



Winning Sales Performance

With Shane Gibson
Professional Speaker &
Author
@ShaneGibson



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“Selling...

...is about creating an
environment where an act of
faith can take place”



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Bullet-proofing your process

1. Always keep the deal and the relationship moving forward
2. Raise the barrier to exit
3. Raise the barrier to entry
4. Get rid of anything unproductive
5. Keep focused on your game all of the time



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Sales Funnel

- Should have two holes
- Prospects and clients seem to fall out well before they reach the end of the process
- Sometimes they seem to live in the funnel forever



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6 Common Holes

1. Lack of consistent input (Funnel Time)
2. Poor quality on input (qualifying)
3. Slow response times
4. Lack of insight
5. Lack of follow-up / nurturing
6. Lack of a CRM / CRM process



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You are a decision maker



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Spend? **Your Assets** **Invest?**

Ability, Money, Energy, Time, Reputation

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The ABC 's of Targeting
© Bill Gibson & KBI 1997-2016

CATEGORY	USERS		NON-USERS	
	RETAIN	DEVELOP	REGAIN	GAIN
A Absolute				
B Beneficial				
C Convenient				

High Yield & Larger Investment ↑
↓ Lower Yield & Smaller Investment

Pro-Active & High Relationship Selling ↑
↓ Passive & Lower Relationship Selling

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Corporate Criteria

- Size of company
- Access to decision makers
- Annual revenues
- Industry
- Number of employees
- Business stage of growth
- Locations
- Geographic location
- Market focus / target markets



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Individual Criteria

- Age
- Profession
- Geographic region
- Hobbies
- Industry they work in
- Geographic location
- Political affiliation
- Causes
- Kids
- Marital status



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Situational Targeting

Corporate

- New CEO / management position
- Financing
- Challenge with suppliers
- Industry disruption
- Growth of company
- Hiring phase
- New product/division launch

Individual

- New job or promotion
- Change in relationship status
- Lump sum
- Recent move
- Kids
- Graduation
- Milestone



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Do your ABC's on:

- A prospects
- A steps
- A corporate activities
- A education opportunities / networking opportunities
- A personal activities



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A List

- 5 A category referrals and power centers you absolutely must make more time for next month?
- 5 A category prospects that need more attention or an immediate follow-up?
- 5 A category clients I need to spend more time developing?
- 5 A category online or offline networking tools/events I should attend or engage in



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Rapid Response

- Odds of contacting a new lead is **100 times greater** within 5 minutes versus 30 minutes
- Odds of entering the sales process, are **21 times greater** when contacted within **5 minutes versus 30 minutes.**
 - Dr. James Oldroyd, Lead Response Management Study (InsideSales.com)



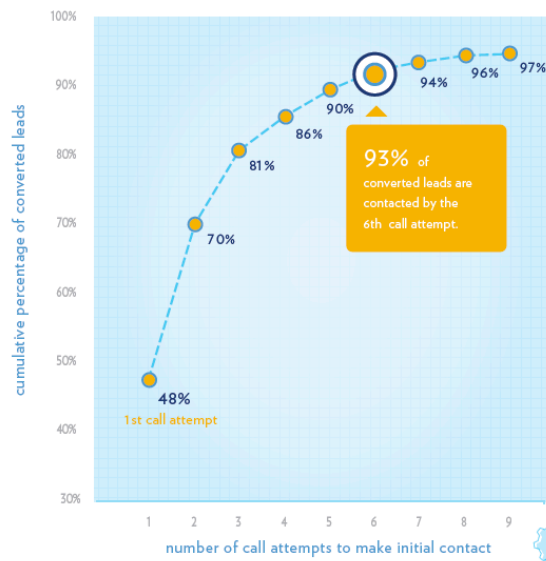
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Follow-up 5-6 times

Velocify Study:

Figure 2: The Optimal Number of Calls



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Nurtured Leads

“Nurtured leads make 47% larger purchases than non-nurtured leads.”

– Annuitas Group

According to Forrester Research, companies that excel at lead nurturing generate 50% more sales leads at 33% lower cost per lead.

- DemandGen Report



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“80 percent of prospects that don’t make the grade today will go on to buy from someone within the next 24 months.”

