

# The 10% Salesman

By Michael Lusk & Derrick Markotter

2010



# Introduction

Modern economies are producing more and more entrepreneurs. South Africa has in excess of 750000 entrepreneurs and this is considered low by western economic standards.

At start-up, many entrepreneurs and small businesses owners fall into the feast or famine category. What often happens is that when you are finding clients you're not earning money and when you're earning money you're not finding clients. Once the initial obstacles have been overcome, the struggle to maintain a healthy cash flow kicks in - month after month, year after year. At times there may seem no way of getting rid of this monkey on one's back.

Many entrepreneurs struggle to sell because they do not see themselves as salesmen. But you don't have to be a salesman to know how to sell. On the other hand you must know how to sell if you want to grow and keep a customer base. Selling is a process that can and must be learnt as a core corporate function.

10% sales people consistently spend 10% of their time selling and 90% of their time earning.

This is made possible by the nature of the world around us. The speed and cheapness of setting up an Internet marketing strategy is staggering. The beautiful part of it is that it's easy to learn, inexpensive, a massive amount of fun and financially rewarding.

## **Business Networking and You**

Business networking is almost as old as mankind. Once humans developed social skills, networking started. At its highest level business networking is a meeting of two or more business people who share a common vision. At its lowest level it is finding somebody to share a vision with.

Modern business forums make it easy to meet and engage with fellow professionals. Each person in a networking forum has their own network of customers, suppliers and contacts and therefore a business network meeting provides broader opportunities than just the people in the room. In any business networking forum you can:

- Win a customer
- Win a supplier
- Meet a joint venture partner
- Get a referral
- Pass a referral
- Make a business friend

Although meeting people at business network forums is relatively easy, engaging them and keeping their attention is much more difficult because of the divergent mix of business and the brief amount of time one has to make a power presentation.

Followup is the most important first step after any meeting. This is easier than most people realize because today almost all computers come packed with sophisticated communication tools such as Excel, PowerPoint, Word, Outlook and Internet Explorer.

By using the basic tools of communication that we all have available,

you can quickly and efficiently keep in touch with everyone you meet and through a process of elimination over time, find just the ones you are looking for.

Business networking combined with the Internet and email marketing addresses the most difficult part of the sales process – meeting and qualifying suitable prospects. David A. Peoples, the internationally renowned speaker and author, asks this question: “How many frogs do you have to kiss to find a prince?” The answer is – lots. Or in business terms – “How many clients, customers or prospects do we have to chase to get one order?” The answer is – “lots”.

### **Social Networking and You**

In this age, business networking has become very sophisticated, resulting in booming international trade and wealth for certain individuals beyond their wildest dreams.

At the centre of the phenomenal growth of business networking is a person’s ability to communicate to larger and larger audiences in a number of different formats.

The digital evolution that is still in its infancy in this early 21<sup>st</sup> century has changed the dynamics of the supply chain. Anyone and everyone can be part of the process.

For the purposes of this booklet, social networking includes the Internet, email marketing and other digital communication such as radio and television. Social networking is the logical evolution of the human need to communicate ideas and opinions.

### **Using the Internet and Email to Support Your Presentations**

While business networking is still the easiest entry point to the sales process, you can increase your effectiveness a hundredfold by including social networking as part of your appeal.

**The 10% Salesman** is a template that you can use to produce your own power packed presentations even if you have never used any of these techniques before. The only pre-requisite is your need to win and retain customers.

This template is supported by a number of DIY manuals that can be purchased through [‘The 10% Salesman’ on-line store](#).

In the following chapters we address:

Presentations supported by the Internet and Email marketing

Choosing a Business Network Forum

Email Common Sense

Ninja Websites

**The 10% Salesman**



## **Presentations supported by the Internet and Email Marketing**

To sell effectively using the Internet as a tool, one needs to understand the role the Internet and email marketing play in the sales process.

### **AIDA & DIPADA**

It is difficult to define the sales process but two simple systems you should know about are known by the acronyms AIDA and DIPADA.

