




HOW DO THEY DO THAT?

Expert advice on implementing strategies

Sales INTEL:

*The Key to Selling
More Business*

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To be a top-ranked speaker, you have to be a bit egotistical. Standing on stage knowing that your joke might fail, that the audience might not understand your points, or the new material you've been practicing might completely flop takes a supreme amount of self-confidence. Let's face it, when you're on stage—in the audience's mind—it is all about you.

Unfortunately, all too often a speaker carries this attitude into their business development efforts. Some even continue this "I'm the expert, I know better" persona into their speech preparation and delivery.

Do any of these sound familiar?

"Hire me because I'm the world's No. 1 presenter on this topic."

"I have a lot of experience training in this industry."

"My training has helped other companies achieve record results."

"I consistently receive standing ovations."

"I've shared the stage with such luminaries as . . ."

Guess what? NOBODY cares! They don't care about your history. They don't care about your CSP. They don't care about how great other audiences think you are.

All of your buyers and audience members, however, do care about one thing. What is it?

Themselves.

People care about themselves. People care about their issues, their problems, how they are going to earn their bonus, how they are going to get all of their work done, etc. They only care about you if you can help them achieve their goals a little bit faster, with a little higher quality, a little more profitably, than they might be able to do on their own.

As a speaker, you are in the sales business. You are, of course, selling your programs to event planners, company executives, etc. And when you're on stage, you're also selling yourself and your ideas to your audience. In either case, the only sure way to connect with your audience—the individual buyer or the thousand attendees—is to be *relevant* to what they passionately care about.

When you have a call with a meeting planner or company executive, they have an edge over you. When you're in front of an audience, they have the advantage. What do I mean? The people who make decisions and the people sitting in seats have read your bio, they've watched your videos, and they've gone onto their social networks to get reviews about you from their colleagues and friends. They have "Buyers Intelligence." They are smart about you.

So what's your excuse? What's your excuse for not understanding what's important to them? What's your excuse for not having "Sales Intelligence." In today's online information world, there should be no excuses. Doing your homework prior to any sales call and prior to any speech is imperative if you're going to provide real value based on what the other person cares about.

The Power of Sales Intelligence

and the "Fourth R" Since you were in grade school, you've been taught that success comes from mastering the traditional "Three R's" of reading, writing and arithmetic. If you learn to communicate effectively, write a good proposal, understand a financial spreadsheet, and manage a realistic budget, the chances are good that you will succeed.

In today's value-oriented business marketplace, you need to add the "Fourth R" to your arsenal. Talk with anyone who is an expert at influencing people, from a minister to a politician to a great salesperson to a hall-of-fame speaker, and they all practice the "Fourth R." If you understand what interests the people you meet with and the people in your audience—if you know what they genuinely care about—you win more business, and you deliver better programs.

The "Fourth R" is a powerful tool that, once applied in every interaction, will help you sell more programs and deliver better speeches. The good news is that virtually anyone can learn to master the "Fourth R." You don't have to attend library school. You don't need a private investigator's license. You just have to follow a few simple steps.

Implementing the "Fourth R" and Sales Intelligence—Using the Impersonal Web to Personalize Your Business

When used for sales intelligence purposes, the impersonal Web makes it easier to be more personal. Via the Web, you can quickly find the information you need to craft relevant presentations, pitches, and speeches in ways you know are *meaningful to the other person*. To find the right information, you just have to know where and how to look.

Following are a few tips, tricks and resources that you can use to begin mastering Sales Intelligence, win more business, and deliver more relevant presentations than you ever thought possible.

Remove Results: Oftentimes, when looking at a list of search results you'll notice words that don't belong. When that occurs, go back into the search form and place a minus sign (-) directly next to the word you want to remove. For example, let's say you heard about a lighting company that is holding a

wholesaler conference called "Harvard" but when you enter Harvard into Google, almost all of the results are for the university. The revised search 'Harvard -university' removes results related to the famed school. In fact, the lighting company, "Harvard" shows up in the "Top 10."