- SiriusDecisions



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Touches

- In-person meeting
- Social Get-together
- Phone Call
- Lunch / Meeting
- Handwritten cards
- Networking event
- Conference
- Tour
- Personal email
- Coffee / Lunch
- Hangouts / Skype
- Text
- Team member contact
- Swag / gifts
- Golf / Day on the Mountain
- Business intelligence



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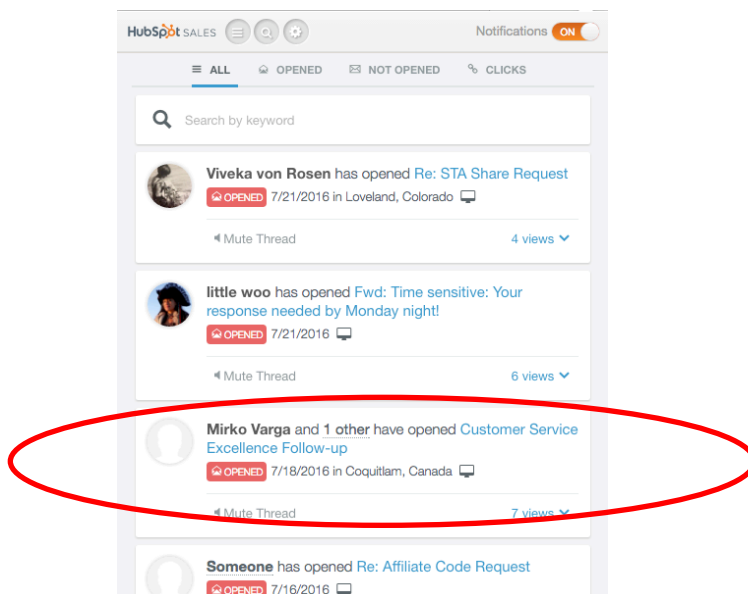
Social/Digital Touches

- Twitter interaction / question
- LinkedIn connection, comment, like, message
- Facebook like, comment, message
- Share design insights / Pinterest boards
- Forward relevant blog
- Whitepaper / Case studies
- Sharing their content
- email / newsletter



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The Art of Asking Questions



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**“I’ve heard
many people
talk their way
out of a sale
but I have
heard very few
listen their way
out of a sale.”**



-Zig Ziglar-

**Most people don't listen,
they just wait
for their turn to talk.**



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70/30 Selling





Needs Analysis

- Forces you to listen
- Shows real interest
- Nothing is missed
- Is a record
- Free education
- Leads the customer

Would it help to know the clients':

Likes	Challenges
Dislikes	Objectives
Fears	Values
Beliefs	Goals
Problems	Motivations
Achievements	Dreams



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Effectiveness Levels of the Various Aspects of Communication

7% is in the **words**

23% is in the **Tone of Voice**

35% is in the **Facial Expression**

35% is in the **Body Language**

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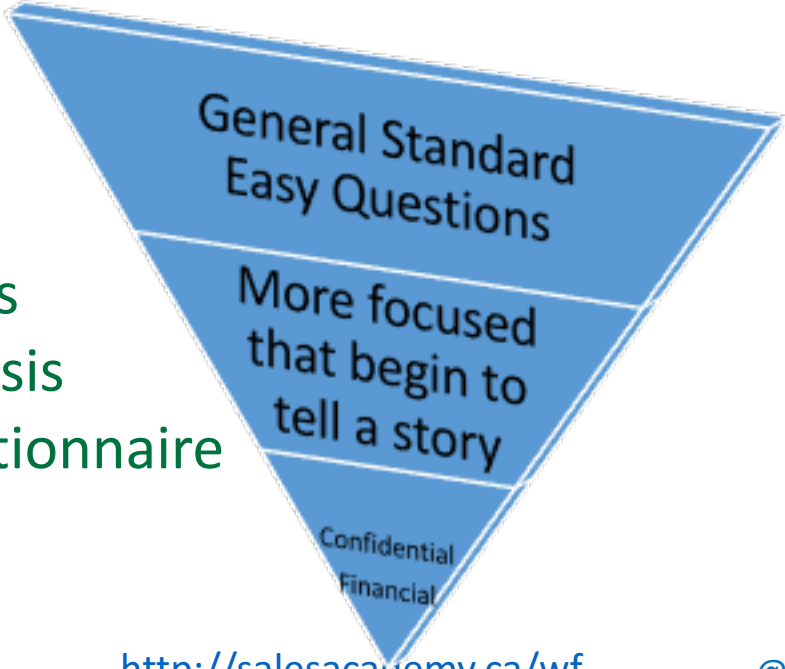


