

# 25 TIPS TO CRUSH YOUR SALES GOAL.

**MARC WAYSHAK**

## What Others Are Saying About *Game Plan Selling*

“Marc has written a powerful, practical book that can transform your sales results and give you a real edge in today’s market.”

***Brian Tracy - Bestselling Author of The Psychology of Selling***

“When I read a sales book, I look for a couple of nuggets that will give me a competitive edge. I found a bucket of gold in *Game Plan Selling*.”

***Bill Cates - Author of Get More Referrals Now***

“If you have ever played sports and need to master selling, then you will love this book. *Game Plan Selling* shows us how to be a champion in the sport of sales.”

***Jim Tunney - Former NFL Referee, "The Dean of NFL Refs"***

“In the old days, salespeople were in power because they had information buyers needed. Today, buyers are in charge because everything they need to research products, services, and companies is freely available on the web. New selling models are required. Are you playing by the new rules? Marc Wayshak shows you how.”

***David Meerman Scott - Bestselling Author of The New Rules of Marketing and PR***

“If you are looking to close more sales then this book is a must-read. Marc Wayshak provides a great new perspective on and a lot of usable solutions to one of the oldest challenges in selling—closing the deal.”

***Suzanne Bates - Bestselling Author of Speak Like a CEO***

“These strategies work. Selling has never been a gentle sport, but these times require a flawless system. Wayshak provides us with just that; Loved it, so today!”

***Robert Goodwin - Former CEO of Insta-Care Pharmacy Services***

“Most entrepreneurs don’t succeed because they don’t know how to effectively sell, this book lays out a sales system that is easy to follow, that will help you close more deals ethically without ever seeming salesy and that will help you build deeper relationships. If you need a new approach that will work, read this book.”

***Arel Moodie - Bestselling Author & Inc. Magazine 30 Under 30 Honoree***

“Marc Wayshak has worked with my team for years and his systematic and disciplined approach has been a critical component to our success. If you want to increase your sales, don’t just read this book, apply everything that’s in it.”

***Paul Marsan - President of Carpenter & Costin Landscape Management***

“*Game Plan Selling* shows us, in a very fun-to-read style, exactly how to close the sale in a time when the rules of selling have changed.”

***John Chapin - Author of the Gold-Medal Winning SALES ENCYCLOPEDIA***

“If you want to learn how to close business deals in today’s market, this comprehensive sales guide will put you ahead of the curve.”

***Dan Schawbel - Founder of Millennial Branding & Author of Me 2.0***

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While the cases presented herein are based on true events, many of the names and details have been changed for privacy.

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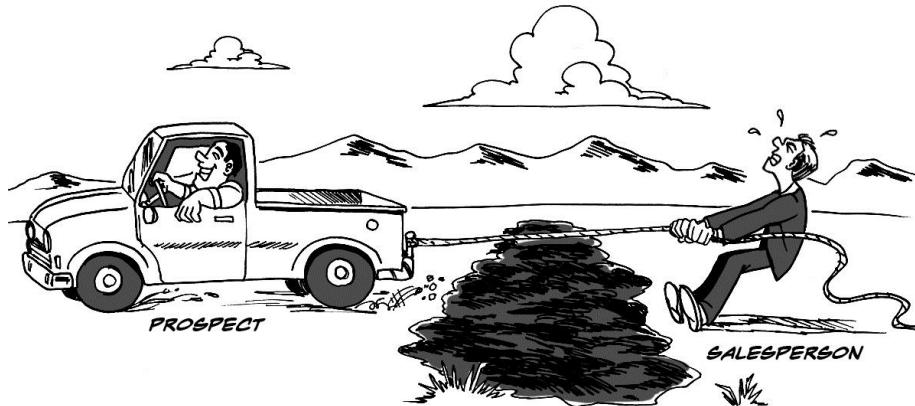
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## Times Have Changed...



### **THE UNFAIR, TUG-O-WAR GAME OF OLD-SCHOOL SELLING**

In today's technology-driven world, information is cheap. The Internet has changed everything for prospects. No longer do they need the big sales pitch explaining all of the features and benefits of a product. There's a website for that—and probably many of them. Ninety-eight percent of Americans with a total household income of over \$75,000 use the Internet. Of the Internet users, 78% look for information online about a service or product they are thinking of buying. Prospects are savvier than ever, now that they're armed with so much information on our products and services.

There was a time when it was a sales person's job to provide information, but that's simply no longer the case. A sales person's job now entails helping prospects identify whether they're the right fit for a particular product or service.

