

Sales Tips – Training

1. You have to call at least 100 new businesses each month. How many new businesses have you called over the phone this past month to set your own appointments? When you go to an appointment, how many businesses next door to your appointment do you visit to manage your time better? When you finish the appointment, do you ask the owner or manager if they personally know the owner or manager of the business next door? These types of leads are a lot more successful leads than cold calling new businesses who do not know you.

2. Get to know the merchant and spend some time talking with them about their business, their goals, dreams, hopes, successes, etc. Show them you really care about their success and build a relationship with the merchant so they can appreciate your trust and ability to take care of all their needs. Do not rush your appointment just because you have another appointment scheduled in another 1-2 hours. Consider every appointment as if you will close the sale, no matter how long it takes. Spend as much quality time as you can with the merchant so you can close the sale when you feel comfortable, and some times, don't leave the business until they buy your product or service. This type of confidence in your presentation and closing skills will make you successful as well as make the merchant trust you. Then you can worry about the next appointment.

3. You have to use a computer system and the ACT! Contact Management database program. Most of us get so busy that we tend to get disorganized and overlook contacts you have made in the past 2-3 weeks. The ACT! Contact Management program will keep track of all your customers, addresses, results, and will remind you when to follow up. You use this program to keep track of all your customers you have from the first date you started. Contact the corporate office to get a list of all your customers you have. This list is used to keep in touch with all your customers you setup from day one when you joined us. This list allows you to follow-up, take care of their needs, upsell our other products and services, and generate new leads.

4. You have to make sure you call back a customer when they tell you to do so. If they tell you to call them back in 3 months, put them in your calendar to call them back in 2 months. This is what helps you get your pipeline full.

5. Never give up on a merchant if you don't make a sale on the first visit. Some customers may take at least 5-7 contacts by phone or in person before they buy from you.

6. You must establish at least 4-5 different sources of prospecting and leads generations. Attend at least 2-3 network meetings each month to meet new

business owners/managers. Become a member of the Chamber of Commerce, etc. Ask all your merchant customers if they have outside sales reps. If they do, network with them and tell them you will pay them \$100 for any leads they give you.

7. Each sales rep needs to find at least 1-2 printing companies, sign manufacturing companies, yellow page sales reps, and internet service providers in your community. These type businesses are good sources of finding **new businesses** who are opening soon. Network with the owners, managers and sales people in these companies. Pay them \$1 00-200 or more for leads who turn into a closed sale. MOST IMPORTANTLY — Get a hold of the sales reps who are selling ads for the Southwestern Bell Yellow Pages. They are out knocking on doors with new businesses as well. Network with them and provide them \$100 for their leads. Network with at least 1-2 internet service providers and/or web development companies in your community as well. Austin is overwhelmed with ISP's. All these key businesses can provide you with valuable prospects and leads and help keep your pipeline full.

8. Each sales rep must take at least 3-5 of their new customers to lunch each month, that is 1-2 each week. When you take them to lunch, ask them for referrals of business owners, managers, or sales people you can contact. In addition, make it a point to call every new customer you have in the last 1-3 months for referrals.

9. Our sales reps must sell Gift cards to at least 50% of their new merchant customers they sign-up each month. That will make you at least \$250 per Gift card program you sell.

10. All sales reps must review our Training website now available online. If you are a "veteran" sales rep, it is very important that you continue your training and development and review the training website continuously each day throughout the month.

11. It is extremely important that each sales rep calls their new merchants or visit their office to make sure their equipment was installed and they run at least 1 credit card transaction on their terminal. This insures they are set up and taken care of, and avoids the hassles of possible chargebacks on your weekly pay checks. It is much easier to install equipment within the first 1-2 weeks than having to deal with the merchant 60 days later. If this happens, there is a higher risk due to the merchant going through a bad experience, which causes them not to install the equipment.

12. To implement this new sales strategy, this should keep you busy for the next 1-2 months. Most importantly, you need to schedule your week and month out accordingly. Plan ahead and be organized so you can implement this plan with ease and insure your time is used effectively and efficiently.

Here is a typical day in the life of a sales professional. This schedule is for the sales rep who does not yet have any appointments set as of yet:

8:00 am — Plan your day out and make sure you have the addresses and maps of all the locations you plan on visiting. Go to www.mapciuest.com to get a free map and driving instructions to each location.

9:00 am — If you do not have any appointments, call on 25 new businesses from the yellow pages to make a quick presentation and schedule appointments for the week. If possible, get the interested merchants to fax you a copy of their previous processing statements.

10:00 am — Call at least 5 of your existing merchants and ask for referrals for about 30 minutes. Call at least 1 merchant and invite to lunch.

10:30 am — Plan on visiting a certain business community or major street in your community for cold calling. Visit at least 20 new businesses in that area, and if they are not interested, ask them for any referrals or if they know the owner to the business next door.

12:30 pm — Take a merchant owner, manager, or sales rep out to lunch for networking and/or to get some referrals. Discuss business with that individual and discuss ideas on networking, referrals, selling strategies, and more.

1:45 pm — If you do not have any appointments, visit at least 10-15 new businesses for cold calling.

3:30 pm — Go visit the closest library near your office or home. Check out a book or two on selling and career development. If not the library, go to the nearest courthouse and get a copy of all the new businesses who filed for a business license the past week.

4:30 pm — Go back to your office and call your networking sources for any new leads, make some calls to get referrals from your customers, etc.

5:00 pm — Take care of all your paperwork, follow-up phone calls, preparing merchant quotes, putting together merchant rate analysis, etc.

6:00 pm — Spend time with your friends and family!

Remember the ABC's of Sales!

1. Always Be Calling your networking sources and merchants for new leads and referrals every day and every week.

2. Always Be Closing the deal!