AIDA is the presentation or promotional process you go through to get prospects to request a meeting with you.

A – get their Attention (for example, by explaining what you do at a network meeting)

I – get them Interested in your potential solution to their problem

D – create a Desire to learn more

A – get them to take Action by going to a website, requesting more information or requesting a meeting

DIPADA is the interactive sales process you use at the meeting.

D – Define their problem by asking questions which lead them to agree that they have a problem. Once the problem has been defined, you can begin to present your solution.

I – Identify your solution to the prospect's problem, and the benefits of your solution.

P – Proof. This is the main part of your presentation. You show the prospect facts and proof that your solution will solve their problem. You can use data, case studies, graphs and testimonials to prove that your solution will work.

A – at this point, you ask your prospect to Agree that they understand your proposal, and to agree that it's what they need to solve their problem. This is also known as a Trial Close.

What you are doing is asking your prospect for an opinion. If their opinion is positive, you can go ahead and ask for the order.

If they aren't convinced, you can carry on offering proof in the form of more stories and case studies.

D – Desire. At this point, if your prospect hasn't already agreed to buy, you can use an appeal to their emotions. For instance, you could paint a picture of the future, placing your prospect as the hero or heroine of the story.

A – Action. This is where you ask your prospect to make a decision. Once they have reached this point, asking for the order should be a natural and easy step.

These structures are not intended to be rigid; you can adapt them to your specific needs. The main advantage of using a system like this is that it helps you to keep track of where you are in the sales

process. There's no point in trying to sell a solution to someone when you don't even know if they have a problem.

### **Selling is a numbers game**

Before the Internet and business networking, sales people would spend huge numbers of hours processing perhaps a couple of dozen prospects in a month. Now, with the Internet and email communication, processing several hundred prospects a month is realistic.

The Internet and email marketing make it possible to provide an extended presentation after a brief elevator speech at a network meeting.

On your website, you can use graphs, charts, photographs, videos, audio recordings, slide presentations, spreadsheets and articles to give your prospective customers all the information they need to evaluate your product or service.

Once they have decided that your product can help them solve their problem, they are highly qualified and all you need to do is fulfil their expectations.

### **Business Networking**

Business networking provides you with opportunities to get in front of large audiences quickly and efficiently. Using email and the Internet to supplement your presentation provide the means to continue engaging the audience long after you made your initial presentation.

### **Things That You can Do**

The three disciplines that need to be coordinated are the business presentation, the email follow-up and your web presence.

Each discipline provides unlimited potential for you to blow the audience away. For example you can provide audio visual presentations that are so attention grabbing that they set up the rest of the process. The email followup can be constructed in such a way that the recipient has no choice but to happily comply with your call for action. Your website can be the master of the trial close or indeed the close when the prospect can buy on-line.

At the end of this process you should find yourself in front of the prospect or customer and that all that will be left for you to do, is cross the T's, dot the I's and pick up the order.

### **The Sequence Starts Here**

The sequence of events starts with an elevator speech made at a business network session or to any individual or group of individuals you happen to meet in a business atmosphere. That is followed by a letter that provides a link to a website previously positioned to further qualify and engage your audience.

### **What you will need**

You will need at least one website but preferably a brochure site (PR pages containing a corporate overview, contact details, mission statements, privacy policy etc) supported by multiple Ninja sites to have real fun. Read the chapter on Ninja sites to learn more.

A program to store company details that links to a word processor that provides merge facilities. These facilities are normally supplied with the program you use to write letters.

A program to write letters that can be merged with a database and sent via your email program.

### **We use the following programs and equipment:**

Wordpress for creating and managing the websites

Microsoft Office 2007 with Publisher for mail merges and Outlook for email broadcasts. We use Word for brochures and letters that are not designed to be merged but printed.

We use **CUSTOMER Care6** as our database manager. You can use the database facilities offered by the word processing system you use.

We also use TouchBasePro to send bulk emails. Sending emails from your desktop is fine but when it comes to large numbers of emails a number of factors will influence the way you want to go

As you can see the cost of all of this is insignificant since you will have most of the equipment and Microsoft Office.

