

SALES CLUB

Michael LaBroad

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POP QUIZ



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If You Remember Only One Thing Tonight...

- People make emotional decisions first and then intellectually rationalize them!



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Nothing Happens In Business Until A Sale Is Made!

- Great ideas are just ideas until something gets sold.
- The true measure of success in business is measured in sales.
- Companies thrive or collapse based upon their Sales success.



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Before We Can Sell A Brand, Product or Service, First We Have To Sell Ourselves

- There are only two requirements to selling: being **liked** and being **trusted**.
- How is the brand of You presented and positioned?
- What's your first impression on others?
- Are you wearing business camo?



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Now What's Our Strategy For Selling Our Brand, Product, Service or Idea?

- Focus on how people actually think and what they actually do, not what they say they think or do.
- Little insights are more valuable than a book of research.
- Know more about what you are selling than anyone.
- Know the industry, category, company and product more than anyone.



Some Ideas To Position Yourself Above The Competition

1. Show Up!
2. Know your WHY!
3. Dress one-up!
4. Do your homework on the person you are meeting with and look for areas of connection.
5. Be someone they like, trust and are pulling for.
6. Honesty, integrity, politeness, humble, professional and REAL always work!



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How To Get The Job of Your Hopes

- Choose geography first and then category
- Don't be afraid to start at the beginning.
- Engage them so they are pulling for you.

80% of the country's wealth is held by people over 50!

Video Books!

Attitude Determines Altitude!



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4ft 8in



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*Thank
You!*

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