This is why I've developed a new way of looking at selling; the game has changed, and so must the rules. Sales people have been struggling with a changing sales environment over the past twenty years. In all that time, there have been no viable alternatives to information selling.

Since I began helping companies deal with their sales challenges, I have found myself constantly drawing on my experiences as an athlete to come up with solutions. As an All-American and Harvard Rugby Team Captain, I learned to confidently navigate a field of competitors by being distinct, developing repeatable strategies, and executing a plan with commitment and passion. The comparison with sales is obvious. With the right strategy and the right attitude, victory is possible in sales and sports alike.

My sales method is called Game Plan Selling because today's successful sales team—like the starting line-up on any championship team—needs to know the rules, develop its own unique strategy, and follow through with the plan to achieve its goals.

My newest book, ***Game Plan Selling***, walks you through three core principles known as the Game Plan Selling DSP to help close the sale by being:

- Distinct from the competition, being
- Systematic for every aspect of selling, and having a
- Prospecting Playbook to live by.

In this eBook, I have hand-picked different concepts from the Game Plan Selling system in order to ensure that *you crush your sales goal*.

As you begin this process to improve your sales, you will undoubtedly face moments of uncertainty and trepidation. It can be difficult to step out of your comfort zone and learn a new and better way to sell. But if you're willing to take those first steps outside of your normal sales routine, you will discover a world of selling success that you otherwise may never have known.

This is a personal journey as well as a professional one—I learned early on that success in sales is all about meeting personal goals. The more you sell, the more you can afford to have what you need and want in life. The only question is whether you have the determination to see the journey through.

By simply reading this eBook, you have already joined an elite group of people: those who are willing to face their weaknesses, open their eyes, and explore what is possible beyond the status quo. Congratulations on taking your first step toward the excellence that accompanies Game Plan Selling! Having said that, don't forget the most important tip of all:

### **Tip #1: Take Action**

The most successful sales people out-earn, out-perform, and can work fewer hours than all other sales people because they take action. As you read this eBook, implement the ideas that are shared. Don't put this off till tomorrow, do it now! Once you are in the habit of taking consistent action, your sales will dramatically increase.

I want you to know how happy I am that you're investing your time in this eBook. I want you to succeed and experience what's out there beyond old-school selling techniques. And when you do, please share your thoughts, stories, and experiences with me, as well as share my content with a friend or colleague.

Also, be sure to contact me at [www.MarcWayshak.com](http://www.MarcWayshak.com) if you have any questions about my sales coaching programs for sales people and entrepreneurs, my sales training for companies, or my speaking programs for associations and corporate functions.

Here's to successful Game Plan Selling,

*Marc Wayshak*

## The In-Crowd is Lame

### How to Stand Out From the Competition



Everyone in sales wants to stand out from their competition for one simple reason—when you are perceived as similar to all other sales people, you are perceived as valueless. In this market, if we don't show value, we are broke. Here are simple tips to stand out from the competition:

#### Tip #2: No More Pitching

Most sales people are jumping immediately into their pitch at the beginning of a prospecting meeting. Prospects don't need a pitch, they need your help to identify whether your product or service is in fact a good fit for their challenges. Rather than starting a sales meeting with a pitch, seek to understand what challenges the prospect is facing.

### **Tip #3: Get Rid of the Enthusiasm**

Have you ever walked into a store only to have the sales person say, “Hi! How can I help you!?!?!”

It’s annoying and insincere. The reality is that old-school sales training has been teaching sales people to be super-duper enthusiastic. But, after eighty years of that same played-out technique, prospects have caught on to the shtick. Rather than being enthusiastic, stand out from your competition by just being genuinely interested in helping the prospect.

### **Tip #4: Quit Persuading**

Persuasion is the number one most common term used in the past eighty years of sales training literature. Every sales person is out there trying their best to persuade prospects to work with them. When you start persuading prospects, you instantly look like every other sales person out there. Plus, the other problem with persuasion is that it assumes that a prospect is the right fit for you—rather, ask good questions to understand if there is, in fact, a fit.

Remember, when we are perceived as similar to other sales people, our value to the prospect plummets. Use these three simple tips to stand out from the competition prospect after prospect.

## Break Down that Wall

### How to Instantly Connect with Your Prospect



**ARE YOU BREAKING CONNECTION WITH YOUR PROSPECTS?**

Old-school sales trainers have told us for an eternity that we need to develop a rapport with prospects. However, in today's much more competitive market, excellent sales people must go deeper than just some surface-level rapport. Great sales people must develop a connection with their prospects. Here are three simple tips to instantly connect with your prospect:

#### Tip #5: Be Perceived as Similar

Who is the most important person to any prospect? Himself! It's the way humans are wired. We connect with those that we perceive to be similar to us. So, act similarly to your prospects. You can accomplish this by matching your prospects on

three levels: visually, vocally, and in vibe. You should stand and sit like your prospects; you should sound like your prospects in volume and tone (not accent, you weirdo!); and you should present a similar vibe to that of your prospect.