If you are going to do it yourself, you will need a hosting account and a domain name and this will cost you about R1000 a year. This will allow you to host up to 20 websites. Each domain name you register will cost between R50 and R100 a year, depending on whether it's a .co.za or a .com.

We can show you exactly how to do this, or we can do it for you.

Go to our on-line store to see the options we offer.

### **Goal Setting & Feedback**

At the beginning of the 20<sup>th</sup> century, John Wanamaker, the department store owner and the inventor of the price tag, is accredited with saying, "Half the money I spend on advertising is wasted; the trouble is I don't know which half."

A year after Wanamaker's death in 1922, Claude C. Hopkins published the classic "Scientific Advertising" which explains exactly how the effectiveness of advertising can be measured. However, the principles no longer seem to be practiced, perhaps because it's a real mission.

The Internet, on the other hand, makes it very easy to discover where website visitors have come from and what they're interested in. You can try different approaches, monitor them and see which one works best and all of this at the speed of light.

By monitoring our success at each step of the sales process we can extract the information we need about ourselves, our product and our audience and use it to improve our performance going into the future.

You don't have to use the Internet or email marketing to be successful at winning and retaining customers but **'Why Walk When You Can Learn to Fly?'**

If winning and retaining customers is something that you need to do consistently then it is important to understand the role the Internet plays in the sales process. Learning how to coordinate the Internet sales tools that you now have available to you with your conventional sales activity will get you into a position where you can close more deals quickly without wasting precious time.

How do you get a lot of people's attention quickly?



## Business Network Forums

There are many business network meetings happening in and around Johannesburg at any given time. Majestic and MyGenius self help groups frequent breakfast times while **INNER Circle**, BNI and other independent business networking organisations run groups at lunch time, late afternoons and over dinners.

The various Chambers of Commerce, Randburg, Roodepoort and Johannesburg run various periodical or weekly meetings.

There are many business networking options and you will obviously choose the environments that you are comfortable in.

So what are we looking for in a meeting? Well that depends on you but what we are looking for is the following:

The venues must be geographically easy to get to. We concentrate on the northwest of Johannesburg.

The host is important. Some hosts dominate the meeting while others play a secondary role. Remember the meeting is about you. Make sure the rules suit you.

We prefer those venues where we can make audio visual presentations. Not all that easy to find and normally you have to have your own equipment.

Avoid cinema type of seating arrangements if you can. Of course you could get there early and grab the front seat so that when you make your presentation you can stand, turn around and address everybody face to face. The best seating arrangements are horse-shoe style. Restaurants are popular meeting places; some work but others are a bit noisy.

When is the best time? Anytime - we don't mind what time the meeting is scheduled for because the very next activity is from the office sending the email followup.

Refreshments after the meeting definitely encourage people to stay and chat.

Choose the right business forums for your product or service. Business networks are aimed at a certain type of business according to the developer so be sure that they suit yours.

How many should you attend? As many as it takes to get the sales wave going. We do up to 8 a month besides cold calling.

Finally, the most important thing about business network meetings is the number of people that each forum draws. We are of the opinion that 20 or so people in a room each with 3 minutes will take up about 90 minutes which is a lot of listening. The ideal split would be 50% old faces, 50% new faces.

If you are wondering what it is going to cost in hard cash, then budget about R400 per month excluding travel and time.

If you are thinking that that is a lot of money then just think about the benefits of such an investment. A constant flow of qualified prospects – now how much is that worth to you?

These are the business we attend in any given month:

**INNER Circle**

South Africa's premier business networking forums  
Held every week with different hosts at different locations  
R100 per meeting

**Roodepoort Chamber of Commerce & Industry**

Plenty of high class activity going on around here  
Membership (R1000 per annum) and occasional charges

**Randburg Chamber of Commerce & Industry**

Membership (R1000 per annum) and entrance charges

**BNI** groups are also very popular. Unlike the other business forums BNI are closed groups so unless you join a group you can't access the members. Membership is in excess of R2000 per annum.

