



IT'S TIME TO SELL

Your Personalized Sales Plan



USD 29.99



“Hi, I’m Chris Spurvey, author of the best-selling business book, *It’s Time to Sell: Cultivating the Sales Mind-set*.

Today I’m going to walk you through the creation of a personalized sales plan - a plan that is unique to your personality.”

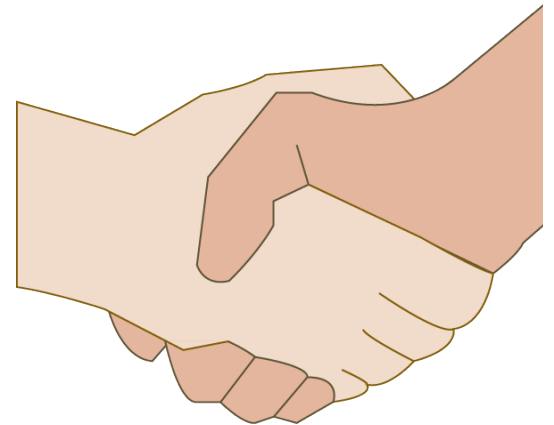
Why is a personalized sales plan so important?

We are bombarded by information and 'experts' who all say, *"Hey, I think you need to operate your business this way..."* This leads to all kinds of conflicting information that leads to us being tongue-tied when we are out there trying to attract new clients to our business.

Really all we need to do is tap into who we really are. This guide will walk you through the identification of a plan that will be unique to you. Not only that - you will feel really good about going out and talking to prospective clients.

An Image

Action Step 1: What words come to mind when you think about sales? Jot them down.



I have a personal belief that each of us has an innate ability to sell and that a critical part of moving forward on this wonderful adventure is identifying and leveraging our unique abilities.

Do you believe that you have an ability to sell?

Why would the majority of people rather contract the bubonic plague than associate themselves with sales?

My personal research suggests that the answer is in the mental image that people have of what sales entails. I am the past chair of the technology association where I live, and I recently I gave a presentation to forty entrepreneurs (Consultants, Startup Founders, Coaches, Solo-preneurs). When I asked them to shout out words associated with sales, I heard the following: **pushy, sleazy, stressful**, and others words like them. Less frequently, I heard positive words, such as **service and problem-solver**. But overwhelmingly the words were negative.

How can something so important to our businesses be considered so negative?

The image that most people have of sales is an in-your-face stereotypical salesperson. In other words, an extrovert.

I can relate.

When I was twelve years old, a knock sounded from my family home's door on a cold February evening here in Newfoundland, Canada. I had spent the day playing street hockey, and my family and I had just sat down for dinner. My mom got up from the table and answered the door. It was a canister vacuum cleaner salesman. Displaying little empathy for the fact that he had arrived during our dinner, he followed a very tactical script that got him inside the door.

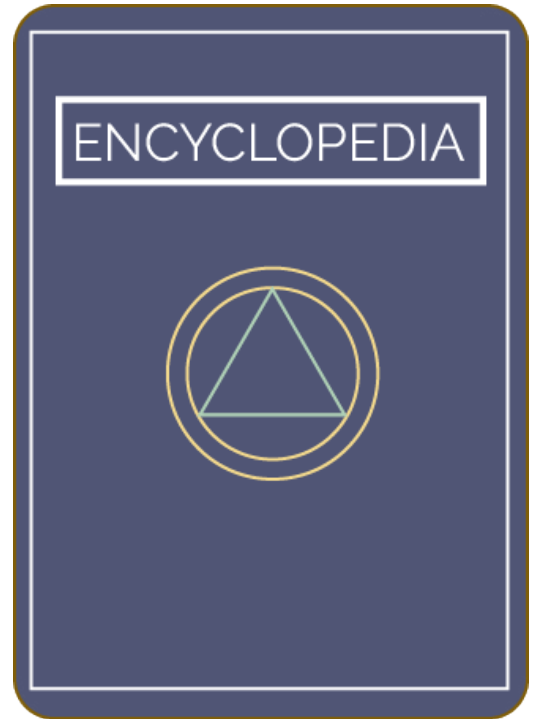
Within two more minutes, he was in our living room demonstrating the features and benefits of his vacuum to my mom and dad.

