

SECURITY CONNECTED.

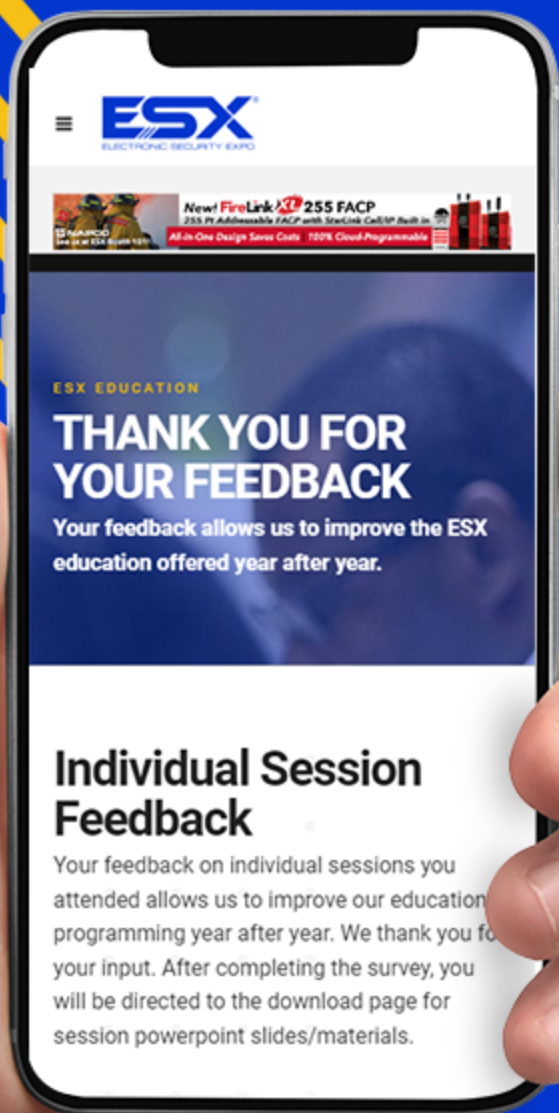


ELECTRONIC SECURITY EXPO

**SALES TRACK**

**PROVEN SALES TIPS THAT GREAT  
SALES PEOPLE PRACTICE**

# ESX FEEDBACK



1

**ANSWER 5  
QUESTIONS  
ABOUT THIS  
SESSION**

2

**GAIN  
ACCESS  
TO THE PPT  
SLIDES**

3

**BE ENTERED  
TO WIN A  
\$100 GIFT  
CARD**

**3 GIFT CARDS (\$100 EACH) AVAILABLE FOR SURVEY RESPONDENT RAFFLES**

**WINNERS WILL BE NOTIFIED THROUGH THE ESX APP**



**THE ELECTRONIC  
SECURITY EXPO IS  
OWNED BY:**

**ESA** ELECTRONIC  
SECURITY  
ASSOCIATION®

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# prima

by NAPCO

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# Anti-Trust

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# **COURSE OBJECTIVES:**

## **Proven Sales Tips that Great Salespeople Practice**

- The habits that lead to high performing salespeople.
- Reasons that traditional sales activity isn't as effective as it used to be.
- How to best engage, teach, and cultivate existing and potential high sales performers.



# **MEET THE SPEAKER**

**CHRIS PETERSON**

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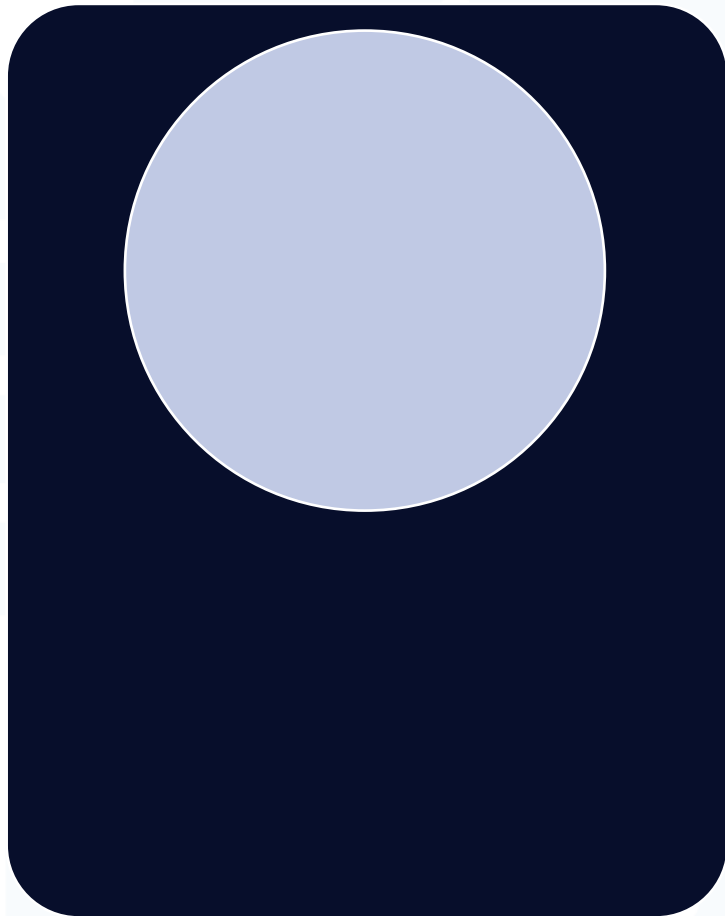
**FOUNDER & PRESIDENT  
VECTOR FIRM**



Once upon a time...



