

LIVE

Selling in a Pandemic

MASTER CLASS

THE SALES
HUNTER
UNIVERSITY

Mark Hunter, CSP, "THE SALES HUNTER"
THESALESHUNTER.COM

SELLING IN A PANDEMIC: PLAN TO THRIVE, NOT JUST SURVIVE

You can quote me...

"If you don't believe in yourself, how do you expect your customers to believe in you?"

"Sales is all about helping customers see and achieve what they didn't think was possible."

"Sales is Leadership. Leadership is Sales."

"Information and time are the two greatest assets in a sale."

"Profit is the outcome of value received by both parties in a transaction."

"Success is not measured by what you did yesterday; it's measured by what you're going to do today."

"Our goal is to earn the right, privilege, honor and respect to meet again with each person we meet with today."

"The level of confidence you have going into a sale will determine the level of success you have coming out."

"The only good sale is one that leads to another sale."

"Pricing drives profit, and profit is at the core of each solution and opportunity for us and the customer."

"Negotiating is the art of creating a bigger solution. Negotiating is not the art of taking advantage of others."

"The greatest success you'll ever accomplish is in the journey to the success."

PANDEMIC CHECKLIST

Step I:
Focus long-term

Leverage your strengths

What are the outcomes I create?

Look downstream

Know your role

Stepping-stone execution

PANDEMIC CHECKLIST

Step II:

Refine your sales proposition

Keep things simple

Short timelines

Simplicity

PANDEMIC CHECKLIST

Step III:
Focus on your existing customers

Leverage your ICP

Prospect!

Challenge your existing processes

Rebuild your sales presentation

Refine your prospecting plan

Increase your messaging

PERSONALIZED PANDEMIC PLAN

1. **Can I state my value proposition in one sentence?**
2. **Am I clear on my ICP?**
3. **Do I know how to engage a prospect?**
4. **Do I have clear time periods each day/week to prospect?**
5. **Do I follow-through enough with my prospects and customers?**
6. **What is the biggest impact I can have on my customers?**
7. **What is the biggest personal improvement I intend to make in the next 60 days?**