The Chambers of Commerce provide real opportunities to diversify your marketing activities because the Chambers may provide you with a platform to give free training seminars. Now think about the benefits of that.

Our Business Networking website [networkingjohannesburg.co.za](http://networkingjohannesburg.co.za) will give you more information about the various functions we attend as well as sharp short interviews with key players in the industry.

Important websites:

<http://networkingjohannesburg.co.za>

<http://www.randburgchamber.co.za>

<http://www.rocci.co.za>

<http://www.innercircle.ning.com>

Now that we have a product and have identified the business networking forums we are going to pursue we need to prepare our follow-up email letter. So let's get right to it: '**Email Common Sense**'.



## Email Common Sense

The issues of email marketing are such that we could not hope to cover a small fraction of them in this short chapter. We will be concentrating on desktop email marketing only.

Desktop Email marketing is not about sending tens of thousands of emails out to a bunch of strangers. Sure you can do that but you just waste your time and theirs. Email marketing is about keeping in touch, for various reasons, with the people who matter to you and who are interested in what you have to say.

Seth Godin says that your email messages should be relevant, anticipated and personal. If you adhere to this standard, you should have very few problems.

### Spam

How do you know you are spamming?

In South Africa, the legislation which applies to commercial email is the Electronic Communications and Transactions Act 25 of 2002.

Section 45.1 of the Act states:

*(1) Any person who sends unsolicited commercial communications to consumers, must provide the consumer—*  
*(a) with the option to cancel his or her subscription to the mailing list of that person; and*  
*(b) with the identifying particulars of the source from which that person obtained the consumer's personal information, on request of the consumer.*

This is the legal position; however, there is also the matter of email etiquette to be considered. Simply put, if someone thinks that your email is spam then it is spam.

In order to avoid being accused of being a spammer, you need to get permission to send emails.

We are only interested in permission-based email marketing because this is where the real return on investment (ROI) is. Permission based email marketing means your audience has given you explicit permission to email them on the subject they have expressed interest in. But remember you still spam these people if you annoy them or waste their time.

### Initial permission

Meeting a person once at a business networking meeting is not sufficient permission to continue emailing them indefinitely. We recommend sending an email which reminds them who you are and where you met, and asks for explicit permission to continue communicating.

And even if they have given you permission don't think you can just send junk week after week. Treat your audience with the same respect you would treat your grandmother - you wouldn't send her junk, or would you?

## **News Letters and Email Automation**

There is a place for both of them in the overall scheme of things.

Automated is not personal no matter how you argue it. Newsletters are not appropriate at this point in the sales process. They should only be sent to customers or subscribers, not to prospects, which includes people you've met once at a network forum.

At this point you should be sending letters written personally by yourself and personalised to your specific prospect, addressing the issues you previously talked about when you met them.

## **Permission-based email marketing**

Okay so let's build a permission-based database of people who want to hear from us on a subject of our choice.

Most business network forums give you permission to write to everyone you met at the forum. You only get permission to send one letter to attendees. That letter, combined with your presentation, must be compelling enough to get your prospect to take action and give you further permission.

This is done with a call to action, either by return email or a webpage you have specifically positioned to get their permission. Once they have indicated that they are interested you can move to the next step of the sales process.

Avoid at all costs the temptation to continue emailing your database if they haven't indicated an interest in you. Most importantly don't take their lack of interest personally. If they complain that you are sending them unsolicited emails, don't argue. They are unlikely to ever buy from you, so remove them from your database.

## **The purpose of all of this is to sell**

Depending on what you're selling, the email process can be refined to get appointments, get people to visit your website or get them to subscribe to your newsletter.

Your email correspondence must reflect your enthusiasm and passion for your product and customer. Practice the art of being sincere – once you can fake sincerity you've got it made.

## **Now we need to get our websites ready**



## Ninja Websites

When I spoke to Derrick Markotter about Ninja websites he had this to say: 'When you decide to open a retail store one of the critical elements for success is traffic. Having a steady stream of potential customers is so important that many people are willing to pay the high rents in shopping malls to guarantee it.

