

\$trategic \$elling *for* **EXTRAORDINARY RESULTS!**



TONY JEARY
THE RESULTS GUY™

*" Be both strategic and
intentional about every
single thing you do."*

- Tony Jeary

Strategic Selling

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Message from Tony

Virtually every company in existence wants growth. In almost all cases, there's branding, marketing, and selling going on related to that growth. Tony Jeary International reinforces a strategic and well-thought-out relationship between all three and has published books, whitepapers and articles on all three of these very important subjects.

Based on decades of thinking, research, study, and refinement, I have identified 25 best practices that strategically and directly impact selling success and propel people to take action. I will, in this book, increase your awareness, sharpen your skills, share proven processes, and provide tools to attain more influence.

Serving the best,

A handwritten signature in black ink, appearing to read 'Tony', with a long, sweeping diagonal line above it.

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Introduction

How effective are you at selling your ideas?

In 2004, I launched one of my flagship books, *Life is a Series of Presentations* (Simon & Schuster), which details my philosophy that every time you email, make a call, have a meeting, or talk to someone, **it's a presentation**. To get the best results, one must operate in what I've termed *Presentation Mastery*[™], which is when you are strategically achieving all of your objectives with every interaction. Moving into Mastery mode is more than just polishing existing skills; it's a different way of thinking and a strategic asset that can dramatically transform results for both individuals and organizations.

If you think about it, you'll realize that you make hundreds of sales presentations every day – personally and professionally. A sales presentation is simply an opportunity to persuade someone else to take action or make a decision that supports your objectives. One of the most important discoveries one can make is that we

are, essentially, selling all the time. But how do you *win* all the time?

Today's life is fast and ever-changing, and the importance of setting yourself up for extraordinary results is absolutely critical to winning. You might be a salesperson, a sales manager, an organizational leader, or an individual that just wants to become more exceptional at presenting your ideas in a way that gets people to take action. Regardless of your role, this unique book will equip you with decades of my study of this subject, reveal 25 of the proven best practices I teach my clients, and positively impact your thinking relevant to this subject.

This book will prove (I hope) to be invaluable to you as you refine your thinking and your approach to selling your ideas, products, and services.

The Methodology

For years, our organization has worked with the world's top leaders and companies. We helped turn around Chrysler in the early-1990s, were commissioned to redevelop Walmart's training in the late 1990s, helped triple Firestone's non-tire business in the early 2000s, and recently advised the presidents of NY Life, Samsung, and TGI Fridays, among others.

Working with and coaching these and other influential clients, I have developed a powerful yet simple training model I'd like to share with you, based on four basic components:

awareness, skills, processes, and tools.

This book is divided into those four components, with each section providing several best practices you can deploy in your own sales efforts. I encourage you to make notes and/or highlight the key takeaways from each section. You will, I propose, hone your own best practices and move more towards *Presentation Mastery*[™].

Part I - Awareness

Seeing the Essentials

Are you aware of all of the essentials?

Unless you deliberately leverage your thinking skills and examine virtually every essential facet of the sales opportunity, you won't be able to say you've done everything you can to get results.

Being fully aware and equipping yourself with all essential information is a strong beginning step. The following are seven best practices to increase your awareness and help you see the essentials.

- 1 Know your opportunity type**
- 2 Understand your stakeholders**
- 3 Recognize the presentation phases**
- 4 Gather intelligence strategically**
- 5 Know your competition**
- 6 Remember: people buy, not companies**
- 7 Figure out what you really want**

Read on to learn how to incorporate these best practices into your own awareness building.

1 Know Your **Opportunity** Type (Short-Term/Transactional, Long-Term/Relationship).

You can create an opportunity that is a one-time, short-term transaction, or you can rethink the bigger picture and determine a long-term, relationship-based approach. The latter opportunity type obviously reaps enormous benefits as it provides value over and over again for both parties, so think about ways to provide ongoing usefulness and win repeatedly down the road.

Help your prospects win (see more on this in the next section). Strategically providing extra value could be faster timing, short cuts, opening doors, or giving them tools. All these examples and more add to a relationship that positions you and your organization.

Being clear on the type of relationship you want is important, then setting systems and added value items ensures more strategic wins.

2 Understand Your Stakeholders.

Being fully aware of what everyone wants and what they can give is often not on the radar screen as an organizational strategy. We recommend developing a *Stakeholders Matrix* that documents everyone who can ultimately influence results, as well as what they care about most and what they can do for you to accomplish your mission.