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Needs Analysis Questionnaire



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3 Rules

1. Never sell during the needs analysis
2. Watch their tone and body language
3. Watch your tone and body language

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Varied Questions Create Contrast

- Open
- Closed
- Leading
- Requests



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3 Vital Questions

1. Have I missed anything?
2. Do you have any questions for me?
3. Based upon what you have shared with me, would you mind if I shared with you how I think we could help you?



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Design your own needs analysis

1. Brainstorm multiple open, closed, leading and request type questions
2. Rate them from least to most confidential
3. Pick your top 5-7
4. Practice out loud to test comfort and flow



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Prospecting is a...

- Mind-set
- Discipline
- Life skill
- Sense of expectant, positive curiosity



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Focus For Maximum Results

- Do your A,B,C's on:
 - Referral sources
 - Networking events
 - Associations
 - Volunteer Activities
 - Types of Prospecting
- Be on 24/7 vs. 9 to 5
- Have system for follow-up



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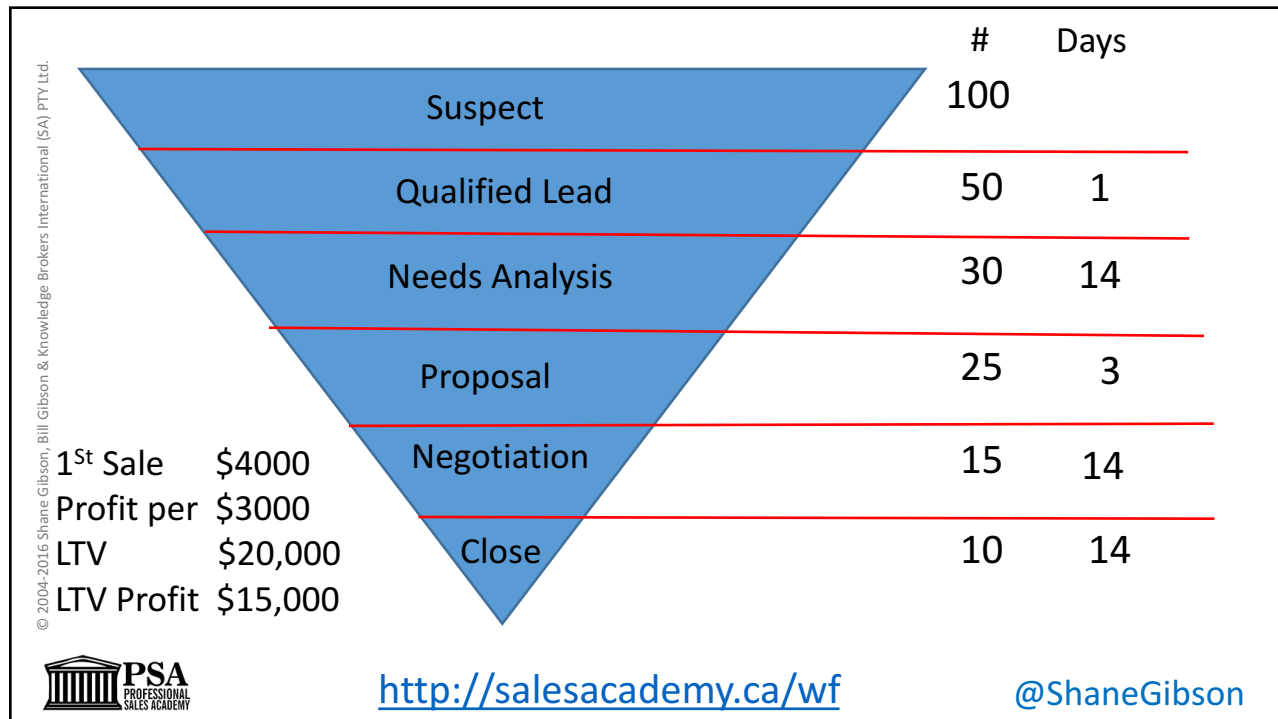
My Funnel Sources Q1

