change what you’ll become”
- Paul McCarthy.**