Look at your opportunity. Who has a say in the final outcome? You might list shareholders, decision makers in leadership roles, or other customers. To this list you could also add internal stakeholders (colleagues) who affect results and can help you win. List what outcome is important to each individual or group (i.e., the Board) and be sure when presenting your idea or proposal to them that you address each person's priorities.

This is an important step that is often left out of the vetting process that can give you a strategic advantage.

3 Recognize the **Presentation Phases** (Preparation, Delivery, Follow-Up).

Often, people focus only on *delivering* their presentation, and realize too late that they overlooked what I consider the more important components of a successful pitch: **preparation** and **follow-up**. The best presenters gather thorough research and have a solid follow-up approach to stop inertia from setting in.

Remember that your presentation is not just an *event that you do*, rather it is a strategic process that should *not be about you*. Oftentimes, the likelihood of closing the deal increases proportionately based on the thoroughness of your preparation, to include determining what content to present that will support your objectives and produce your desired results.

The proper follow-up after delivery can often seal the deal. We've found one single solid best practice for follow-up that many organizations don't make as a standard, yet should. That is

exceptional notetaking during the presentation (with immediate follow up with highlighted notes of the real needs/situation with the agreed upon next steps/actions). This is not only an awareness item, it is also a discipline item.

4 Gather **Intelligence** Strategically.

This truly is the age of information, and there is so much of it readily available at a moment's notice. We all live in the world of Google and social media, and with just a few clicks and a small amount of time, you can often collect names, histories, preferences, backgrounds, even priorities... all powerful pieces of data.

There are many license or subscription-based assets like Hoovers and Dun and Bradstreet where you can get information on companies and their competitors. You can also connect via LinkedIn or other social media outlets, leveraging shared contacts that can provide information. It is also a good idea to ask your friends and colleagues to share their general knowledge on a particular company or subject.

Information is power. The more you know, the more power you put into your hands and the less you leave to chance.

5 Know Your **Competition**.

As part of the intelligence gathering process, in most cases you will dramatically increase your odds of closing a deal if you know and understand your competition. If you have connections that can tell you what relationships the competition may have, that will help you to strategically build your case.

Knowing your competition can help you strategically to ensure your offering strengths against what you understand are their weaknesses. Take an inventory of their strengths and offerings versus your own to determine if either of you have any gaps.

Oftentimes you can also gain a competitive edge by learning from the competition's mistakes. In today's digital world, there is a lot of information available that could help you shape the best possible pitch to get the win. Study their website(s), 10-Ks, PR blasts, and any other information you can find so you know where your true strengths are and exploit them accordingly.

6 Remember: **People Buy, Not Companies.**

People – not companies or organizations – make final decisions. Discover and be aware of what your stakeholders really want and care about. Verbally ask people what's important to them, their organization, their company, their colleagues, and their associates.

Your products and services are definitely important to the sales process.

Here's a big "aha" and an often unnoticed mistake... many people sell to what a company wants versus to the decision makers who run the company. There may be a big difference in what the decision makers want, so be aware.

7 Figure Out What You **Really** Want.

Knowing what your stakeholders want is important, as stated earlier. Even more vital is knowing what you really, really want – down to the smallest detail. Clarity creates a pulling power that has a major influence on yourself and those around you.

This is definitely an awareness piece overlooked by many. For example, some people say “what I want to do is sell the account” when they are preparing for an important presentation instead of saying “what I really want is to advance the selling process to the next step, building trust and creating a champion internally that wants me to win.”

Take time to reflect and then write down or type into your computer/smart phone what’s important to you, and include the “why.” Become super aware as a habit of what you want out of each presentation and out of each relationship.

In summary, awareness is the key. We've shared seven best practices:

1. Know your opportunity type (and move towards long term when possible).
2. Understand your stakeholders' priorities and what they can do to help you.
3. Recognize the presentation phases – prep, delivery, and follow-up and make sure you research in phase 1, take notes in phase 2, and send a strong follow-up email in phase 3 (including next steps and actions)
4. Strategically gather intelligence. It's easy, and so often overlooked
5. Know your competition. What are your strengths and where are your shortfalls; adjust your message accordingly.
6. Remember: people buy, not companies.
7. Figure out what you really want, including the actual next step or action.

Part II - Skills

**Sharpening and Polishing
Proficiencies**

How sharp are your skills?