# The OLD Winning Sales Process



Always Be Closing  
(Confrontational)

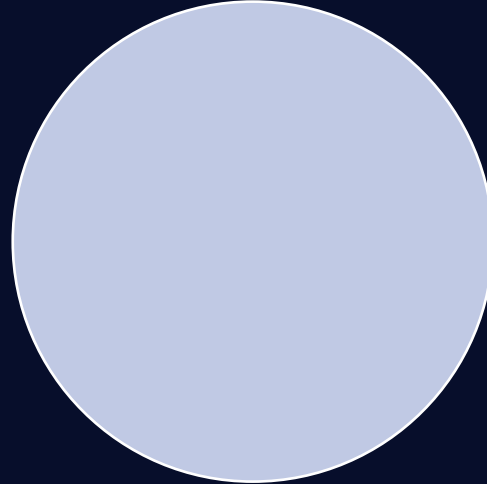
Aggressive  
(Manipulative)

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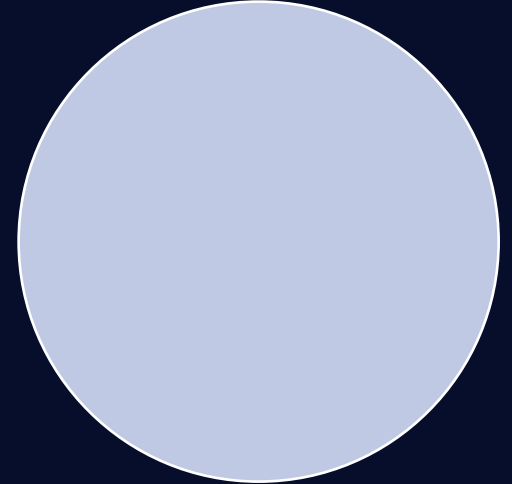
# The OLD Winning Sales Process



Persistent (Pushy)



Always Be Closing  
(Confrontational)



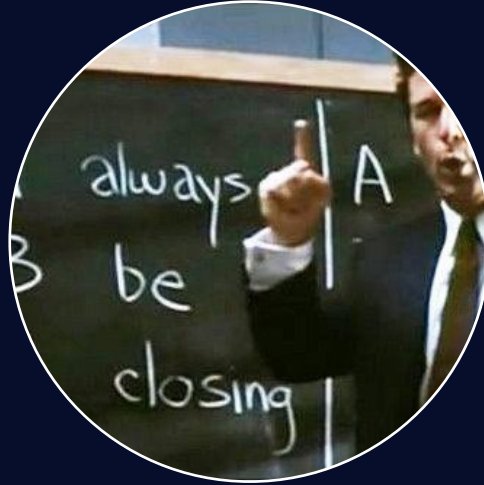
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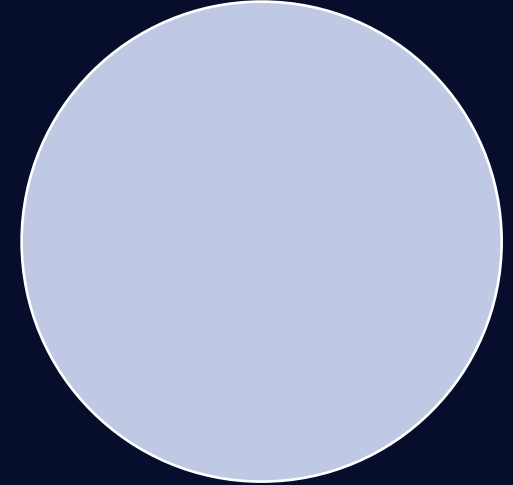
# The OLD Winning Sales Process



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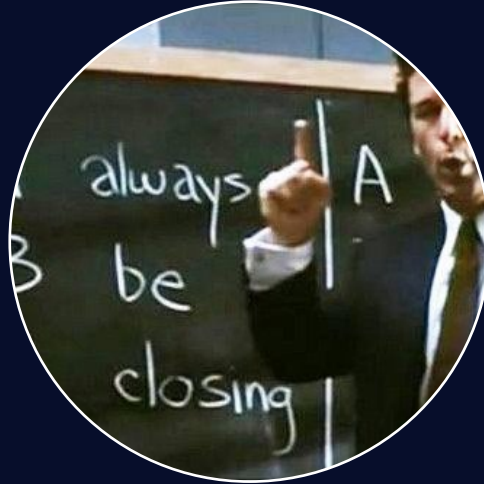
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# The OLD Winning Sales Process



Persistent (Pushy)



Always Be Closing  
(Confrontational)



Aggressive  
(Manipulative)

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*A whole lot has happened since  
those good ole days...*

# Comments I hear every week...

It's all about price today.

*Cold calling is dead.*

No one cares about relationships today.

Email is junk mail. None of my prospects read email.

Decisions are made by committees. I don't know who to call on.

*There are no more gatekeepers. All the lobbies are automated.*

They'd rather hide behind a computer than meet someone new.

*They don't approach us until the sale is 70% of the way done.*

No one answers the phone anymore.

**Google.**

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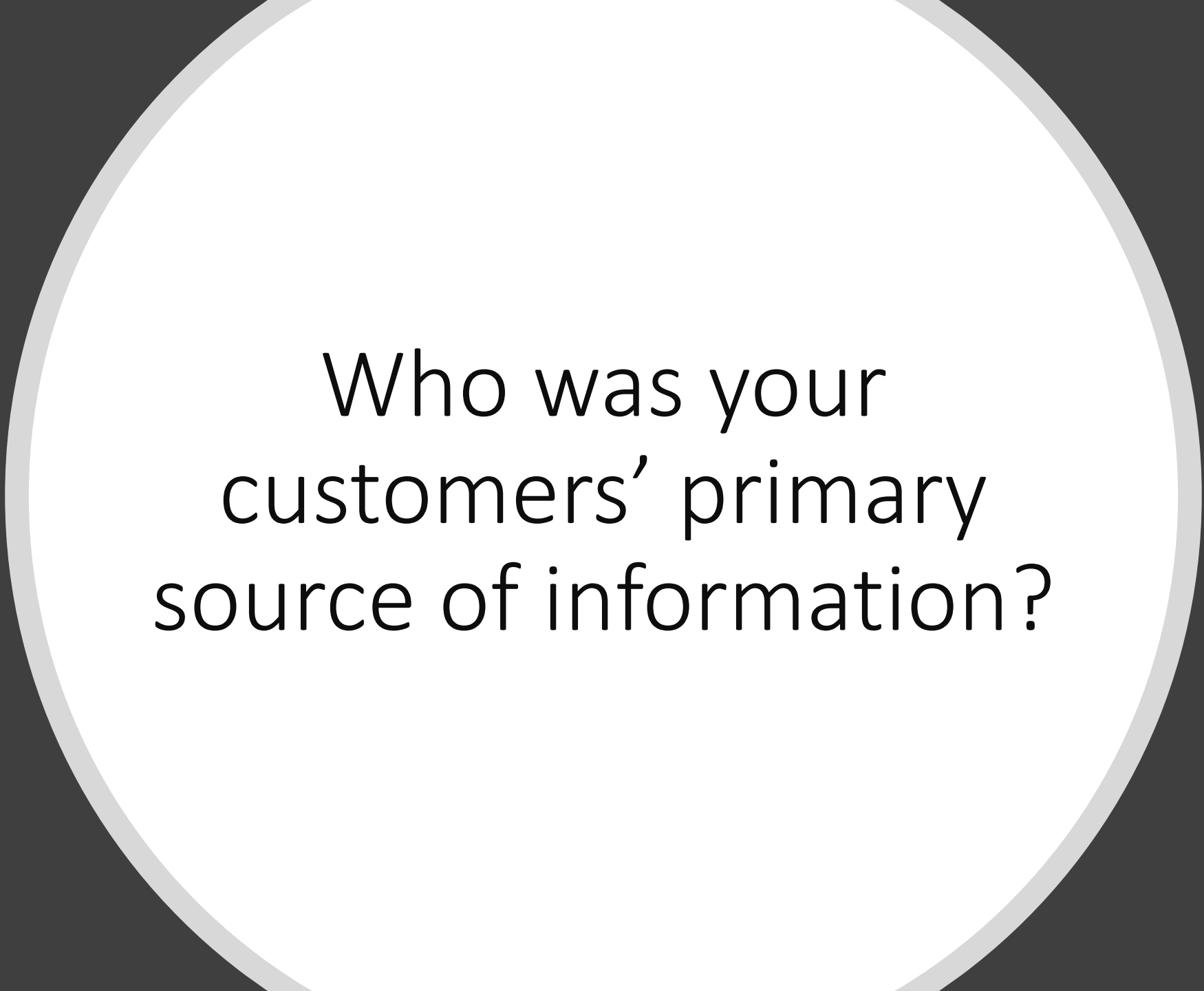
How did this happen?