Finding Files: From company proposals to attendee lists to keynote presentations, people and organizations think that the files they post online for others to download are secure. But if not properly protected, Google can index the data and make it available to those who know how to look. Finding an article, industry report, list of names, research study, etc. are quick ways to learn about an organization.

1. Enter the information you want and/or the company name (use quotations around phrases e.g. "paper industry" or "Widget Corporation").
2. Enter filetype: (filetype colon) and then choose a filetype extension e.g. pdf = adobe acrobat; xls or xlsx = Excel spreadsheets; ppt or pptx = PowerPoint documents; doc or docx = Word documents. For example...
 - "Paper industry" + "membership list" filetype:xlsx will search for a paper industry membership list in Excel format. Or said another way . . . a PROSPECT list for companies within the Paper Industry.
 - "Plastics industry" + trends OR issues filetype:pdf will locate research reports and/or articles related to trends or issues in the plastics industry. Reference this information in a sales call or during a program and you achieve instant credibility.

The Latest News: In Google, enter the name of a company or a person within quotation marks ("Acme Corporation" or "Joe Smith"). On Google's search results page, look for the navigation bar just under the search form. Click the "News" and Google will refresh the results and deliver recent news articles related to your search.

Too many results? On the news results page, click "Search Tools" in the navigation bar. Click the "Any Time" button and from the pull-down menu, select a time period to limit the articles you see to a specific date range.

Not getting any Google news results? It happens, especially if your prospect or client is a smaller company or association. In this case, try YouGotTheNews.com (www.yougottenews.com). YouGotTheNews searches local, national, and business news sources. Make sure to click the various tabs to sort your results by news type, and toggle from "Relevancy" to "Date" by clicking the corresponding button on the right side.

What kind of impression do you think you'll make when, upon meeting a new prospect, that you reference an article in which the company or person is featured? Think of the powerful speech you can craft by reading articles about the company where you're presenting. Imagine the credibility you'll gain with an audience if you reference industry issues, companies within the industry, and research data featured in press releases and articles.



LinkedIn.com: With more than 300 million people having LinkedIn profiles, it's highly likely the person you're meeting with, pitching to, or using as an example in your speech has a LinkedIn profile. However, if you're like most, you're not using LinkedIn correctly as a Sales Intelligence resource.

1. Log in to LinkedIn. On the main search form, enter the name of the person you want to research within quotation marks, and then at least one word from the person's company, e.g., "joe smith" + widget. If the person's profile does not appear, try removing the quotation marks.
2. Review the person's profile. Where did he go to school? Where did she used to work? What organizations does he belong to? What are her interests?

Use the information found on someone's LinkedIn profile to ask great questions. Find items in common so you can connect on a personal level during your sales call.

Research employees at a company. Learn more about the association board chair. Then use this information to customize your presentation and add some personalization and fun to your speech.

Your Local Library: Most people are not aware of this, but one of the most powerful business research resources around is your local public library. Big companies with big budgets pay for expensive databases and list building services. Most libraries have the same or similar databases that you can use.

Best of all, you can access these databases free of charge (well . . . they are not exactly free because your tax dollars paid for them). Even better is you can often access most of these databases at no charge via your own home or work computer, any time you'd like. Just find your library's website and look for a tab or link titled "databases" or "online resources." Click on the link to access the database and enter in your library card number. In seconds you'll be logged into premium subscription databases at no charge to you or your company.

Use the databases to build lead lists, locate industry data and statistics, research companies and people, and

locate reports. Reference this information during a sales call and then during your speech and you'll really impress.

Will your speaking business be better with access to better information? YES! . . . now that you Know More!

- **Hear Sam Richter, CSP, on the**
- **September 2014 edition of**
- **Voices of Experience®.**



Sam Richter, CSP, is the founder of the Social Selling Institute and a partner in numerous technology companies. He annually trains and entertains tens-of-thousands of persons around the globe with his Know More! Sales Intelligence and Personal Branding programs. His best-selling book, Take the Cold Out of Cold Calling, is now in its 12th edition and was named Sales Book of the Year. For the past three years, Sam was named one of the Top 25 Most Influential People in Sales. Go to www.samrichter.com.