A focus on constant improvement is what propels you (personally and organizationally) into Mastery mode, which is when you are consistently getting the results you want. Sharpening your existing proficiencies, as well as building new skills and continuing to learn, is really a ticket to winning more. Following are ten best practices.

- 8 Use different communication approaches**
- 9 Strategically listen to needs**
- 10 Help others win**
- 11 Show people a clear picture**
- 12 Present to people the way they want to receive information**
- 13 Give people “the why”**
- 14 Be early and be *Presentation Ready***
- 15 Be flexible and communicate in a style that matches theirs**
- 16 Show people how to help you**
- 17 Practice *Planned Spontaneity***

8 Use Different **Communication Approaches** (Email, Print, Phone, Web, One on One, Group).

When we are communicating with others, sometimes we limit our options. In today's world, however, there are at least six approaches we can take, either singularly or in combination. Understanding where you are most comfortable, what the other person prefers, and how to combine it all into a winning presentation, is important to moving the prospect/audience member to the taking action state.

Ask what's the preferred option from these six. Fill in the six. Is a combination best? Then structure your approach accordingly.

Communication Approaches

ADVANTAGES		DISADVANTAGES	
Email			
1. Saves time		1. Tone often misconstrued	
2. No face-to-face needed		2. Requires internet service	
3. Multiple contacts at once		3. Lack of articulation	
Print			
1. Better clarity		1. Labor intensive to create	
2. Can add branding		2. Requires in person	
3. Allows for a leave-behind		3. Additional time to collate	
Phone			
1. Personal connection		1. Often more time	
2. Can overcome objections		2. Nothing in writing	
3. Better clarity		3. Usually requires follow-up	
Web			
1. Provides branding		1. Generic in nature to all	
2. Detailed information		2. Requires internet	
3. Has variety		3. Doesn't tie back	
One-on-One			
1. Builds relationship		1. May require travel time	
2. Clear communication		2. May miss key players	
3. Can often get decision		3. Need to return for group	
Group			
1. Utilizes multiple expertise		1. Can create distractions	
2. Connects to all players		2. Not as easy to know them	
3. Gets all on same page		3. Possible negative influence	

9 STRATEGICALLY Listen to **Needs**.

One of the magic principles shared in one of the best books ever written, *How to Win Friends and Influence People*, is to be a good listener. To take listening as a concept or idea to the highest level, we have found that notetaking is the secret formula. Whether the notes are taken on a legal pad, your phone or tablet, flipchart, or live on a screen, the dynamics that happen from deploying this discipline can be magic.

As part of the listening process, be prepared to alter your message. Remember, no matter all your good intentions, presenting information that is important to *you*, if it is not important to them, is not likely to result in a sale.

Listening is the key to becoming a trusted colleague or provider, and trust is a significant component in establishing a positive relationship. Whatever you're selling is important, but in the end, people want to be heard and want what they want.

10 Help Others Win.

My good friend and mentor, the late Zig Ziglar famously said, “***You can have everything in life you want, if you will just help enough other people get what they want.***”

Oftentimes in selling, people tend to take a short-term view of their relationships with customers – they think about the deal on the table instead of the big picture. That can often be short sighted.

Helping as many people get what they want and teaching others to do the same will create a ripple effect of wins, including wins for yourself.

I really believe that if people will live their lives looking for ways to give others more than they expect, they would attract more, enjoy more, and become more. New opportunities will follow, time and time again.

It takes skill to appropriately dig, ask questions, and figure out what your prospect/audience really wants. Get good at it – really good – and not only make it a habit, make it a cultural norm.

11 Show People a **Clear Picture**.

Clarity of your vision is so important, and you need to be able to communicate that to your stakeholders. Show people the clear picture using an info-graphic, map, vision board (what in my world I've coined as a **Resultsboard**) or other visuals, then verbally describe the opportunity.

A sale is rarely made or fulfilled on one individual's efforts alone. Communicate clearly your vision to get others on board and working together for a common goal.

Similarly, when you are presenting make sure there is clarity of vision and that the presentation given supports achieving that vision. Paint the picture of what could be, include details, and, of course, share how each recipient wins.

12 Present to People the Way They **Want to Receive Information.**

I have seen time and time again that using others' communication preferences will positively impact results. Using the method your audience most prefers (versus the method *you* prefer) will create greater buy-in. Not sure what approach to take? Just ask them! It's an overlooked skill for many. Get good at determining how people prefer to be presented to.