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Back then...

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Who was your  
customers' primary  
source of information?

A close-up photograph of a man with light skin and short hair, wearing a light-colored shirt. He is looking directly at the camera with a slight smile and his right hand is extended, pointing his index finger directly at the viewer. The background is a plain, light color.

# The Sales Professional

They needed you.



How about today?

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*“I’ll figure out  
what I need. I’ll call  
you when, and if,  
I need you.”*





*“Before putting together a proposal, let me do some research on this to see if it solves my problem.”*


The Outcome ...

Your customers and prospects don't think they need you anymore.

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Your customers and prospects  
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anymore.

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- Why Habits?
- Proactivity
- Deliver Unsolicited Ideas
- Prospect with a Modern Strategy
- Anticipate
- Ask Second Questions
- One Last Idea
- How to Manage to these Habits



Agenda

- 1.
- 2.
- 3.
- 4.



# Why Habits?

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# Where the heck do habits apply?



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# Where the heck do habits apply?



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# Where the heck do habits apply?



Proactivity

Excellence

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**PROVEN SALES**

**BACK | ESX 2023**

# Where the heck do habits apply?

Habits

Proactivity

Excellence

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# Proactivity

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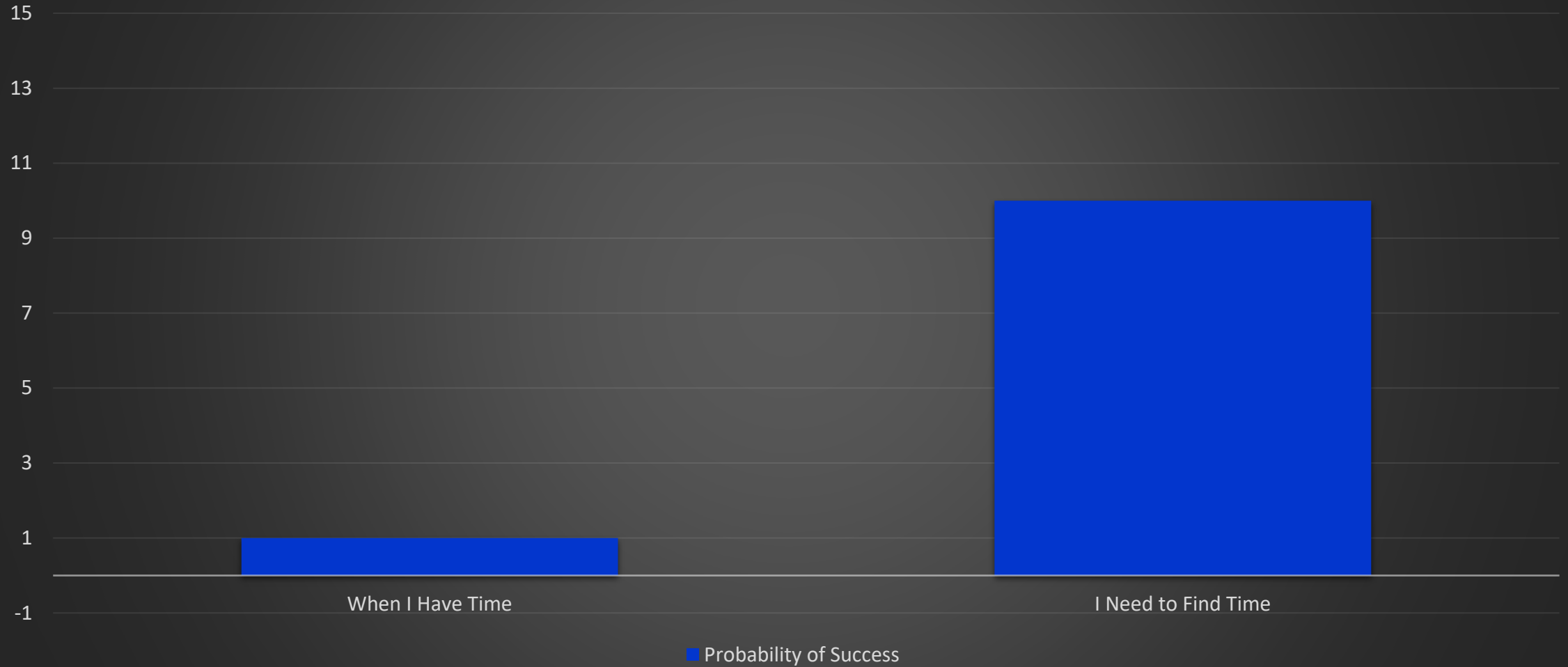
# The Power of a Few Hours / Week

Hours per Week	Annualized (real math)	Reality
1	45	1 week
3	135	3 weeks
6	270	6 weeks
9	405	9 weeks
12	540	12 weeks

The most productive salespeople on the planet are proactive only 10% - 15% of the time.

