

SEMINAR NOTES

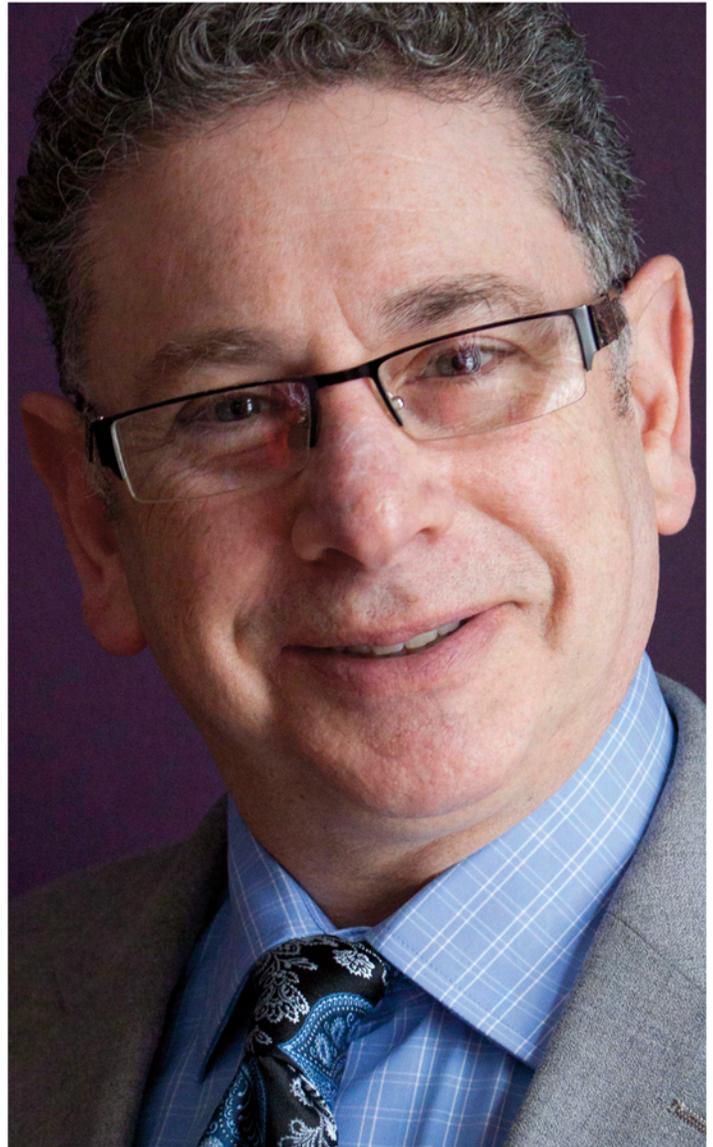
**JEFF SLUTSKY**

# **STREET SMART SALES & MARKETING**

## **Outside The Box Thinking for Big Results**

In a world of rapid-fire advertising and marketing, people are on guard. The same tactics no longer work. We need to get more creative and clever in our sales and marketing efforts. In this fast-paced, entertaining, and idea-loaded program, you'll learn dozens of innovative tactics for outsmarting your competition, prospecting, trust building, handling objections, and much more. You'll hear captivating stories loaded with insights, ideas, and humor. Plus, you will also be reminded of some of the most important sales basics that many of us tend to forget. If you are ready to rethink your thinking about sales and marketing, this seminar will give you the tools, strategies, and insights you need, with an entertaining twist.

Jeff Slutsky is a sales and marketing guru, accomplished author, and captivating speaker. His Street Fighting program has received a great deal of national media attention. In fact, Jeff Slutsky's work has been discussed and written about in *The Wall Street Journal*, *USA Today*, *Success Magazine*, *Inc. Magazine*, and *CNN*. In addition to having authored eight powerful books, he is a contributing author to the bestselling book, *Chicken Soup for the Soul at Work*. As a speaker and trainer, Jeff Slutsky has helped hundreds of prestigious organizations, including AT&T, McDonald's, American Express, Walt Disney, Pizza Hut, Sony, the city of Dallas, the state of Arkansas, and the country of India..