Remember, *your* preferred style is not necessarily theirs. Some people want the details, others want to hear case studies, others want to see charts, and yet others just want the brief with back up information. Some want to have a handout they can study. Change it up and make it fit for your recipient... and also if you're presenting to a group.

Note: it is important to switch up your method of presenting and not just present slide after slide or talk constantly. You will most likely have a group

of mixed personalities; presenting in multiple styles will help ensure people don't zone out.

Engaged participants win. They win, you win. Don't get stuck in your style, your preferences... do it *their* way.

13 Give People “The Why.”

When you provide the reasoning behind what you are asking of others, they will take action much more quickly. Most people have an intrinsic desire to know how things fit together in the bigger picture and will provide greater support when they understand. Supplying the “why” will create better buy-in and faster results.

To get your team members behind you, you will get more support when people understand the “why.” In addition to the “why,” sharing with them how their part contributes to the success of the whole can better prepare you for closing the sale.

In addition to using “why” in preparation, be sure to use “why” when delivering. Make sure your prospect is clear on the reasons they would want to select you as their provider of choice no matter what others are offering. Oftentimes, the one who articulates the best “why” wins, and that is a skill you want to leverage.

14 Be Early and Be ***Presentation Ready***.

I'm sure you've heard the saying, "*Early is on time and on time is late.*" When you schedule one-on-one time, be early, be *Presentation Ready*, and be prepared so that you maximize time – yours and others'. Have all necessary tools and information organized and ready to go, and be ready to share them and take notes, even at a moment's notice.

In addition to having the arsenal and all the tools in place needed, rehearse in advance out loud. Time yourself to ensure you can get all your important points across in the time given to you.

Be prepared to leave behind the appropriate information that will seal the deal and answer any questions they may have after you leave them as well.

When people believe you've invested a considerable amount of time learning about them and preparing for them, they can't help but enjoy, appreciate and even be impressed with you.

They will be more likely to hire you or buy your offering.

Take the time to be truly *Presentation Ready* and remember the call can come at anytime – before and after a formal presentation with tough questions. If you're really ready, you've planned in advance, discussed possible tough questions, and have mentally prepared to present the answers, it will show.

15 Be Flexible and **Communicate in a Style That Matches Theirs.**

Understanding personalities is important when winning people over. Leverage personality styles to achieve the outcome you desire. One of the most common models is DISC:

D Direct: High Level, Results-Oriented	I Influential: Enjoy a Fun Format, Social
C Compliant: Lots of Detail, Wants a Clear Path	S Steady: Loyal, Step by Step with a Smile

Knowing and understanding different personalities will help you present in the way that is most comfortable to them, match up your presentation style with their preference and get the results you want.

16 Show People **How to Help You.**

If you show others how to help you, they won't be as inclined to focus on how it *can't* be done; instead, they will be more inclined to see how it *can*, and to do what you ask. Don't assume that people will make the connections on their own; take ownership of the outcome by being clear and direct.

Show the process/steps/actions you'd like to include in how they win, and you've got a winning formula. If you're fuzzy and they're fuzzy, I promise that the results you desire will be negatively impacted. So, it's up to you.

17 Practice ***Planned Spontaneity***.

Planned Spontaneity is simply being so prepared going into your presentation that you can spontaneously and quickly react to your audience in a way that keeps getting your message across.

Take the time to think about, brainstorm and, in some cases, actually list out why people may say no, stall, or pause. Then genuinely address each one in your communication. Know your message. Know your offering or request. Then, when someone gets you going off agenda, it's no problem. You've planned so well that you can spontaneously move where they want you to go and then strategically move right back on target.

So in summary for sharpening and polishing your skills:

8. Use different communication approaches and the right combination (6 big ones)
9. Really listen to needs, and then communicate back in alignment
10. Help others win
11. Show people a clear picture, including how and what you'd like them to do
12. Present to people the way they want to receive information
13. Give people "the why"
14. Be early and be *Presentation Ready*
15. Be flexible and communicate in a style that matches their preferences
16. Show people how to help you as well as how they win
17. Practice *Planned Spontaneity*

Part III - Processes

Applying Systems and Methodologies

Do you have good systems in place?

I have seen that the most successful have proven systems and methodologies they use for every presentation, pitch, call and/or negotiation. My team and I use several that ensure we are closely analyzing all-important details about the deal and customer (building sharp awareness).

Even more important, we document this knowledge to clearly and efficiently communicate with the prospect as well as among ourselves and reinforce the key message (pitch and benefit) we are sharing.

The following are three best practices.