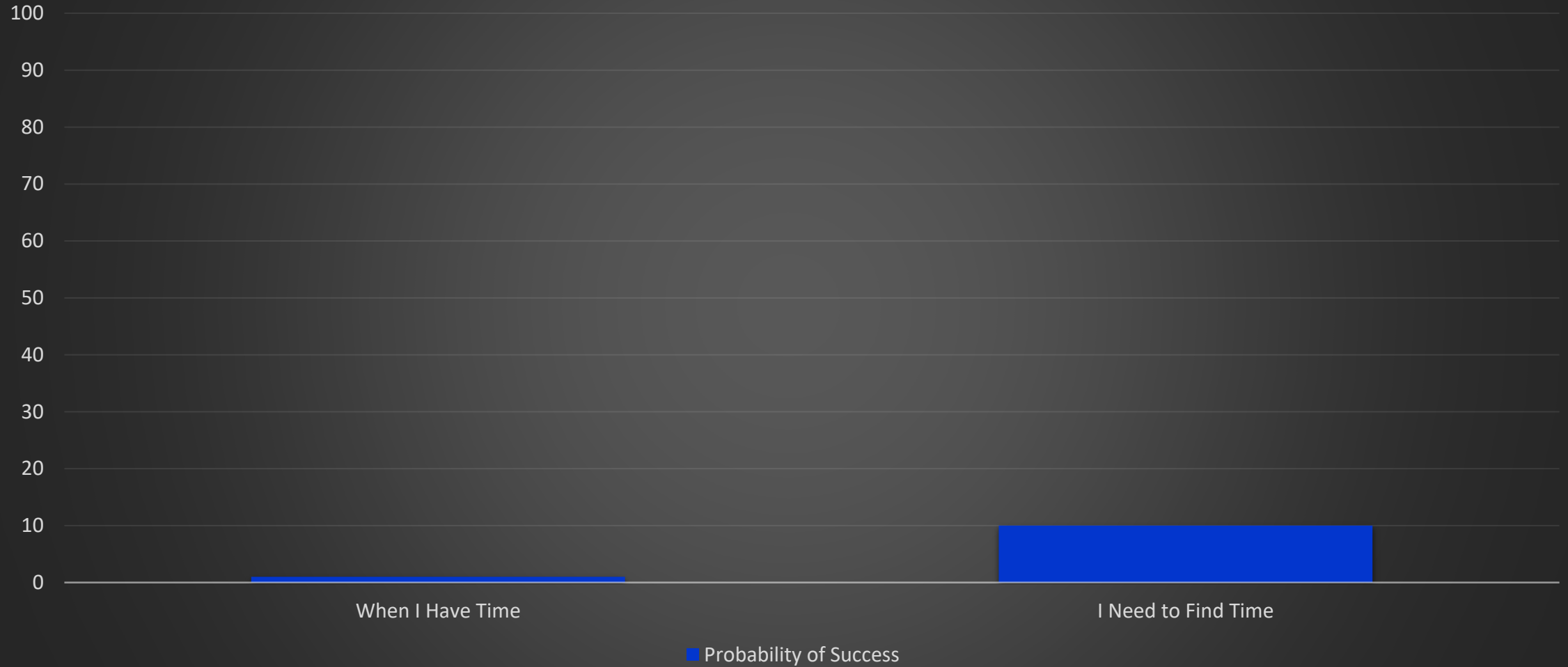
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## When I Have Time vs. I Need to Find Time




23  
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## When I Have Time vs. I Need to Find Time




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The best statement I've  
ever heard about being  
finding time ...

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You can't find time. You've gotta just do it, knowing that the more pressing matters will be handled.

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# The Power of a Few Hours / Week

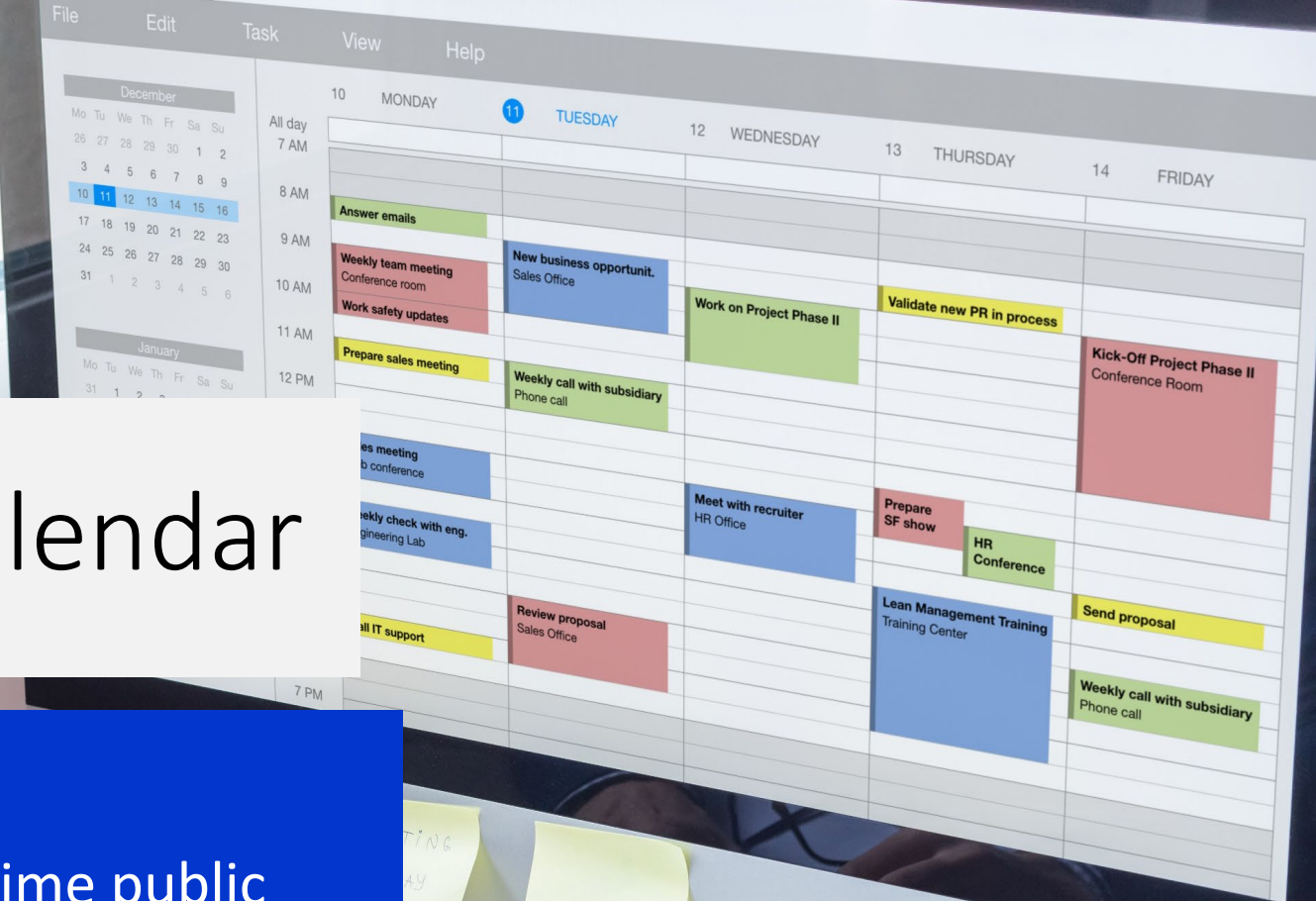
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The most productive salespeople on the planet are proactive only 10% - 15% of the time.