My mom and dad bought a \$3,000 vacuum that night (\$12,000 in today's dollars) even though they knew deep down that they didn't need it and didn't really have the disposable income to afford it. But they bought it anyway. No matter what objection they threw at the salesman, he was equipped with the script to combat it.

My parents fought for months about that purchase.

The experience planted in my mind a negative image of sales.

Action Step 2: What experiences from your childhood planted an image of sales in your mind? Think back. I'm sure you can remember at least one.



Your Personality Type: **Ambivert**

The Ambivert Sales Connection

Research has proven though that there is no statistical relationship between extroversion and sales performance. In other words, you don't need to be an extrovert to succeed at sales.

In fact, thankfully, you aren't!

You're an ambivert, and you should be darn proud of it. On a scale of 1 to 10 (with 1 being introvert and 10 being extrovert), an ambivert is in the middle. You have characteristics of **both an introvert and an extrovert**. Statistically, the people who are best at landing new clients in this new age of selling have scores somewhere between 3 and 5. And that's exactly where your score is!

1 2 **3 4 5** 6 7 8 9 10

Your Greatest Points of Leverage

Your Natural Gifts and Strengths

An important part of attracting clients is leveraging our natural strengths and gifts. Ambiverts are naturally curious. Let me guess.... You're curious about other people. Am I right?

Being curious about our prospective clients, asking them questions, and listening intently to their answers goes a long way toward establishing a foundation of trust.

A Simple Framework for Connecting with People

Meeting new people can sometimes feel awkward. I have stumbled over my words and outright fallen flat on my face on many occasions, especially early on in my career.

In 1995, I was in the last couple semesters of my business education and was starting a company with Steve Pomroy, a fellow business grad, and Ron Collins, who had taken a year or two off from teaching in order to chase the entrepreneurial dream with us. We decided to start a website design company.

At that time probably 99% of the population had no clue what a website was. I don't think I did either. Steve suggested we start a business, and I simply said, "OK!"

I had zero technical expertise, so we decided that I would be in charge of finance and business development. Looking back, I'm not sure why—I had no experience in those either. Now that I think about it, I'm not really sure why Steve and Ron agreed to partner with me!

After we had finished the initial business setup, my two partners looked at me and said, "OK, Spurv, go out and get us some customers." I had no idea what to do. How do you get customers for something you don't even understand? How do you get customers when the only members of your network are your childhood friends, university classmates, and family?

The first thing I did was pay a couple hundred dollars for a membership in the St. John's Board of Trade. In lunch meetings with other members, however, I fell down and picked myself up many times. I would meet someone and, within twenty seconds, ask if he or she had a website. After each lunch meeting, I would follow up by dropping in at my new connection's place of business. When I drove up to the building, there was an Open sign in the window. But by the time I got out of my 1986 Honda Civic, which had left a trail of rust behind it, the sign said 'Closed' - at 2:30 in the afternoon!

I had no clue how to generate conversation.

Eventually, I stumbled upon a framework called FORM, which gave me some guidance. Along with the framework, came the mind-set that I needed to listen better and talk less. I had nothing to lose, so I tried it out.

Briefly, the FORM framework consists of the following:

F - Family

Learn about your acquaintance's family, spouse, and children. Learn about where he or she lives. In big cities this is easy to do, because the long commute is always a good topic of conversation.

O - Occupation

Learn about your acquaintance's occupation. It's easy to ask these types of questions: What do you do? How did you get into your occupation? What school did you go to?

R - Recreation

What do you do in your spare time?

M - Motivation

How long have you been a member of the Board of Trade? Do you find it has a positive effect on your business?

With this framework in hand, I started going to lunches and dinners with only one agenda—meet people and get to know them. By focusing the conversation on building a relationship rather than selling my service, I was able to make some lasting connections.

I did notice one additional thing while using the FORM framework: when I asked people about themselves in a genuine way, they in turn asked me about my own family, occupation, recreation, and motivation. That result was all I needed in order to see the benefit of FORM.