On the Internet, it's exactly the same. Getting a stream of visitors to your website is vital.

There are a number of ways to get traffic to your website. Advertising is one way; another way is by diverting traffic from the search engines - the "shopping malls" of the Internet.

Search engines like Google, Yahoo and Bing get a vast amount of traffic, because when they're looking for something on the Internet, most people start by typing a search term into their favourite search engine.

Studies have shown that most people will only look at the first page of the search results. If they click on a website link, it's most likely to be one of the first three results.

If your website is not on the first page of the search results, for the specific search term they type in, people will not see it, and certainly won't click on it.

On the other hand, if your website is in the top 10 search results for a frequently-searched term, you can get plenty of traffic.

How do you make sure that your website is on the first page of the search engine results?

It starts with keyword research - discovering the search terms that people are actually using to find your product or service in the search engines.

There are tools to help you do this, including some which are free to use.

Once you have a list of search terms or keywords, you need to make sure that the search engines can find those keywords on your website.

If a particular keyword doesn't appear in the text on your website, it's unlikely to appear in the search results for that keyword.

What's better than having your website appearing on the first page of the search results?

Owning multiple listings on the first page

This is where ninja websites come in. Ninja sites are optimized for one keyword phrase, and are designed to steer traffic to your main website.

You could potentially have dozens of ninja sites, appearing in the search results for all the keywords you're interested in, and directing a constant flow of traffic to your main site.

Imagine the possibility of having more than one website, controlled

by you, on the first page of the search results.

How do you set up ninja websites?

Many of the top sites on the Internet depend on their users to generate the content which keeps them at the top. Where would Facebook be without its users? For that matter, even Google gets most of its content from other people's websites.

You can take advantage of the user generated content phenomenon, by creating pages or mini-sites on dozens of carefully-chosen popular websites. Each of these Ninja websites then links back to your main site.

By doing this, you can create a spider web of ninja sites, with your main site at the centre. Anyone looking for your product or service is almost sure to end up on your website.'

**And Derrick said all of this without taking a breath!**

Ok so let's get our head around what Derrick has just told us. We create mini sites and link them back to our main site. He is talking about dozens of mini sites. Imagine dozens of websites pointing to your main site and coaxing interested visitors to your website.

If you would like to know more about this type of Ninja website grab a copy of Derrick's publication '**The Keyword Maze**' offered on [The 10% Salesman' on-line store](#).

### **Landing Pages**

However, there is another type of ninja website. These ninja sites are not designed to attract visitors through Search Engine searches but are positioned to receive visitors coaxed to your site either as a result of a presentation you have made or as a click through on an email you have sent them. These pages are also known as 'landing pages'.

These sites are designed to complement your presentations and email follow-ups. Normally they consist of a single page or a gateway to other specially positioned pages to encourage visitors to take the action you require from them including buying on-line.

Ninja pages are designed to say something **INTERESTING**, stimulating desire and encouraging the visitor to take action because he or she is really interested in what you are presenting them.



# The 10% Salesman

It was Heinz M Goldmann who made the observation that selling is not a haphazard game but a planned process and the better you plan the more you will sell.

**The 10% Salesman** is a template that you can use to design your own Internet sales strategy.

Follow these steps and utilize the training material that you find in ['The 10% Salesman' on-line store](#) or let us partner you in the process. Whichever option you choose you will be pleasantly surprised how interesting and fun it is to win customers.

These are the steps you will need to follow:

## 1 Product Definition

Planning starts with a complete understanding of the features and benefits your product or service offers. You will be surprised at the number of people we meet who do not have their product wrapped for sale. How do we know this?

Because they can't tell the difference between a feature and a benefit and as we all know, people buy benefits.