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# Add To Calendar

- Early, Early, Early.
- Make your habit-time public knowledge.
- Recurring at the same day / time every week.
- Don't delete – move if force to.
- Manage by the week.







# Deliver Unsolicited Ideas

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# Thoughts About Ideas

- Doesn't have to be cold fusion or the wheel.
- All about them and their scenario.
- The simpler the better.



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- Informal
- One to two-page document or two to four-slide presentation
- If appropriate, use a mapping tool

# Buildout

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# Delivery Tone



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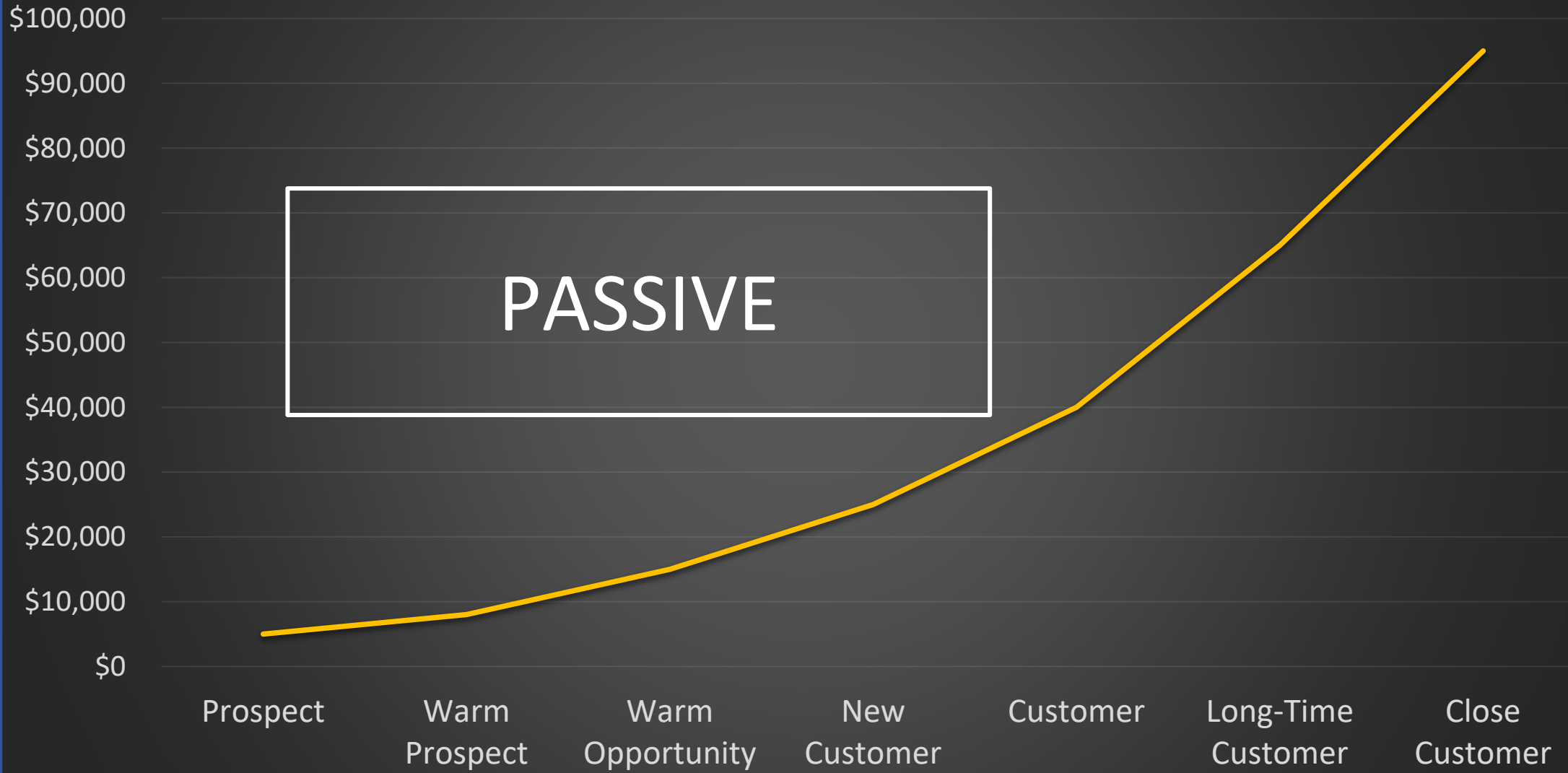
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## Delivery Tone Line