#### **Tip #6: Be Genuine**

Prospects are so used to the overdone enthusiasm, and it immediately puts up walls. Just imagine answering the phone to someone saying, “Hi Ms. \_\_\_\_\_. How are you today?!?!” Immediately, you check out. Don’t let this happen in your selling situations. Simply be genuine when talking to your prospects. Show that you actually want to learn about their challenges and issues.

#### **Tip #7: Seek to Understand**

When a prospect feels that you really want to understand their situation, he will open up and let you in. Of course, this requires a genuine desire to help and understand a prospect. However, if you show that prospect that your first goal is to understand what is going on in her world, then the prospect will start to open up and you will develop a connection that goes far beyond surface-level rapport.

Remember, great sales people aim to go deeper than just rapport. They want to develop a strong connection with their prospects. Apply these three tips to create that deeper connection with prospects.

## Not All Prospects are Created Equal

### How to Easily Qualify Every Prospect



**ARE YOU THROWING UP ON YOUR PROSPECTS?**

So many sales people are running around wasting their time following up on prospects that are never going to do business with them. The tragedy of it all is that they could have easily known that information in the first 30 minutes of their first interaction with the unqualified prospect. Knowing whether a prospect is in fact qualified can save you infinite time and pain in sales. Here are three tips to easily qualify every prospect in sales:

#### Tip #8: Disqualify

I hear lots of sales trainers telling their clients that they need to qualify—I tell them the exact opposite. Great sales people want to think in terms of a disqualification mindset. When you meet with a prospect, don't assume that he is qualified and try to prove yourself right. This will come off as salesy and will lead

to wasted hours. Instead, start with the mindset that you don't know whether the prospect is qualified and be comfortable if you have to disqualify him in the end.

### **Tip #9: Have a Doctor's Mindset**

When you walk into a doctor's office with a problem, what happens after you briefly explain your problem? Does the doctor jump into her pitch about the top five reasons that you need a certain solution? "I have the perfect solution for you!!!!"

Of course not, the doctor asks you lots of questions to understand where you are hurting and what might be causing it way before ever suggesting a solution. We sales people must have that same mindset in selling situations.

### **Tip #10: Have Your Script of Questions**

Just like a good journalist has the same questions that she asks everyone she interviews, so should great sales people. The best sales people are not creative about the questions that they ask. They ask the same questions of every prospect time after time after time. By doing this, you no longer have to wing it in a selling situation, and can start to focus exclusively on whether the prospect is qualified or not.

Remember, your goal in a selling situation should be to determine as quickly as possible whether the prospect is qualified. Use these simple tips to qualify and disqualify prospects as quickly as possible.

## Come Get Your Snake Oil!

### How to Close the Sale Without Being Salesy



So many sales people tell me about how uncomfortable they feel when it is time to close the sale and they don't want to sound salesy. Old-school sales training would suggest you use some kind of Kung Fu closing technique like, "So, should we plan to start this week or next week?"

But this is transparent and just puts pressure on a prospect. Knowing that we don't want to be salesy, what should we do after we have determined that the prospect is qualified? Here are three simple tips to closing the sale without being salesy:

#### Tip #11: Present Case Studies

Often, sales people will try to bombard prospects with every single feature and benefit of their product or service. However, in this new market, where prospects are far more savvy, they don't need an education on your product or service.

Prospects need to see that you can help them achieve their desired outcomes by solving their challenges. By presenting them with case studies or past examples similar to their story, you can show how you will help them without bogging them down in every single feature and benefit.

### **Tip #12: Get Feedback**

During the presentation phase of a sale, it should not be a one-way conversation. Throughout your presentation, you should constantly be checking in with the prospect to make sure that she is on-board with what you are presenting. For example, after you share a particular part of your service, ask, “Does that make sense for your situation?”

The prospect will then give you feedback. Ask quick questions like that throughout your entire presentation. Do you agree with that?

### **Tip #13: Shut Up!**

During presentations, many sales people begin to talk and talk and talk. Stop that. Your goal is not to give the prospect an MBA in your product—it’s to close the sale. There is no need to do a lot of talking. Present to the challenges that your prospect has, and then shut up. If a prospect interrupts you during your presentation, stop talking and let the prospect talk. What he has to say is always more important than what you have to say. Even if you are naturally chatty in your personal life, don’t bring that over to your selling situation. You control the sale by keeping the prospect talking throughout.