- | | |
|--|---|
| <ul style="list-style-type: none"> • Board of Trade/Chamber of Commerce, Distinguished Speaker Events, Luncheons • Guest Speaking • UBC Events • Terminal City Club, Marine Clubs, Rowing Club etc. • Business Coaches • CRM Partnerships • Lunch with my network • Social Engagement Online | <ul style="list-style-type: none"> • BIA's • Local MLA/MP Events • BCTIA • Scotch and Craft Beer and Wine Festivals (my favorite) • Volunteer for A category charity or community events • Shane's VIP mixer • Sales Meetup • Twitter leads • LinkedIn leads daily |
|--|---|



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Social Selling / Prospecting

A 3-month study of 500+ sales pros in the B2C and B2B space found that salespeople with social media aptitude were **6X more likely to exceed quota** than those with moderate or minimal social media use and competency.

(Kitedesk / A Sales Guy Consulting Inc.)

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Steve's Social Graph



Google **steve behrlich**

Web Images News Videos Maps More Search tools

About 3,410 results (0.40 seconds)

Steve Behrlich | LinkedIn
<https://ca.linkedin.com/in/stevebehrlich>
 View Steve Behrlich's (Canada) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Steve Behrlich ...

Steve Behrlich (@stevebehrlich) | Twitter
<https://twitter.com/stevebehrlich>
 The latest Tweets from Steve Behrlich (@stevebehrlich). Global nomad - entrepreneur - President, OnRes Systems: online reservation system specialists - GDS ...

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 Uploads from Steve Behrlich, by Steve Behrlich; 17 videos; 40 views.

Steve Behrlich - YouTube
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 TV Queue - Count - Total - Steve Behrlich. Subscribe/Unsubscribe/Insucribe 4
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Steve Behrlich (@stevebehrlich) • Instagram photos and ...
<https://www.instagram.com/stevebehrlich/>
 See Instagram photos and videos from Steve Behrlich (@stevebehrlich)

Steve Behrlich - Great hotel - I highly recommend...
<https://www.facebook.com/ledsondowntowninn/posts/423716441082883>
 Steve BehrlichSundowner Inn August 21, 2013 North Vancouver, Canada • Great hotel - I highly recommend... Like Comment Share Sundowner Inn likes ...



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Peter Boys CAFA
Owner, Boys Financial Services
Stettler, Alberta, Canada | Financial Services

Current: Boys Financial Services
Previous: Walton Capital Management Inc., KEE Canada Ltd., R & B Farm Equipment Ltd.
Education: West of Scotland Agricultural College

500+ connections

<https://ca.linkedin.com/in/peterboyscafa>

Background

Summary

27 years in the farm equipment business in Western Canada from service to wholesale and retail, with 11 years spent as a partner in a farm equipment dealership at Grande Prairie, Alberta. Now in my 18th year in the financial services business working as an independent financial advisor.

People Also Viewed

- Vanson Field, CFP®**
Stratego Financial / Manulife Securities Incorporated
- Rodney Pimm, CHS, EPC**
VP - Distribution



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Summary

27 years in the farm equipment business in Western Canada from service to wholesale and retail, with 11 years spent as a partner in a farm equipment dealership at Grande Prairie, Alberta. Now in my 18th year in the financial services business working as an independent financial advisor.

I partner with a team of professionals to help farm & small business owners manage risk, grow their wealth with innovative investment, insurance and banking strategies .

Specialties: Helping families, farmers and small business owners to develop and implement custom retirement and estate planning road maps. I refer client's to Manulife's Tax & Estate Planning Group, MNP and Grant Thornton to help me develop farm and small business owner's sale & succession plans.