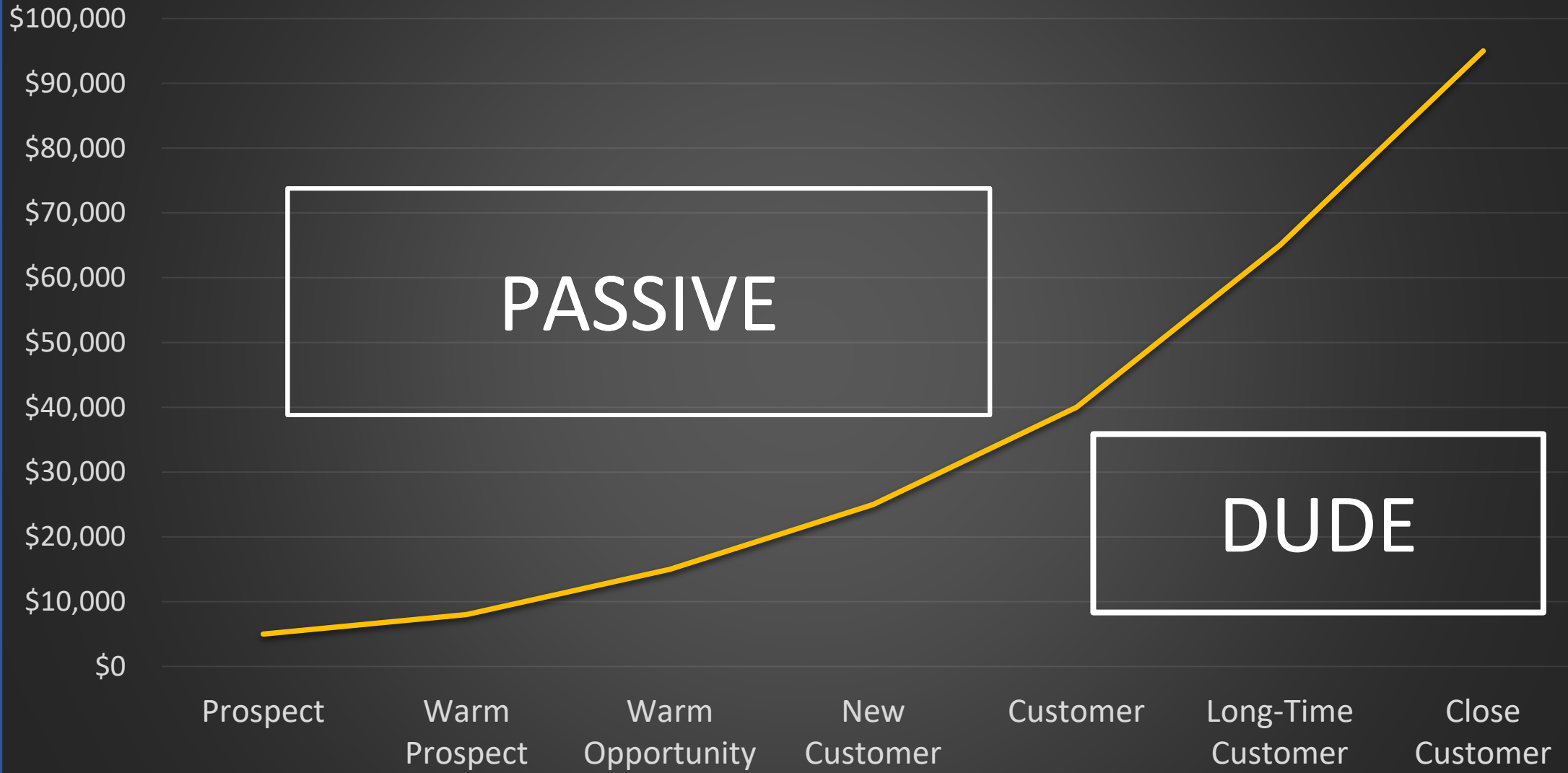




## Delivery Tone Line



# Delivery Tone Line



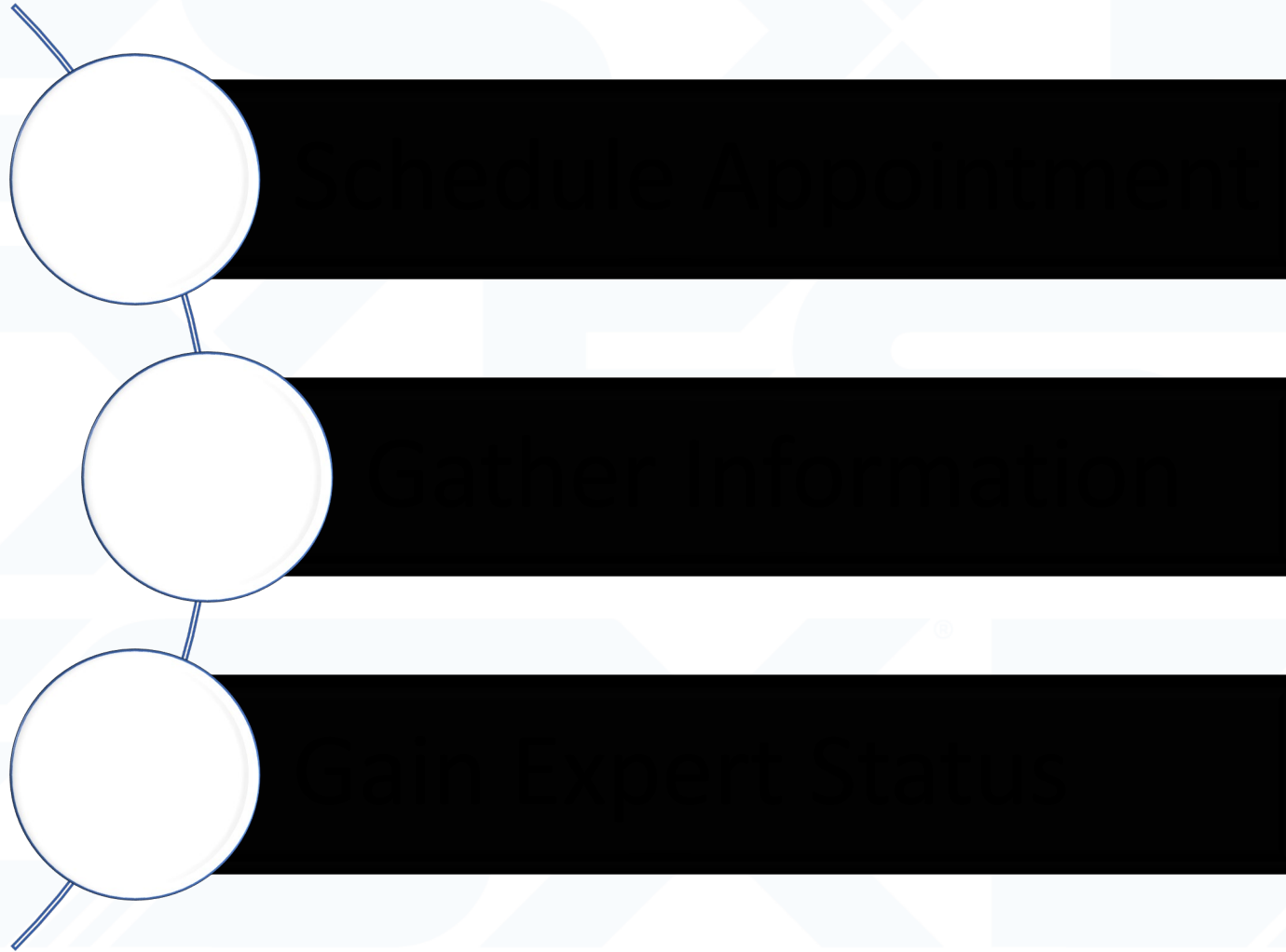


# Prospect with a Modern Strategy

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# Three Goals of Modern Prospecting

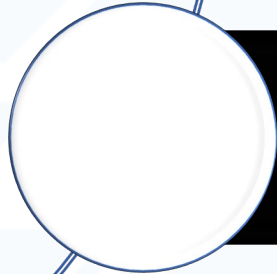
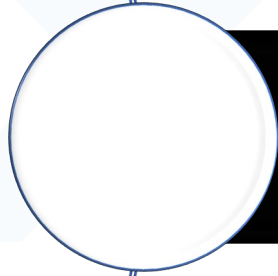


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# Three Goals of Modern Prospecting



Schedule Appointment



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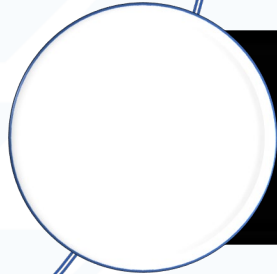
# Three Goals of Modern Prospecting



Schedule Appointment



Gather Information



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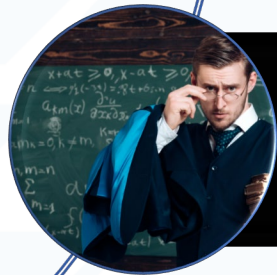