18 Really qualify the prospect

19 Define the situation, needs, value, outcomes, deliverables, and terms

20 Leverage the 3-D Outline™

Keep going to learn some proven systems that will help you get great results.

18 Really Qualify the Prospect.

Before investing a significant amount of time preparing a proposed offering for a prospect, take the time to make sure they fit your target market. Vetting them out can ensure you do not contract with someone you really don't want to do business with. When qualifying a prospect, ask yourself strong qualifying questions.

Qualifying Questions

- Are they our target market?
- Do they want to do business with us?
- Can they afford us?
- Will the effort required provide ROI/ROE (Return on Investment/Return on Effort)?

19 Define the **Situation, Needs, Value, Outcomes, Deliverables, and Terms.**

Having a 360-degree view of the landscape is essential to putting together a winning pitch. We use a Statement of Work (SOW) template that clearly lays out the following:

Situation: a detailed overview/summary

Needs: what the client wants or wants to avoid

Value: what we can uniquely provide and how it will help them

Outcomes: the real deal of what they want

Deliverables: exactly what the prospect will receive from our offering to help them get the outcome they want

Terms: the business agreement

Understanding these critical success factors will help you put together a comprehensive presentation that is results-oriented and will provide big-picture clarity for the prospect.

20 Leverage the **3-D Outline™**.

When most people prepare a presentation, they primarily look at “What” they will present and begin putting their pieces together accordingly.

To get the best strategic results, almost two decades ago I developed the 3-D Outline™ process, which is a powerful outline format that includes primarily the What, Why, and How aspects of a presentation and is used for compressing the preparation process. It can also include the When and the Who.

Once your objectives are established and you have reviewed all the “What’s” of your presentation, the “Why” for each “What” should support the objectives. If it doesn’t, consider eliminating it for this presentation. The “How” is important so that you vary your presentation style throughout to keep the audience engaged and make sure you are using what will make the most impact for the situation. There are at least 37 different ways to present:

37 Ways on “How” to Present

Activity	Photographs
Application	Present (Talk)
Audience	Prop
Champion	Q&A
Audio Clip	Quiz
Cartoon	Review
Case Study	Role Play
Co-facilitate	Sample
Contest	Skit
Demo	Slides
Discussion	Smart Phone
Expert/Authority	Statistic
Facilitation	Story
Flipchart	Tablet(s)
GoToMeeting/Skype	Train
Grease Board	Trivia
Group Activity	Video Clip
Guest	White Board
Handout	YouTube/Web link

By utilizing this 3-D approach, you will be able to review in a snapshot your entire presentation approach and ensure it aligns with the wants and needs of the prospective customer.

See the sample 3-D Outline™ and how it can be effectively used to build a strategic presentation.

Sample 3-D Outline™ Template

Title:					Date:	
Audience:					Start Time:	
Objectives:	• •				End Time:	
Final Preparation:	[]		[]			
	[]		[]			
#	Start Time	Length	What	Why	How	Who
1.						
2.						
3.						
4.						
5.						
6.						
7.						
Total Time			www.tonyjeary.com			

See options previous page

Example 3-D Outline™

Title:	<i>Strategic Acceleration: Succeed at the Speed of Life</i>				Date:	TBD
Audience:	Leaders				Start Time:	8:00
Objectives:	• Discuss speed and results as they relate to winning and being more successful • Share thinking that will impact your (leadership) effectiveness that will get superior results faster				End Time:	9:00
Final Preparation:	☐ Bring special handouts		☐ Customize slides to the audience			
	☐ Distribute autographed books		☐			
#	Start Time	Length	What	Why	How	Who
1.	8:00	3	Purpose, Process, Payoff	Set up for success and learning	PPT	TJ
2.	8:10	22	What is SA? ○ Clarity, Focus, Execution	Explain that SA is a new way of thinking	PPT Facilitation about Clarity	TJ
3.	8:25	5	Beliefs • Belief Window	Explain why the creation of a new mindset can change results	PPT - Story	TJ
4.	8:30	5	Clarity • Pulling Power • Knowing what you want - Vision	Better understand the power and obtain steps for gaining clarity	PPT Special visuals	TJ
5.	8:35	10	Focus • Distractions • HLA's (High Leverage Activities)	Explain that focus affects results they are able to produce	Facilitation on distractions PPT	TJ
6.	8:45	10	Execution • <i>Life is a Series of Presentations</i> • Practice PBP (Production Before Perfection)	Explain how to combat procrastination and get things executed more efficiently	PPT	TJ
7.	8:55	5	Close – Link all the dots	Bring everything together	Action cards	All
Total Time		60				www.tonyjeary.com

In summary, apply systems and methodologies as standard processes to selling strategically.