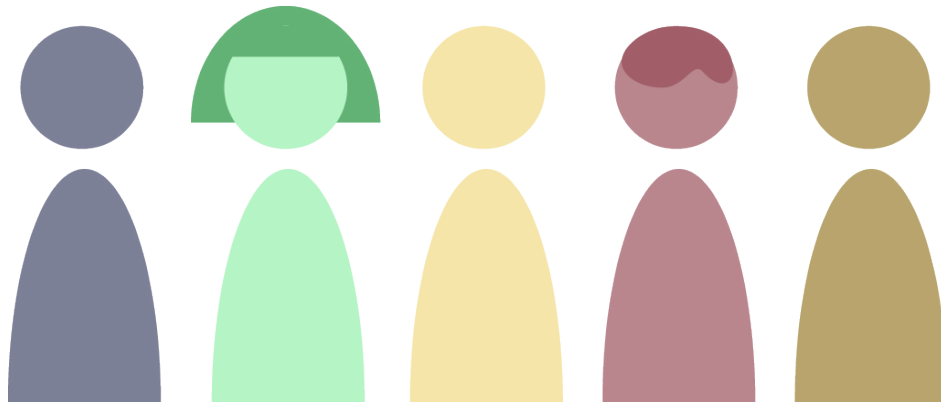
I can hear you now.

"Spurvey, I can't see myself asking someone a pile of questions like that!"

From my experience, after you break the ice, things move into a natural conversation and you don't feel like a game show host.

So, if you find yourself with sweaty palms when you walk into a holiday function that your company made you attend and where you will encounter people you don't know, try FORMing them and see what happens.

I can't guarantee you won't have sweaty palms (I still do!), but I think you will find yourself making stronger, more meaningful connections.



Action Step 3: List 5-10 people who you have met recently online or of-line who you would like to do business with. Write down what you know about each of these individuals. What questions can you ask them in your next conversation (face-to-face, email, web conference) that will enable you to connect with them on a personal and business level?

Name:

Name:

Name:

Name:

Name:

Ambiverts also are naturally good at identifying and solving other people's problems. Let me guess.... You get a high when you help other people. Am I right?

We all enjoy helping people to identify problems and solve those problems.

Today, many clients are bombarded by information. They are overwhelmed. Most don't even know what problems they have. Leveraging our gift of problem-solving sets us up perfectly to help them.

Action Step 4: In the space below, think back to your five names listed above. At this point what is the key problem you believe they have? Think through some of the details that makes their circumstances unique.

Name:

Name:

Name:

Name:

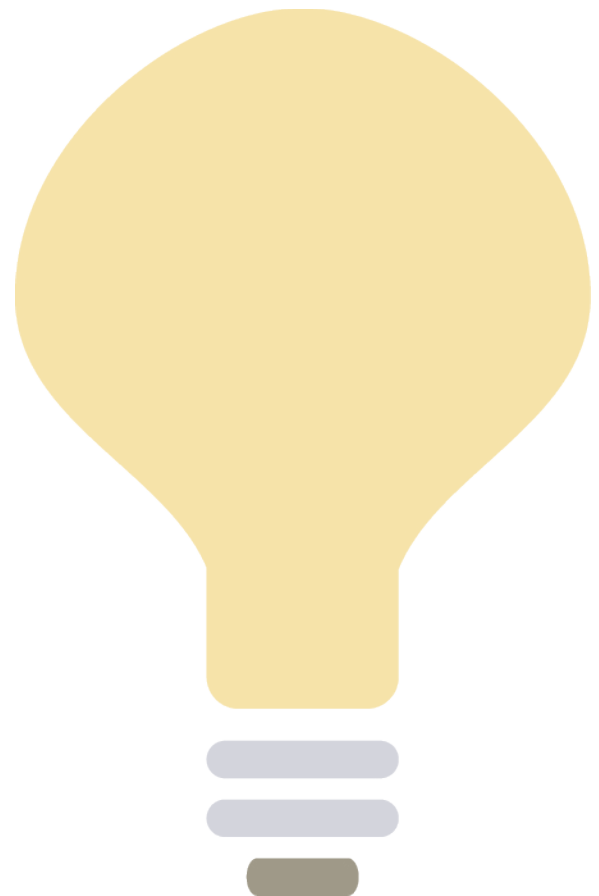
Name:

While fleshing out your personalized sales plan, give some thought to your natural gifts and strengths.