# Three Goals of Modern Prospecting



Schedule Appointment



Gather Information



Gain Expert Status

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# Three Goals of Modern Prospecting



## Gain Expert Status

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## Networking

- Associations
- Consultants
- Contractors
- Private Groups

## Social Selling

- Daily Routine
- Curating
- Endorsing
- Commenting
- Writing

## Outbound Calls

- Email
- Phone
- Personal
- Text
- Mail

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Anticipate

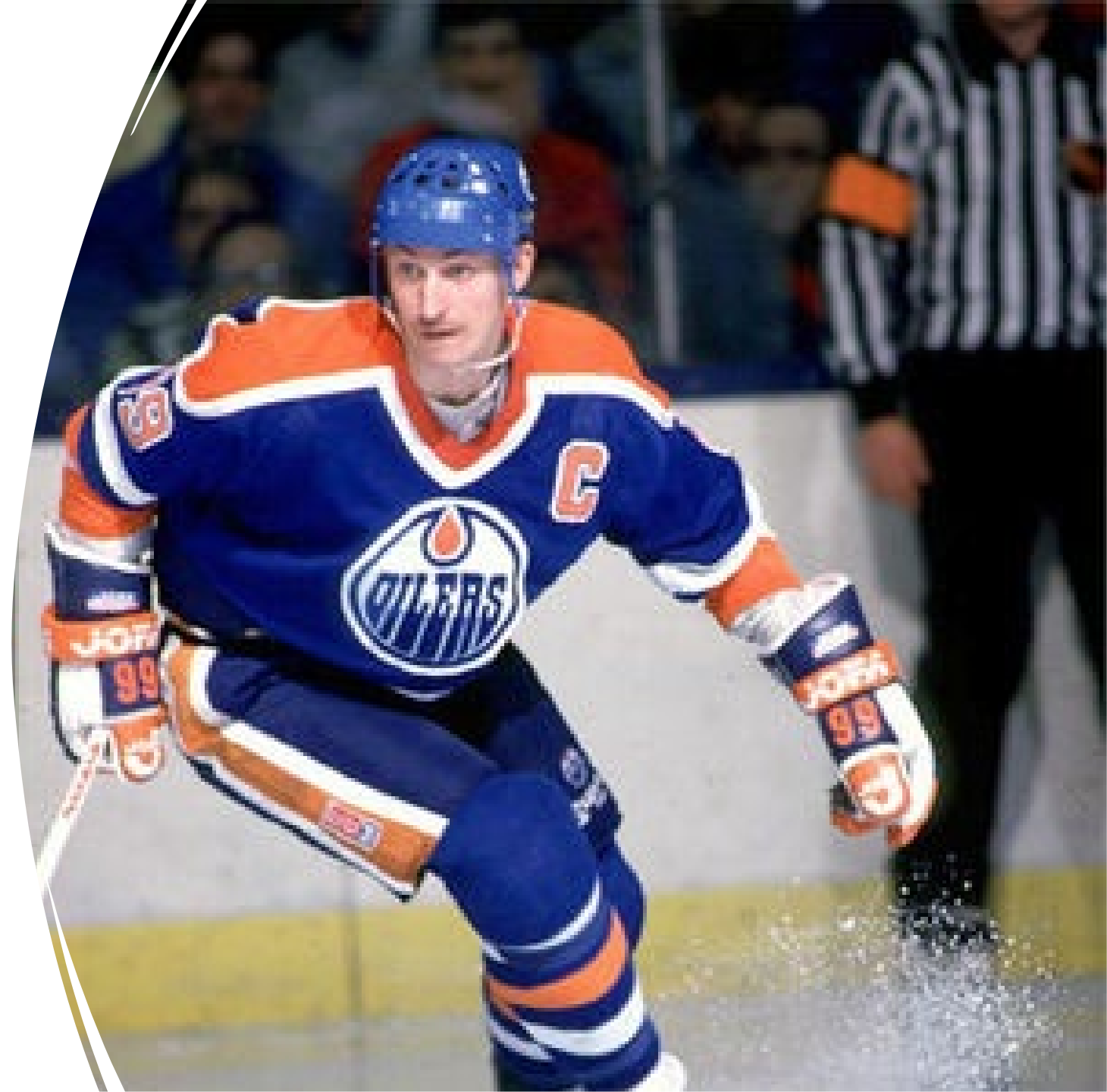
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# Power of Anticipating