Experience

Owner
Boys Financial Services
July 1997 – Present (18 years 10 months)

My business mandate is to preserve and protect my client's health, wealth and lifestyles. Educating them to make smart choices with their money and to pay themselves first.

1 recommendation

Deepak Lodhia
Professional Speaker- Build A Better Team, Get Better Results

People Also Viewed

- Rodney Pimm, CHS, EPC**
VP - Distribution
- Mitch Reynolds, MBA, RRC**
Creating success in Financial Services for clients and advisors through educating and developing others.
- Chris Holmes**
Self Employed at Quality Greens Farm Market
- Stephen Telfer**
Manager at Ideal Solutions Financial
- Richard Canfield**
Certified Infinite Banking Practitioner & Financial Advisor at Richard Canfield
- Robin Brodhurst**
CFO at Helios Global Tracking Ltd
- Jane Trentini**
CFP CLU Managing Partner of Trentini Wusyk & Associates
- Ryan King**
Portfolio Strategies Securities Inc. &



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1 recommendation

Deepak Lodhia
Professional Speaker- Build A Better Team, Get Better Results
Peter is an amazing open client who is ready to see possibility in every situation. View ↓

Referring Representative
Walton Capital Management Inc.
2013 – 2015 (2 years)

Walton
APPRECIATE THE LAND

Connections:
Richard Canfield: Certified Infinite Banking Practitioner & Financial Advisor at Richard Canfield
Robin Brodhurst: CFO at Helios Global Tracking Ltd
Jane Trentini: CFP CLU Managing Partner of Trentini Wusyk & Associates
Ryan King: Portfolio Strategies Securities Inc. & King Capital Planning Inc.
Grace Kallal: Insurance Marketing

How You're Connected
You
Greg Bright
and 1 more connection in

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Jesse Vu
Visionary Entrepreneur and Senior Managing Director
Calgary, Alberta, Canada | Financial Services

Current: Exceedia Consulting Ltd., Exceedia Financial Services Inc.
Previous: WFG - World Financial Group, Youville Residence, Government of Alberta
Education: The University of Calgary

Connect Send Jesse InMail 500+ connections

Published by Jesse

Do you have an outdated will?
March 13, 2016

10 Reasons Why You Need a Mentor
November 13, 2015

Do you need a financial advisor?
August 16, 2015

Background

Summary
As senior managing director, I set the tone for our company's image, management and operations. I also

People Also Viewed

Ethan Dang: Managing Partner at Exceedia Financial Services Inc.
Crystal Cruz: Founder & Owner at Rebel Rose Beauty Lounge
David Miller: Currently looking for a new opportunity
Nancy Bruneau (Mansolino): CEO Marketing Director - World Financial Group & World System Builders
Jason Tremel: Marketing Director at World Financial Group (WFG)
Lina Stadler: Senior Marketing Director-Career advisor/coach/mentor for new consultants.
Richard Allen: Creative Director at Clix Saver

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Canadian Securities Course (CSC)
The Canadian Investment Funds Course (IFIC)
Level II Life Insurance License (Alberta)
Level I Life Insurance License (Alberta)
Accident & Sickness License (Alberta)

Current board and committee positions:
 • Chair of the Life Insurance Council of Alberta
 • Vice-Chair of the Alberta Insurance Council
 • Member of the Alberta Insurance Council Audit Committee
 • Member of the Life Insurance Council of Alberta

Previous board and committee positions:
 • Appointed by the Alberta Government to the board of the Alberta Veterinary Medical Association
 • Life Insurance Company representative on the Life Insurance Council of Alberta
 • Member of the Code of Conduct Subcommittee of the Life Insurance Council of Alberta
 • Life representative on the Continuing Education Accreditation Committee of the AIC
 • National Treasurer of the Retirement Planning Association of Canada (RPAC)
 • Alberta Treasurer of the Retirement Planning Association of Canada (RPAC)

How to choose Life Insurance with Kenneth D...

How You're Connected

You
 Leah Costello
 and 14 more connections in common
 Get introduced +
 Ken Doll, CFP, CLU, TEP


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Listening


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Business Intelligence

- Twitter.com/search
- Facebook Graph Search
- Instagram #tag + location search
- LinkedIn.com home
- LinkedIn advanced search



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Score Keeping?