Remember, great sales people don’t need to use some fancy close technique because they have done a strong job throughout the sale. In the end, just follow these steps and close those sales.

## We're in the Money!

### How to Open the Floodgates to More Customers



There are strategies to getting more customers that require a complete change of process, and then there are ninja techniques that are very easy to implement and require little effort. Both are important, but we all love the ninja techniques because a very small amount of effort can lead to huge increases in the numbers of customers. Here are three ninja techniques to open the floodgates to more customers:

#### Tip #14: Remove the Risk

At the point of sale, it is the prospect who is taking on the risk. What if you turned out to be a snake oil salesman? What if your product is crap? What if your solution doesn't work? All of these questions are running through your prospect's

head, so remove all of that risk by offering a total money-back guarantee for the first phase. If your solution isn't exactly what the prospect wanted, then the prospect can have his money back within the first phase of implementation. This will put prospects at ease and will allow you to close more sales. If your solution is great, they will almost never ask for their money back.

### **Tip #15: Affiliate**

Find another company that sells a different product or service to the same kind of customer as you and share your customer-bases. You spent years developing your customers, and other companies have also spent years developing their customers. Simply share your assets and you both grow exponentially in a very short period of time. As long as you have complimentary rather than competing products or services, you will only win in this scenario. Find other companies with the same types of customers and become affiliates for one another.

### **Tip #16: Offer a Small Intro Product**

Often, a prospect needs what you have, but simply isn't ready to make the full investment because he is not fully sold on your solution. At this point, you can throw your hands up and walk away or you can sell that prospect something smaller to just get the relationship started. What is a small introductory product or service that you can offer to prospects just to get your foot in the door? You don't always have to lead with this, but it is a great tool to have when you just want to take a first step in converting a prospect into a customer.

Not all selling strategies have to be difficult to implement. Simply begin using these strategies to bring in far more clients.

## Who's Next?

### How to Get More Qualified Prospects



"If I could only get in front of more qualified prospects, I could close far more sales."

I hear this every single day from sales people. It's the magic bullet to making lots and lots of money in sales. Here are three of the best strategies to get in front of more highly qualified prospects:

#### Tip #17: Call High

Prospecting with the telephone is still an excellent tool to getting in front of prospects, however it needs to be done properly in order to yield the big results. One of the most critical aspects of prospecting calls is 'who' you are calling. Most sales people spend their time calling lower-level prospects because they believe

that it is easier to get their foot in the door. This is simply not true. Higher-level prospects can be just as easy to connect with and, more importantly, they have far more authority to sign off on a deal. Low-level prospects often cannot give you a ‘yes,’ but they can easily give you a ‘no.’ During your prospecting calls, call as high as is reasonable in the organization.

### **Tip #18: Get Introductions**

Stop asking for referrals! They are confusing to whomever you’re asking. Is a referral a name and a phone number? Is a referral a recommendation? It’s unclear when you ask your client for a referral what you are really asking for. But, when you ask for an introduction, it is clear that you want to be introduced to somebody. The likelihood of closing a strong introduction is far greater than closing a weak “Tell Joe I sent you” referral. Hold yourself and your people accountable to asking for just one introduction every single day.

### **Tip #19: Speak to Sell**

What if I told you that there is a way to have the exclusive attention of a room full of qualified prospects? Would you want to learn about it? Well, the good news is that there is a way—speaking. You are a topic expert on whatever you sell. Networking groups, associations, trade groups, and companies all want experts to talk on subjects that can help them. Start speaking to small groups at first. Develop a simple 45-minute speech and use them to set appointments with people in the audience.

Getting in front of qualified prospects does not have to be a mysterious process. It just requires following the right strategies and staying focused. Use these tips and watch your prospecting pipeline bulge.

## It's Nice to See You Again...

### How to Get Your Clients Buying All the Time



So often, sales people tell me how they need to invest all of their time into finding brand new clients. I always ask, "What about the ones that you have worked with in the past?"

Selling is not just about hunting for new clients. It must also include keeping your existing clients around and getting them to buy more frequently. Here are three tips to get your clients buying all the time:

#### Tip #20: Have an Email List

How many times, as a buyer, have you worked with someone great and then forgotten her name next time you needed her? This happens all the time to your

prospects and clients. By having an email list, where you are providing great information to your prospects and clients, you stay connected. Don't let your clients just slip away to the competition simply because they forgot about you!