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*“A good hockey player skates to where to puck is.”*



# Power of Anticipating

---

*“A good hockey player skates to where to puck is. A great hockey player skates to where the puck is going to be.”*

*Wayne Gretzky*



# Anticipation Checklist

- What has happened so far in this person's day?
- Are there any recent events contact?
- What relevant problems they likely having?
- Why did this person take meeting?



# Anticipation Checklist

- What has happened so far in this person's day?

- Are there any current events that may be impacting your contact?

What important problems are they likely having?

meeting?



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- What has happened so far in this person's day?
- Are there any current events that may be distracting my contact?
- What relevant problems are they likely to face?
- Why did this person make the decision?

## Anticipation Checklist

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# Anticipation Checklist

- What relevant problems are they likely having?







# Anticipation Checklist

- What has happened so far in this person's day?
- Are there any current events that may be impacting my contact?
- What relevant problems are they likely having?

Who did this person take my meeting?

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# Anticipation Checklist

✓ What has happened so far in this person's day?

✓ Are there any current events that may be impacting my contact?

✓ What relevant problems are they likely having?

✓ Why did this person take my meeting?





# Ask Deeper Questions

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**BEST**  
**BETTER**  
**GOOD**



**BEST**

**BETTER**

Technical



**BEST**

Business

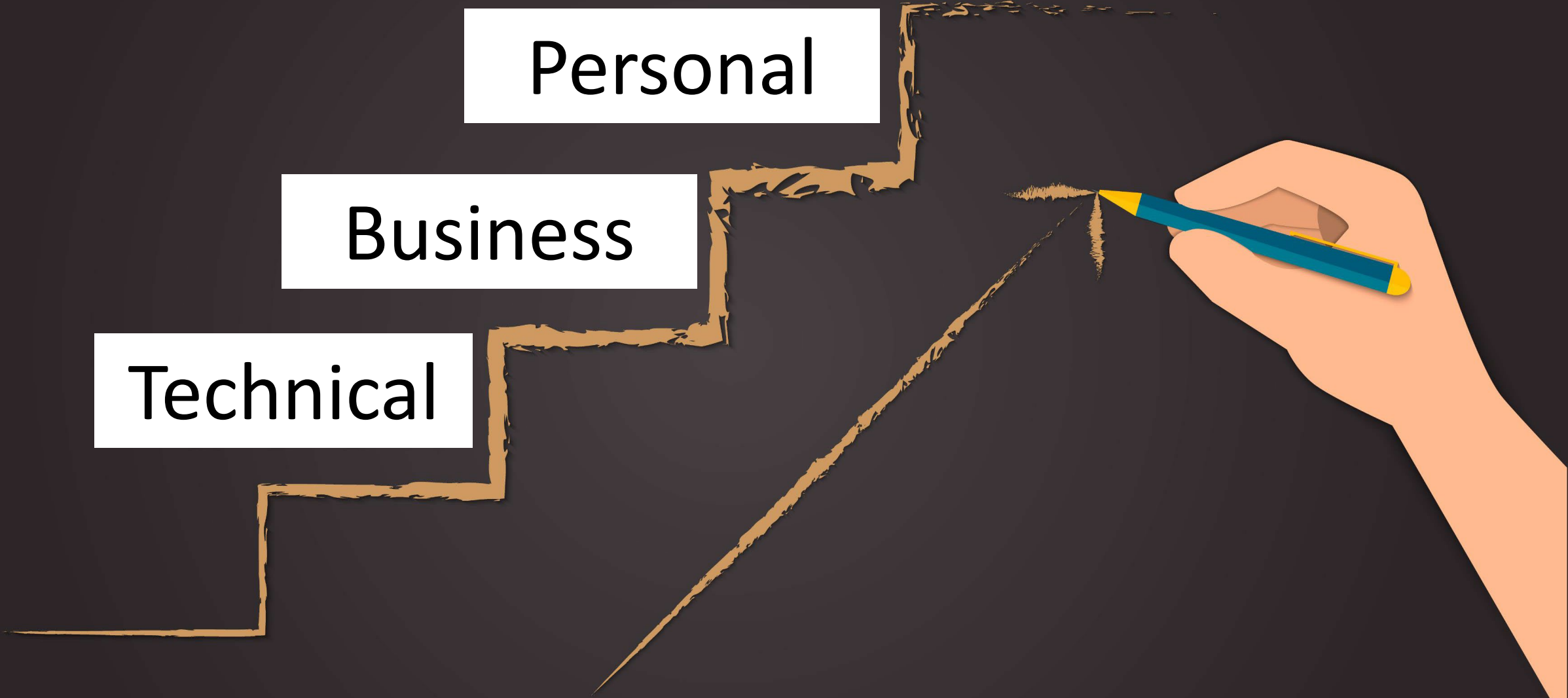
Technical



Personal

Business

Technical



# Technical – Business – Personal



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# Technical – Business – Personal



How many readers  
do you need?

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# Technical – Business – Personal



How many readers do you need?



How much time does your admin staff spend printing badges? How costly is that?



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# Technical – Business – Personal



How many readers do you need?



How much time does your admin staff spend printing badges? How costly is that?



How often do you have to get involved with day-to-day admin tasks?

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# One Last Idea

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RadioShack

HOUSE  
AWESOME  
SERVICE  
Pearl River, NY  
845-735-1500  
85 N. MIDDLETOWN RD.

7 AV

TURNING VEHICLES  
TO



Hard Work Still Matters





**RATE THIS SESSION**  
**ESXWEB.COM/FEEDBACK**



# GENERAL SESSION

11:15AM

**MAIN STAGE**

**“THE BUCKET LIST LIFE”**  
Create More Experiences,  
Share More Stories, and  
Live More Fulfilled!