18. Really qualify the prospect before investing time on preparing a proposed offering.
19. Define the situation, needs, value outcomes, deliverables, and terms to that you can present big-picture clarity for the prospect.
20. Leverage the 3-D Outline™ to compress the presentation preparation process and put together a strategic presentation focused on results.

Part IV - Tools

Leveraging a Robust Arsenal

What's in your tool chest?

Leveraging a robust arsenal can make all the difference. You should have tools on hand to strengthen your value proposition and prove that you will deliver the value your prospect seeks. Accumulating and using all available knowledge you have about similar situations, prospects, and potential objectives will accelerate your success. Sharing others' experiences and compliments creates value reinforcement, and being prepared for contingencies will keep you flexible and confident.

Following are five best practices.

- 21 Leverage testimonials**
- 22 Share case studies**
- 23 Prepare an *Objections Matrix***
- 24 Think through the "what if's"**
- 25 Use a *Summary Sheet***

The rest of this book will provide you with ideas to create your own arsenal and keep you in Mastery mode.

21 Leverage Testimonials.

Social proof is a concept that has been around for decades and can be deployed in many ways. One of the most frequently overlooked opportunities is creating a system for capturing testimonial notes, quotes, and letters then making them usable on both an individual and/or an organization-wide basis. Testimonials prove that others have trusted you and benefited from their interaction.

Categorize your testimonials by type of business, type of results, and even by type of service. Then they will be readily available to you when you are presenting to a prospect so that you may select those that would best resonate with that particular person.

When other people see a testimonial from someone they respect, it adds credibility to your side. People want what other people have or have experienced, and testimonials are an excellent way to share positive experiences.

22 Share Case Studies.

Well-chosen case studies show situations similar to your prospects, and clearly demonstrate the problem, solution, and results. A simple model that is easily digestible answers three questions:

What was the problem?

What was the solution?

What were the results?

Sample Case Study:

Problem:	Gain clarity and refocus; was losing \$10M a year in 2012.
Solution:	We worked together to develop a strategic plan using our <i>Strategic Acceleration</i> best practices, met quarterly with the Executive Leadership Team (ELT) in our SA Studio, and established a close Executive Coaching relationship with the CEO as well as other ELT team members for accountability.
Results:	Stock in X Y Z went up over 700% in two years, trajectory of growth and huge ESI gain in 24 months.

23 Prepare an ***Objections Matrix***.

Creating in advance an *Objections Matrix* that lets you be prepared for pushback or difficult questions keeps you *responsive* versus *reactive*. Consider what would cause someone to stall and/or not say yes to your proposal, then go to the next level and think through a solution. You can then preempt it in your communication or fully prepare yourself or your team to respond.

Sample Objections Matrix

Objections Matrix		
Objection	Response	Who

24 Think Through the "What If's".

Thinking through the “What If’s” equips you with ways to address any contingencies before they arrive. People show up late, or leave early. Not everyone shows up, or extra people do. A smart approach is to list the possible things that could happen, then the best action or response, and who will respond.

When possible, find a partner to drill you on potential questions in advance so you can be really ready to respond with best actions.

If you happen to get asked a question during the meeting that you haven’t considered, ask them to clarify the question with additional information so that you can have a *Breathing Space* to consider the best answer.

25 Use a *Summary Sheet*.

One of our best tools I've ever created is a *Summary Sheet*, which allows for quick and easy message cascading to decision makers who might not be available to hear all or part of your message. A quick one-pager with highlights of important details keeps everyone involved in the process and makes later catch-up easy.

It also can be used when a prospect in a group setting comes in late... you can hand the sheet to the person (who sometimes is the big decision maker) and say, “we’re on point four,” or if that person has to leave early, you can simply hand them the Summary Sheet, and they have the content of where you’re going with the remaining participants.

In summary for leveraging a robust arsenal:

21. Leverage testimonials to provide Social Proof and add credibility for the sale.
22. Use Case Studies to show how you've helped others in similar situations.
23. Prepare an Objections Matrix to be prepared for pushback and to field difficult questions.
24. Think through all the possible "What If's" that may be asked of you and what the best responses and actions are so you are prepared in advance.
25. Develop a *Summary Sheet* to provide for those who arrive late or have to leave early. It is also good as a leave-behind as a reminder of all the key points and offering.