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Stakeholder + Trigger Event Spotting

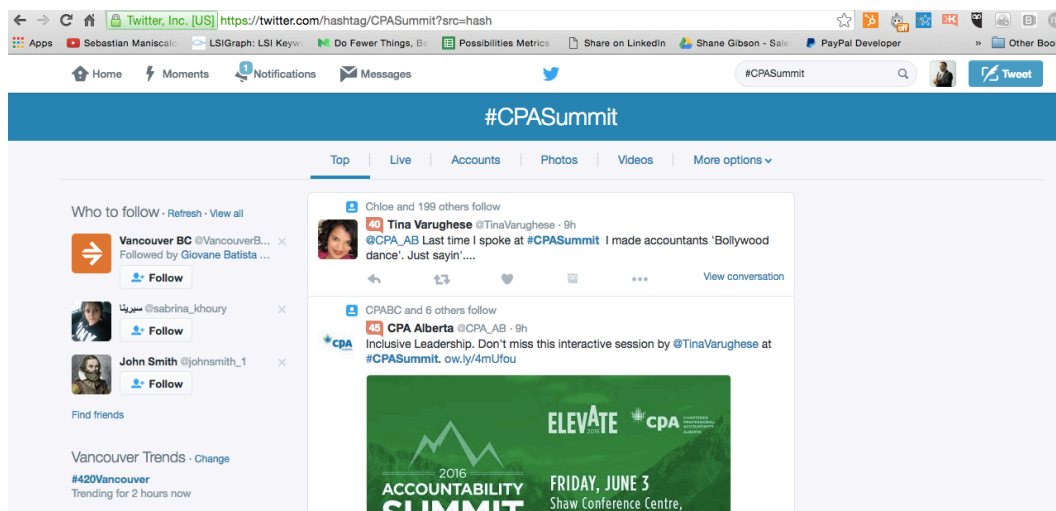


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Twitter Search



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**Social
Proximity**

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The screenshot shows a LinkedIn search results page for the keyword 'Wedding Planner'. The left sidebar contains search filters: 'All', 'People', 'Keywords' (Wedding Planner), 'First Name', 'Last Name', 'Title', 'Company', 'School', 'Location' (Located in or near:), 'Country' (Canada), 'Postal Code' (V5N2J3), and 'Within' (50 mi (80 km)). The main content area displays 71 results, with the first six visible. Each result includes a profile picture, name, current title, company, location, and a 'Connect' button. A sidebar on the right features an advertisement for RBC Group Advantage.

71 results for Wedding Planner

Some search results have been filtered to improve relevance. [Show all results](#)

Harumi Suzuki
Owner & Principal Wedding Planner at Harumi Signature Weddings & Events
Vancouver, Canada Area • Hospitality
25 shared connections • Similar
Current: Owner & Principal Wedding Planner at Harumi Signature Weddings & Events

Raphaels Schneider-Friedman
Wedding and Event Planner
Vancouver, Canada Area • Events Services
9 shared connections • Similar
Current: Associate Wedding and Event Planner at DreamGroup Productions

Brittany Denunzio
Wedding Planner
Vancouver, Canada Area • Events Services
9 shared connections • Similar
Current: Wedding Planner at Denunzio Weddings

Liza Kenny
Wedding Planner & Wedding Event Planner at Grouse Mountain
Vancouver, Canada Area • Events Services
4 shared connections • Similar
Current: Catering Sales & Wedding Event Planner at Grouse Mountain

Jhona Gregorio
Manager, Sales and Promotions, Wedding Planner/Consultant, Entrepreneur
Vancouver, Canada Area • Events Services
4 shared connections • Similar
Current: Wedding Planner/Consultant at Jhona Events

Michelle Chan
Owner & Principal Planner at Eternity Moments Wedding & Events Planning
Vancouver, Canada Area • Events Services
4 shared connections • Similar

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The screenshot shows a Facebook search results page for the query 'my friends of friends that work at sap'. The left sidebar lists search results for people, including their names, current titles, education, location, and mutual friends. The right sidebar features a sponsored advertisement for WebEx.