### **Tip #21: Call Your Clients**

So many companies are spending their effort calling new prospects, while leaving their existing clients in the dark. This is a huge lost opportunity. As part of your sales prospecting mix, you should be calling your existing clients to check in on them. Maybe call to share something relevant to them. Even offer them a service that they don't currently have. Just stay connected and show that you care.

### **Tip #22: Write Personal Notes**

In the day of emails, phones, and social media, people don't get hand-written notes. This has become a lost art, which leaves open a huge opportunity for the sales people with the initiative to stand out. It's amazing how quickly one can shoot off a quick hand-written note to a client, and it will always get read. Next time you see an article that is relevant to your clients, send off a copy to them with a brief hand-written note. Birthday coming up? Send a quick note. These touches will go a long way.

Don't forget that the foolish sales person forgets about the massive opportunity, which is her existing client-base. Use these tips to sell far more to your existing clients.

## Eye of the Tiger!

### How to Hit Your Sales Goals



*THE AVERAGE SALESPERSONS' DAILY STRATEGY SESSION*

Achieving sales goals is strangely more simple than most sales people think. The problem is that most sales people have put very little time into thinking about their sales goals. A simple process that may take no more than 45 minutes of your time can be the difference between actually hitting your goals and finishing another disappointing quarter. Here are three tips to make sure that you hit your sales goals:

#### Tip #23: Be Clear on Your Earnings Goals

I often ask sales people about what they would like to earn, and most of the time I get something that sounds like, "Well, I'd like to make six figures this year."

What? I'd "like" to make "six figures"? That sentence is spoken by someone who will not achieve his goal. It's a weak and vague statement. Rather, a winner will

respond to that same question with, “My goal is to earn \$110K in the next 12 months.”

This statement is both stronger and crystal clear. Get clear on what you intend to earn.

### Tip #24: Back into Your Sales Goals Based on Personal Goals

Many sales people base their sales goal on what their quota is. Really? You’re going to let someone else set your sales goal for you? Weak. Great sales people set their sales goals based on their personal goals. For example, Jane Winner is going to sell \$1M this year, which will earn her \$150K. She wants to earn \$150K so she can put \$20K towards her kid’s college savings, maintain a great lifestyle, and take her family on a trip this summer. The \$1M in sales is based exclusively on achieving her personal goals.

### Tip #25: Focus on Prospecting Activities

Once you are clear on your goals, then it’s time to focus on the prospecting activities that will fill your pipeline to achieve your desired sales goal. To continue with the example of Jane, she knows that in order to hit \$1M in sales, she must set 10 new prospect meetings per month. In order to set those 10 meetings, she must make 500 dials, ask for 20 introductions, call 100 clients, and go to 4 networking events. By clarifying this, Jane has removed all mystification from hitting her sales goal. All she has to do now is follow her plan on a daily basis. Mission accomplished.

Remember, it does not take long to become clear on your sales goals, tie those sales goals to your personal goals, and finally link them to your prospecting activities. Just follow this process and hit those goals.

## About the Author

Author of two books on sales and motivation, sales coach Marc Wayshak has drawn on his years of experience as an All-American athlete, professional speaker, business owner, and entrepreneur to create the revolutionary Game Plan Selling system.

While studying for his undergraduate degree at Harvard University, Marc suddenly lost all of his college savings in a stock market crash. Compelled to pay for college, Marc founded a small marketing company and began to learn the ins and outs of selling—the hard way.

After three years and thousands of cold calls, hundreds of speeches, thousands of introductions, and countless sales meetings, Marc had finally formed his effective selling technique. His marketing business quickly became one of the fastest-growing event marketing companies in New England, with clients such as Subway Sandwich Shops, ExxonMobil, and Getty Oil. At this same time, Marc served as Captain of the Harvard Rugby team and was selected as an All-American. After selling his business at just 23 years old, Marc began teaching sales to organizations both large and small.

Today, he teaches Game Plan Selling to his sales training clients and corporate audiences around the country.

Marc Wayshak is America's Sales Coach on Game Plan Selling. He shares the powerful strategies and techniques in the Game Plan Selling system through his writing and his training and coaching programs. Marc travels the world helping



## **25 Tips to Crush Your Sales Goal**

organizations and entrepreneurs transform their sales strategy to align with today's market.

Marc Wayshak has a Master's degree from the University of Oxford and a BA from Harvard University. He is an avid runner, snowboarder, and cook.

Contact Marc about his coaching programs, sales training, speaking, and sales products at: [www.MarcWayshak.com](http://www.MarcWayshak.com).