Notes

From these 25 best ideas, choose five that most apply to you right now and write them down. Once you master those, choose an additional five and keep continually improving.

Conclusion

Closing business effectively is critical to an organization's overall success. Being strategic about your sales efforts will create more predictable wins. Below is a review of our 25 best practices.

Part I – Awareness: Seeing the Essentials

1. Know your opportunity type
2. Understand your stakeholders
3. Recognize the presentation phases
4. Gather intelligence strategically
5. Know your competition
6. Remember: people buy, not companies
7. Figure out what you really want

Part II – Skills: Sharpening and Polishing Proficiencies

8. Use different communication approaches
9. Strategically listen to needs
10. Help others win
11. Show people a clear picture

-
12. Present to people the way they want to receive information
 13. Give people “the why”
 14. Be early and *Presentation Ready*
 15. Be flexible and communicate in a style that matches theirs
 16. Show people how to help you
 17. Practice *Planned Spontaneity*

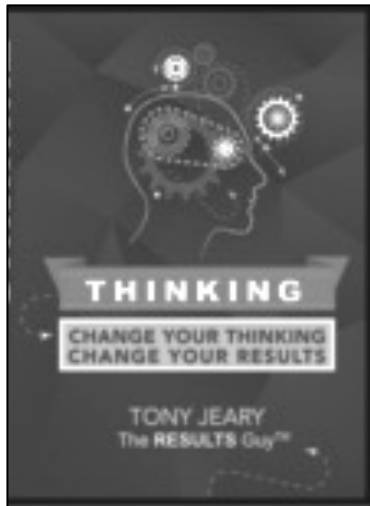
Part III – Processes: Applying Systems and Methodologies

18. Really qualify the prospect
19. Define the situation, needs, value, outcomes, deliverables, and terms
20. Leverage the 3-D™ Outline

Part IV – Tools: Leveraging a Robust Arsenal

21. Leverage testimonials
22. Share case studies
23. Prepare an *Objections Matrix*
24. Think through the “what if’s”
25. Use a *Summary Sheet*

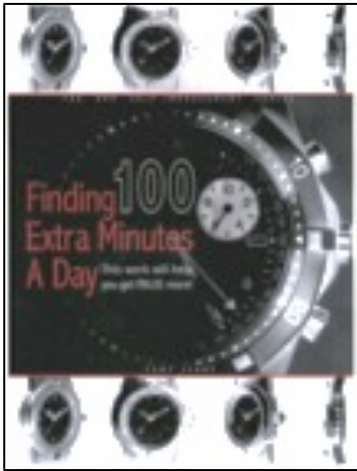
Four Other Tony Books Jeary and What He Can Do For You



In *Thinking*, we share that every problem and every success we experience can be traced to what we think. The quality of our thoughts determines the quality of the results we experience. When we understand that thinking drives all results, we can incorporate that fact in our planning and get better results.

Our core methodology comes from *Strategic Acceleration*; the key components to being strategic and getting what you want are getting Clarity of your vision, Focus on the right things, and Execute for results. Being intentional about your future, both personally and professionally, will get results faster.

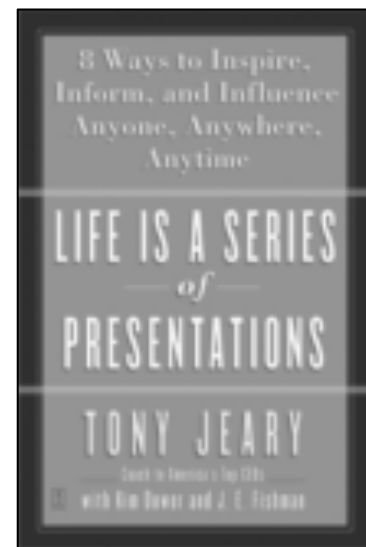




Finding 100 Extra Minutes a Day is all about helping you leverage your time and resources. It will help you identify things to stop doing, things you can delegate, and other things to do more efficiently. We all have the

same amount of hours in a week; yet some people consistently get more done. Learn prioritization best practices, how to avoid procrastination, increase your organization skills, and delegate better to ensure you maximize all the minutes available to you for success.

Life Is a Series of Presentations stresses consistency in communication and cascading messaging as keys to creating a culture where everyone is working toward the same goals, and people's unique talents are leveraged to live day in and day out in Mastery.



