



Providing unusually creative solutions to difficult marketing & sales challenges, based on experience with companies in over 50 different industries.

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RAPID BUSINESS DEVELOPMENT TIPS

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Tip # 1 - Selling Persistence Needs Improvement

Recent studies evidenced again that many sales people are not “sticking with” prospects long enough:

- ★ Call Reluctance (major obstacle to sales growth) still affects some 40% of sales people.
- ★ The average call rule – 5-6 calls before closing – still applies to over 75% of today’s prospects...regardless of industry!
- ★ More than 80% of prospect inquiries are NEVER answered!

Call Reluctance training can make **BIG** improvements in these areas and others. A

workshop will be held in Atlanta on March 24-25. Sign up now!



770.565.8727.



Tip # 2 - CEO Failure Rate – HIGH

Harvard Business Review just reported that two of every five new chief executives lasted only a year and a half on the job. 55% of new CEOs from outside the company are forced to resign. What this suggests to me is that some of these “departures” would probably have been prevented IF the CEO had taken advantage of personal coaching.

CEO coaching is growing and growing. Billions of dollars are spent each year by most of the top company CEOs to get the unique advice provided by business coaches.

If you are a CEO and looking for candid, professional coaching from proven winners, let me know.



Tip # 3- Getting The Impossible Product Presentation

Time and time again I hear from sales teams that there are certain quality prospects who just won't allow the new supplier to make a presentation for their account. Tactfully I suggest there is no such prospect...just inadequate creative sales thinking.

One of my prospects said they already had 3 proposals and didn't want to take time for another, especially one from a small company like mine. I said I understood but asked what was the single most important thing they hoped to receive from the new supplier. The answer was “new ideas.” I thanked them and put my creative hat on.

I mailed a box which had a real light bulb inside, rigged to light up when the box lid was removed. An attached tag said: “If you want really bright ideas, call this number.” My phone rang the day the box arrived, inviting me to set a presentation date.



Tip # 4 – Better Preparation Leads to More Closed Calls

An interesting study evidenced what business owners feel about the average sales call:

- ✓ They don't show they know anything about my business.
- ✓ They talk about “What's in it for them...not me.”
- ✓ They don't respect my time.

Sales teams I review usually are guilty of not doing adequate homework or listening sufficiently on sales calls. One usually begets the other: If you haven't done your homework you have little to question with, therefore talk about yourself more than listen.

When was the last time your company had some quality sales training?



Funnies

Only in America:

- do banks leave doors open and chain pens to the counters?
- do people order double cheeseburger, fries and diet coke

Ever Wonder:

- Why sheep don't shrink in the rain?
- Why there isn't "mouse-flavored" cat food?
- Why is the slowest traffic time called "rush hour?"

Famous Saying

"Life is short. Eat dessert first!"

Rick will be giving business owners new growth ideas in the following cities:

Bismarck, ND	March 1
San Antonio, TX	March 9
Atlanta, GA	March 24-25
Atlanta, GA	March 28-30
Cincinnati, OH	April 5
Santa Barbara, CA	April 12-13
Minneapolis, MN	May 9-10



Please call for details 770.565.8727

Or

Email: rick@wemmers.com



Rick is also available for:

- 🧠 Strategic Planning Sessions & Counsel
- 🧠 Sales Force Assessments & Training
- 🧠 Rapid Business Development Ideas
- 🧠 Competitive Intelligence Gathering

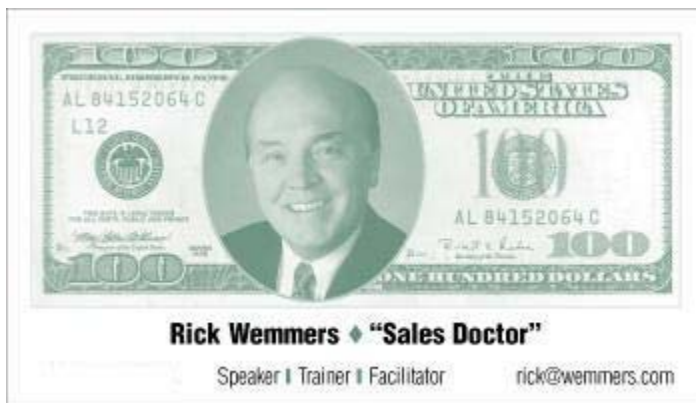


Call Reluctance “Cure” Workshop

Perfect for any sales person who wants to improve his or her future sooner rather than later. This day and a half workshop will clearly identify any Call Reluctance challenges and show how to improve them. Every attendee will leave with more confidence in making more cold calls and closing more sales quicker. Money-back guarantee!

Atlanta, GA – March 24 & 25, 2005

Call for details  770.565.8727
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Have a sales or marketing question? Email us.

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