The key to consistently being motivated to go out there and attract new clients is to look at your sales efforts through a different lens. Instead of looking at sales through a lens that considers it pushy, sleazy, and stressful, look at it through the lens of your own gifts and strengths.

For example, I view sales as helping my clients to identify and solve their problems, and I get excited about leveraging my natural curiosity to get to know people.

Action Step 5: Think about your five prospective clients above. How can you leverage your natural gifts and strengths in your next dealings with them?



Your Stories

I talk to entrepreneurs every day, and I often hear things like, “*What makes me different? I’m just like the other _____ in our community.*”


The second thing that you need to embrace is the fact that you are not even remotely close to being just like the other _____ in your community.

Personal Stories

You’ve had dark days and sunny days. These are your stories, and they make you unique. Add to them your passion for what you do and you have your own unique identity that prospective clients will relate to. Allow that identity to shine through in your interactions with prospective clients.

Action Step 6: In the space below write out why you decided to start your business? How did you identify the problem you are solving? How did you piece together your solution? Describe in as much detail as possible your history up to now.

MY STORY



Action Step 6: Continue here...

Yesterday, I was talking to a prospective client about snowmobiling.

I love to snowmobile. He doesn't. When he was young, he had a minor accident on a snowmobile, and ever since he's been fearful of them.

I related to him by telling him the story of how, when I was 11 years old, I went to my friend Ian's house and we jumped on his 12 horsepower Elan. As we were speeding up a trail doing 5 mph, my snow pants got caught in the track. I was yanked off the machine and dragged 25 feet (probably only 4 feet, but to 11-year-old me it felt like 25 feet).

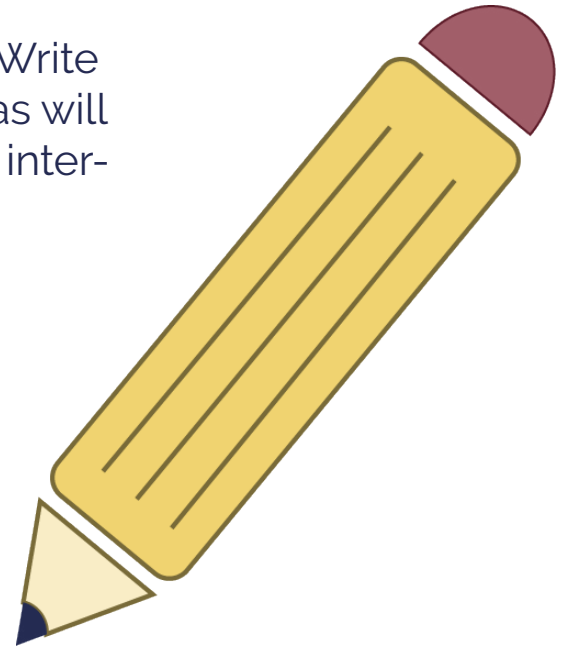
I didn't ride a snowmobile again for 30 years.

Five years ago, I became friends with someone who practically had grown up on a snowmobile, and he urged me to give it a try.

Today, in the winter I spend much of my leisure time on a snowmobile and the rest of my time thinking about my next trip. I shared this story with my prospective customer, and we bonded immediately.

Of course, that story is completely unrelated to my service. However, stories like that make our personalities **authentic and relatable**.

Action Step 7: What's unique about your past? Write down some ideas in bullet point form. Your ideas will trigger memories that you can leverage in your interactions with prospective clients.

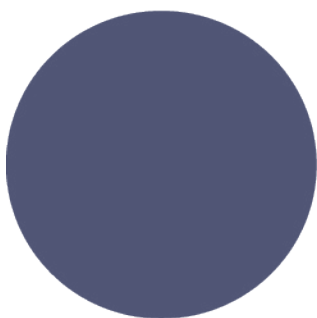


Service Stories

You also have stories that actually are related to your product or service: stories about satisfied customers, stories about times when your product or service did not live up to its commitment, stories about you going the extra mile to help a client solve his or her problem, and other similar stories.