Here, let us show you, using **CUSTOMER Care6** as a demonstration:

Feature	Benefit
Windows based, user friendly, designed for high speed data capture	<b>Easy to learn Save time</b>
Comprehensive record of all customer information and all sales activity	<b>Uncover business opportunities</b>
Planning - Create your own timetable of visits or followup and allocate space in your diary to accommodate them	<b>Gain respect for being reliable &amp; efficient</b>
Provides a seamless interface to Microsoft Office	<b>Present a professional image</b>
Comprehensive Activity Reporting	<b>Feedback The Breakfast of Champions</b>

If you haven't already done it then we would suggest you spend a minute or two doing something similar for your

product and or service.

And if you have competition then do the same for their product or service offering because from this you will be able to discern points of difference and your unique selling proposition (USP).

Your product range may consist of one or more products or product ranges. Each product should have a features and benefits list.

The lists can then be consolidated into a single product overview giving you total control of any negotiation if you know your own strengths and weaknesses and those of your competitors.

Be sure to get our soon-to-be-released booklet '**Why Walk When You Can Learn to Fly**' that can be purchased through the ['The 10% Salesman' on-line store](#).

## 2 The 3 Minute Presentation

At business forums which afford the opportunity to make a short presentation, you are generally limited to between three and five minutes. Making maximum impact during this short presentation is not difficult to do. Given that you know that you are going to be following-up with an email, you don't really have to say very much.

The incredible thing about the human brain is that it starts thinking the minute you are born and only stops when you get up to make a speech in public. I can't remember who said that but the more you do it, the easier it gets.

Don't bore the audience.

The one thing you do have to remember to do is to tell them that you are going to follow up by email. This is a promise of action and you must do it.

Whatever you do, don't bore the audience.

Learn more about effective presentations through our soon-to-be-released booklet '**Why Walk When You Can Learn to Fly**' that can be purchased through the ['The 10% Salesman' on-line store](#).

## 3 The Email Follow-up

The most important aspect of email marketing at this point in the sales process is the personal touch. Never use automated email systems for this type of correspondence.

You will need to address people by name, remind them of what you said in your three minute presentation and give them an opportunity to express their interest by taking an action such as responding to your email or clicking through to your website.

### 3.1 List Building

Meeting people at business networking meetings is not only the quickest way to meet people but the quickest way to build

your list.

We are not trying to build the biggest list in the world - just one of people who matter to us and who want to hear from us. We need their first name and surname, email address and an idea of what they are interested in. There might be other bits of information you would like to collect, such as their company name, telephone number and web address. Most of this information you can get at the meeting or from their business card.

We suggest you use Excel for setting up and maintaining a simple database that can be used to merge selected records with Word or Publisher. How this is done can be learnt from our book '**Sorry – How did you do that again?**' You will find it in our '[The 10% Salesman](#)' on-line store.

### 3.2 Frequency

Frequency is simply the number of emails you send to the people who on your mailing list over any given time period.

For the purposes of this sales strategy one should communicate as soon as possible after a meeting with the people who were at the meeting. Further communication will depend on their response.

Be sure to get our soon to be released booklet '**Sorry – How did you do that again?**' and learn simple techniques of charming your audience through letters. You will find the booklet in '[The 10% Salesman](#)' on-line store.

## 4 Website Design and Development

We would recommend that you have a webpage specially positioned to provide further information or options supporting the presentation you make at business forums.

This webpage would allow visitors to buy on-line or retrieve further information on the topic you previously presented.

Where people are requesting further information it is important to confirm their email address for your records.

Your website design should lay out your offering in an organised way easy for the visitor to read and digest and most importantly, take the action you want them to take. Keep everything short and to the point – talk less, say more.

Managing websites is the tool that the sale person needs to master even if they don't do the technical work themselves because it needs to reflect their sales activity and not someone else's lack of creative genius.

Websites will change frequently with pages being added, updated or removed depending on the seasons, trends, moods or other influences that keep the website up-to-date and relevant.

We offer 2 variations of '**The 10% Salesman**', the first are a series of self help courses that can be purchased as ebooks through the '[The 10% Salesman](#)' on-line store. Alternatively, we can partner you

through one of our inexpensive support programs where we provide our experience and technical capability as a tool you can use in the development of your coordinated sales strategy. See details in the on-line store or review the options below.

