

Anthony Stears

conversations

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@PhoneAssassin

#GatorCon

@CommuniGatorLtd



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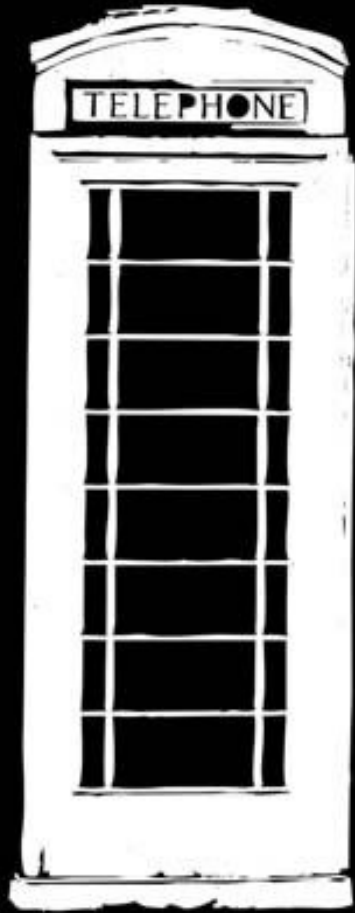
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Old fashioned
“sales tactics”
don't work

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3's Special
Any 3 Pizzas

Med 10.5"	Lrg 12"	Sup 15"
£26.66 each	£27.77 each	£29.99 each

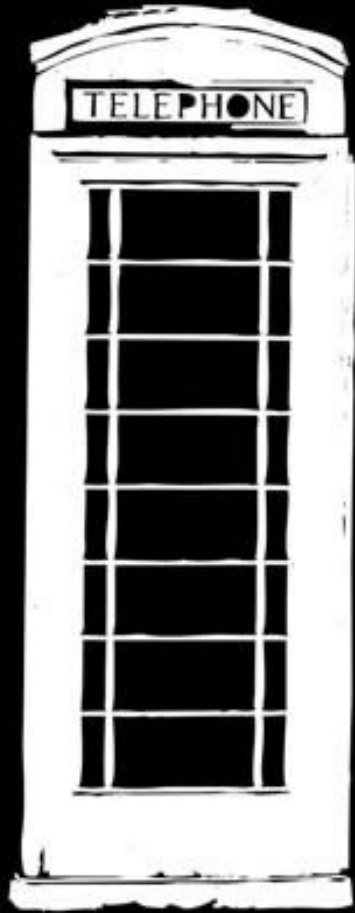
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Perfecting Your Pitch

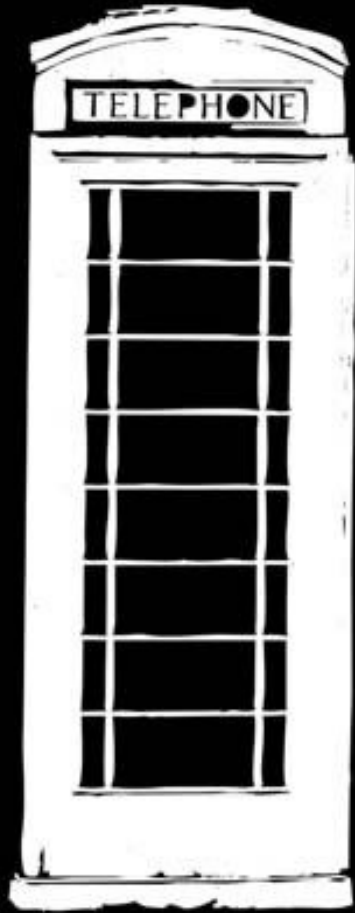
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The Golden Rules are....



KPI's that Count

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File Home Insert Page Layout Formulas Data Review View Add-Ins

Clipboard Font Alignment Number Styles Cells Editing

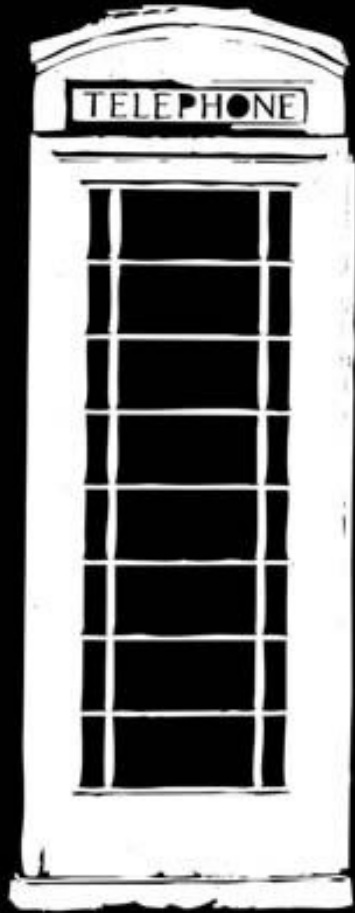
Calibri 12 Wrap Text General

Conditional Formatting Format as Table Cell Styles

AutoSum Fill Clear Sort & Filter Find & Select

G2 fx 10/1/13 I meet john at B4 networking and talked about his new salon in Warwick. Said to call start of feb before grand opening. Going to turkey with wife end of Jan. Wife works in salon part time reception.
 1/2 I called but no answer at 10:30am, try to call back. I called at 2:30 and got v/m but didn't LM. I called at 5pm and lmtcb on v/mBghg
 2/2 Called me back and left message saying will be free to catch up Wednesday am (before 11:30 meeting)
 6/2 call at 10am

	A	B	C	D	E	F	G	H
1	source	name	contact details	type	grade	action	notes	follow up
2	Networking	John Smith - MD	Number, Address, Email	Partner - salon owner	3	Send info	10/1/13 I meet john at B4 networking and	06-Feb
3	Friend of Jane	Sarah Smith	Number, Address, Email	Partner - Mum	4	arrange meeting	10/1/13 Met Jane at school and talked about	08-Feb
4	PT - Referral	Dave Jones	Number, Address, Email	Client	5	Set up trial	10/1 Dave suffers with and takes	asap
5	My doctor	Dr Bloggs	Number, Address, Email	Introducer	2	arrange meeting drop off fliers	Dr Bloggs agreed to give out leaflet/recomm	asap
6								
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Sales will always be a numbers game
but why use a scatter-gun approach
when you can use a sniper?

CAPITALISE ON THE CONVERSATION

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conversations





What's your BIGGEST challenge?