my friends of friends that work at sap

W. Ty Miller
Vice President at SAP
Studied at The George Washington University '00
Lives in Vancouver, British Columbia
2 mutual friends: Cathy Oye and Ray Torresan

Wilson Yeung
Associate Technical Consultant, Big Data and Cloud Analytics at SAP
Read The Well of Echoes Quartet
Lives in Vancouver, British Columbia
1 mutual friend: Peter Woo

Cho Wang
Works at SAP
Studied Marketing at SFU '08
Lives in Vancouver, British Columbia
1 mutual friend: Kim Jang

Kasra Houshidar
Associate Account Executive at SAP
Read A Song of Ice and Fire, The 4-Hour Workweek and No Logo
Lives in North Vancouver, British Columbia
3 mutual friends including Jon Jial Malach and Sep Baz

Susan Byars Ross
VP at SAP
Studied Master's Degree at Georgia State University '96
Lives in Alpharetta, Georgia
1 mutual friend: Jason Rushforth

Mike Prosceno

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WebEx
Sign Up Free

Free WebEx Account
signup.webex.com
Meet with your colleagues from wherever you are. Backed by Cisco reliability and security.

\$28 This Chic Coat
Men's Fashion Jackets \$12-\$30, Best Price & All Styles, New Sign Up Get 10% Off, Shop Now
Lesha Vasquez likes this

English (US) • Privacy • Terms • Cookies • More •
Facebook © 2015

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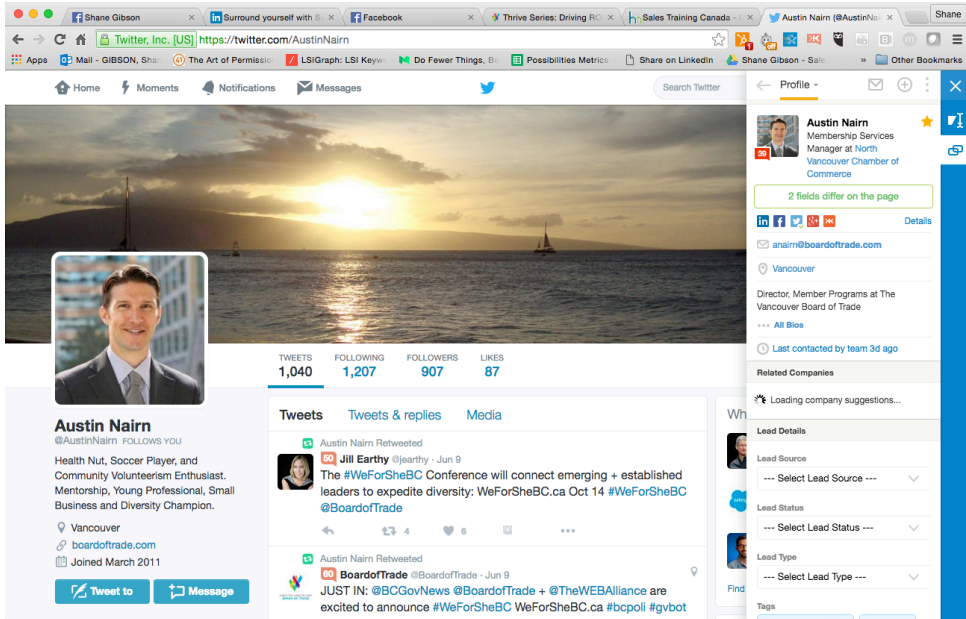
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The screenshot shows a CRM interface with a contact profile for Austin Nairn. The profile includes a photo, name, title (Membership Services Manager at The Greater Vancouver Board of Trade), email (anairn@boardoftrade.com), and social media links (Facebook, LinkedIn, Twitter, Google+). It also shows a status section with 'Last contacted' information, lead details, and pending deals. On the right, there's a 'Take The Tour' button and a 'Social Networks' section. At the bottom, there's a 'Smart Summary' section with 'Experience' and 'Austin's Bio'.