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# STREET FIGHTER TRAITS

1. **Street Fighters Solve Problems Creatively**
  - a. Break through the *clutter* of over saturated advertising
  - b. Get people to see and remember your message
  - c. Keeping customers from shopping the competition
  - d. Do not spend a fortune doing it
2. **Street Fighters Find Customers In The Most Unusual Places**
  - a. Where your competition would not think of looking
  - b. Make an impact on a small budget
3. **Street Fighters Know That There Are No New Ideas**
  - a. Modify, adapt, and improve existing successful idea to your needs
  - b. Do not "reinvent the wheel", just improve slightly to gain an edge
4. **Street Fighters Know Ethical Boundaries**
  - a. Do not risk violating your customers/clients trust in you
  - b. Know how far is too far when you use creative tactics
5. **Street Fighters Do not Believe In *Friendly Competition***
  - a. To beat the big guy you have to think differently
  - b. Use *ambush marketing* tactics; *hit* and *run* advertising
6. **Street Fighters Know That *Price Is Not The Only Consideration***
  - a. Price is an issue but not the only issue
  - b. Value, service, quality and other elements also go into the decision
7. **Street Fighters Know That Marketing Is Useless If Customers Are Mistreated**
  - a. All the marketing and advertising is useless unless customers become repeat customers
  - b. Good advertising and marketing will drive a bad business out of business faster
8. **Street Fighters Know How To Communicate Persuasively**
  - a. They ask questions to control the conversation
  - b. They listen to discover the real needs of the client/customer
9. **Street Fighters Know The Power Of Persistence**
  - a. They do not quit after several tries
  - b. They know how to persist without being a pest
10. **Street Fighters Make Good On Their Promises**
  - a. Regardless of cost
  - b. They know the value of a good regular customer
11. **Street Fighters Are Survivors**
  - a. No matter the difficulty or adversity, they persist

# OBJECTIONS

## *Objection vs. Stall*

If you sense that a certain objection you've gotten may not be a serious obstacle or concern to getting the sale, simply ask, "How important is \_\_\_\_\_ to you?" Or "Seriously?"

What are the symptoms of a client who is experience the "pain" of making a decision?

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Why do clients have objections?

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What are the top 10 objections you get with regularity?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

What are the elements that can help you counter those objections?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

The four parts to effectively handling objections are:

1. Soften
2. Isolate
3. Rephrase
4. Work toward a solution

SOLUTIONS = PROBING (ADDITIONAL DIAGNOSIS)

Gathering and probing for information makes the closing part of the sales process easy.

Probing questions or "open ended" questions usually begin with:

**WHO, WHAT, WHY, WHERE, WHEN, and WHO.**

"Closed ended" questions are usually answered with **YES** or **NO**.

# QUALIFYING

The five tests to qualify

1. Need
2. Want
3. Money/Credit/Budget
4. Decision Maker
5. Decision Mode

Create two questions that will help you determine if a lead has a **NEED** for your products or services

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Create two questions that will help you determine if a lead **WANTS** your products or services:

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Create a question that helps you determine if a lead meets your **MONEY** or other financial criteria to do business together:

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Create a question that helps you determine if the person you're talking to is really the **DECISION MAKER** and if not, who is:

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Create a question that helps you determine **DECISION MODE** to determine if the lead is able to buy your products or services within a reasonable time frame:

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# MARKETING SUPPORT MATERIALS

GETTING THE MOST FROM YOUR LEAVE-BEHIND MATERIALS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

THE SPEED PITCH -- Taking advantage of your window of opportunity.

What's the maximum amount of time you have to present your message?

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What distractions are you likely to encounter when presenting your message?

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In order of priority, what are the most important points you want remembered:

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# THE STREET FIGHTER PRESENTATION

## THE OPENER (FIRST 20 SECONDS)

The four steps to opener

- 1. Intro
- 2. Benefit Statement
- 3. New News
- 4. Permission to Pursue

Create your own benefit statement:

"We specialize in . . .

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Create your new news:

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What are some ideas you can use for getting the attention of the Client or other decision makers and influencers:

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# ENHANCING PERFORMANCE & RESULTS

1. Credentials
2. Testimonials
3. Publicity
4. Publishing
5. Public Speaking
6. Community Involvement
7. A Winning Image

Four possible uses for third party testimonials are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

List 4 existing or past clients who you feel would be willing to write you a testimonial letter.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_