These stories make up your unique sales proposition. **Stories stand out and stick in prospective clients' minds.**

Take time to write down your stories. They don't have to be perfect. These are simply notes that you can use to plant the stories on the screen of your mind so that you're ready to tell one of the stories when the right time comes.



“Great service!”



Action Step 8: Write down your key stories now. Later, take the time to flesh out the details of them. Stories are gold!

Your Commitment

Last week, I met a local real estate agent for coffee. He wanted to pick my brain about how to advance his business. I asked him about his business. He proceeded to tell me that he was “trying out” real estate and that he had a backup plan if real estate doesn't work out for him within six months.

The first thing I thought was, *“If I decide to sell my house or buy a new house, this isn't the guy for the job.”*

People can smell a lack of commitment. People can also smell whether you're too busy to provide quality service.

A few weeks ago, I attended a networking event. In the hours just before the event, I had read an article about how people are busier now than they ever have been.

However, that busy is not a productive busy. It's what I call clickety-click busy—the person's subconscious mind associates clicking around on a computer with doing productive activities.

The article got me thinking about how we portray ourselves when we meet someone new or someone we haven't seen in a while, about the images we plant in their minds about whether we're open for business. At that very moment, I formed the hypothesis that, without realizing that we're doing it, most of us are planting the image that we're too busy for new business—even though we may be starved for new business. I decided to use the networking event as an opportunity to test this hypothesis.

During the event, I made a point to talk to ten people with whom I had never spoken before. In each interaction, after handshakes and smiles I asked the fairly common question, *“How are you? How is business?”*

The answers I received were exactly what I had expected, consistent with my hypothesis:

Five people said they were “busy”.

Three people said they were “stressed”.

Two people said they were “fine”.

During the most monumental moment for us as businesspeople, when we are planting our brands on the screens of other people’s minds, at no point do we give the impression that we’re open for business!

Now, you may be saying, “*Yeah, those are just easy answers that we get accustomed to giving. The answers have no real bearing on business.*” But I’d like to suggest that we look at it a bit differently.

The subconscious mind is powerful beyond belief. Our subconscious minds (and those of our prospective clients) are working 24/7 on solving problems.

However, the subconscious mind does not have the ability to reason. It is entirely deductive in nature. In other words, it accepts as true what it is told.

In contrast, the conscious mind is both deductive and inductive. It has the ability to reason. Given this distinction between the conscious mind and the subconscious mind, the fact that most of us are going around giving to other people’s subconscious minds the impression that we’re busy, stressed, or simply *good* (rather than great) is more than unfortunate.

It stifles our business pipelines.

How would you prefer that other people perceive you?

OPEN

for business!

Action Step 9: Write down a better response to the question, “*How are you? How is business?*” Writing it down enables you to gain clarity.

Action Step 10: Declare your commitment to your business. Are you truly committed to your business? Yes or No?

There you have it! This article now contains a blueprint that you can follow to make yourself more attractive to prospective clients.

If you've taken this blueprint seriously, you now know that...

1. Your personality is ideally suited to attracting new clients,
2. You have great gifts and strengths that you can leverage,
3. You have stories that you can integrate into your work to make you more authentic and relatable to other people,
4. And you're committed to your business.

Join Other People Just Like You

Would you like to join a group of other entrepreneurs who are on paths similar to yours, working to identify their unique abilities to sell and attract clients?

Go to <http://www.itstimetosell.com>, and join our free Facebook community. It's a great place to be.

How to Execute Your Personalized Sales Plan

If you want to take your personalized sales plan to the next level, including implementing it efficiently, check out [How to Execute Your Sales Plan](#).

It's a six-module course delivered over six days that will walk you through the implementation of your plan. I guarantee that you'll take your business to the next level within just one week of taking this mini course! Check it out at www.chrisspurvey.com/salesplan.

We all have a vision for our lives: for our career, our families, our health, and our happiness. Wouldn't it be great if we could articulate that vision and discover the right mind-set to enable that vision to come to life?

It's Time to Sell helps people in the sales profession, future salespeople, and entrepreneurs to achieve exactly that.



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more

or

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