About Tony Jeary International

Tony Jeary International is a unique and powerful boutique agency that sharpens, shapes, and assists organizations in Clarity, Focus, and Execution. The result transforms visions to reality in faster timeframes than many believe possible.

We enjoy working with uncompromising leaders who are open-minded and want to work with us, using us as an “Extended Team” to ensure big money is made and all stakeholders win.

Please visit our “Change Your Thinking” URL at changeyourthinkingchangeyourresults.com and watch our short, 90-second video to get a clear understanding of how we can partner together for exponential results in less than two minutes.

- Interactive Keynotes
 - Strategic Facilitation
 - Results Coaching
 - Collaborative Relationships
-

About Tony

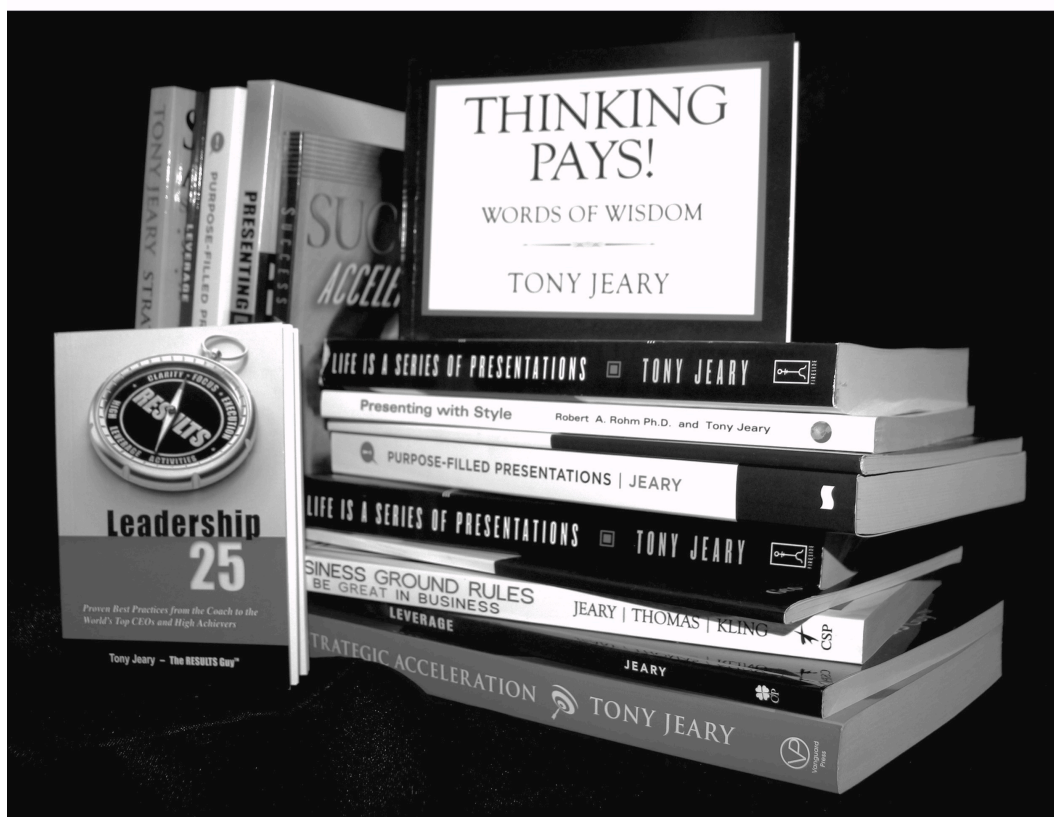
For more than two decades, Tony Jeary has advised CEOs and other high achievers on how to discover new clarity for their vision, develop focus on their direction, and create powerful execution strategies that positively impact achievement and results.

Tony has coached the most accomplished people in the world, including presidents from: Wal-Mart, Sam's Club, Ford, American Airlines, HP, Firestone, Samsung, and New York Life.

Tony practices his business mantra, *"Give Value... Do More Than is Expected."*

Tony lives and works on his estate in the Dallas/Fort Worth area with his wife of over 25 years.

**HELPING TOP LEADERS & THEIR ORGANIZATIONS THINK MORE STRATEGIC...
TURNING THEIR VISIONS INTO RESULTS FASTER, FOR OVER 25 YEARS**



**40 PUBLISHED TITLES & OVER 1,000 CLIENTS IN 40 COUNTRIES
A TRACK RECORD THAT ENSURES A RETURN ON INVESTMENT**