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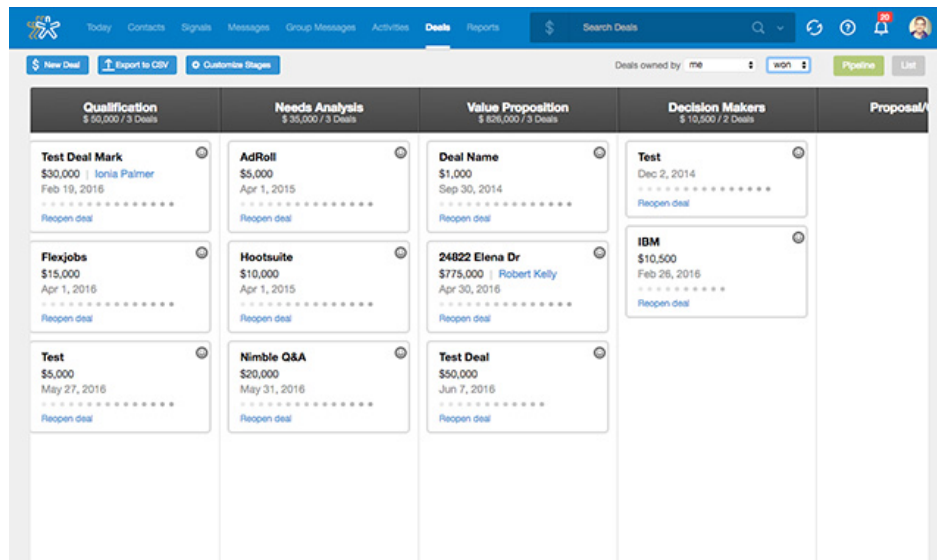
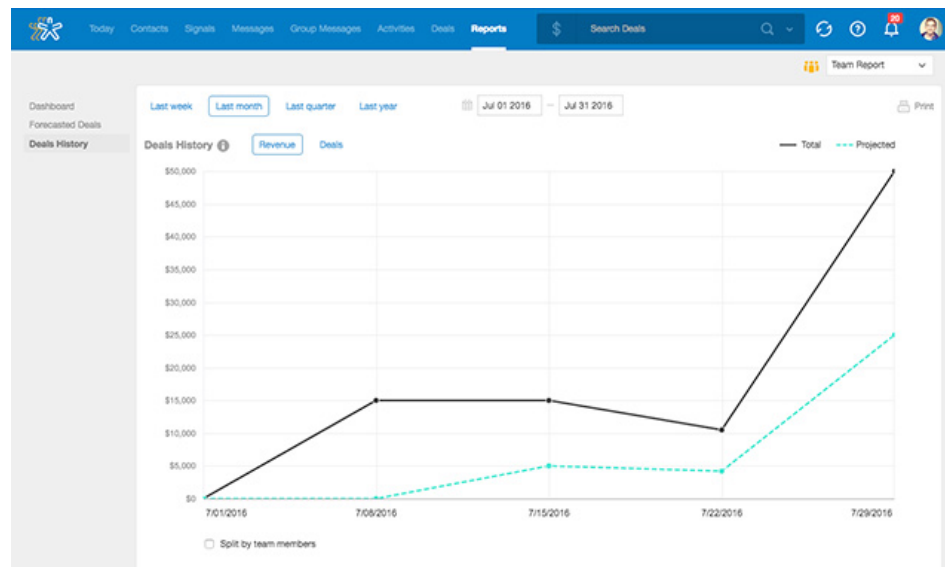
@ShaneGibson

The screenshot shows a CRM interface with a contact profile for Bill Banham. The profile includes a photo, name, title (President, Icenimarketing.com), and social media links. A notifications overlay is visible on the right, showing a list of recent messages and activities. The notifications include messages from van@autoformco.ca, Mike Wood, Catherine.McIntyre@rci.rogers.com, and Somebody. The activities section shows 'Overdue' tasks like 'Sample Ta', 'Ask about', 'Follow-up', and 'Send speaker package'.



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Action Steps

1. Develop your ABC's of targeting criteria
2. Develop a frequency selling tool-kit
3. Implement the process into a CRM
 - a) Tag A category prospects
 - b) Set a recurring task
 - c) Use value-added touches at each interval
 - d) Map your funnel steps and track ratios
4. Develop a needs analysis and start using it systematically



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