

## 1-30-07 CASRO-Perficency Sales Workshop Feedback – repeated themes

*Taken from some of the 65 participants who we talked to after the session about what most stood out for them and what they have been able to apply.*

- I have more confidence now in selling situations than ever before.
- I feel more prepared to ask for referrals in a comfortable way. Something I have not been, but need to be, doing.
- Helped me think about/focus on how much time we're spending on "C" clients.
- A new way to look at sales than I have ever heard before. Surprising.
- When presenting for new business I am now more straightforward on what we are looking for (ie: what kinds of clients are a good fit for us).
- I took away the point of not getting overly excited. To eliminate too much emotion from the selling process.
- Be upfront and radically honest, and it's ok to say "I don't know".
- The whole idea of abundance and high integrity stood out. Applying in my personal life and never thought of applying to my business approach.
- Changing my prospecting approach. Less letter sending and more use of a combination of email and phone. Waste less time.
- Looking at our clients, and identifying them as A's, B's, C's. Spending more time focusing on growing the business through A clients. Simple, and much needed reminder. There are only so many hours in the day.
- Re-focus our efforts to find clients that are better fits for us, and more profitable to work on. Less spinning our wheels.
- Better at getting a client to define their needs before I start selling my services.
- Forced me to think about how I am doing business. And get honest about what needs to change in order for us to grow.
- This new approach to selling really fit my personality better than anything I have heard in the past.
- Much more aware of my tendency to use exclamation points (!) and words that are not effective at getting responses and getting the truth. Very important to pay attention to the language I am using in sales efforts.
- Top 3 takeaways, and real world application since the workshop...
- *Understand better now when to let go of prospects & clients I'm holding on too tightly to.*
- *Liked the idea of the "I'm going away email" in the effort to provide closure and finality to the process & possibly re-engage people who I can't get to respond to my calls or emails.*
- *More structured approach to "framing" conversations and emails up front.*
- Anyone who is not a "salesperson" but need to sell, must attend this workshop.
- Top takeaways for me:

- *Stop putting "thank you" and "please" in emails.*
- *It is ok to say no to prospects and clients.*
- Being more selective about how I spend my time and what kinds of projects I take on. I used
- to try and take everything I could get.
- Realizing I deserve to work on a level playing field with my clients, and not one that is subservient.
- This was a more comfortable approach to prospecting than I have ever seen or tried to use in the past.
- Provided new, more comfortable and effective language for me to utilize in my prospecting.
- Sales doesn't have to be all about "sales" rather it's about showing a true interest in your prospects and clients and having an open conversation to see if you can help them.
- Focusing on your clients needs can take you further and closer to a deal than focusing only on what you have to offer them.
- The concept of "Big V - little v" resonated. Approach our clients as equals who are bringing value to them. Not putting the client / potential client on a pedestal.
- The sessions helped me realize when it is appropriate and even necessary to break off negotiations or cut off lingering deals. Not to let things drag out forever.
- *We have been working with a client for a year and currently have no active projects with them. They keep coming back to her asking for help with proposals for their clients and it was "unbillable time" so she basically was working for them for free (about 8 hours a week). I approached it as an "Equal V" (value) relationship and asked them about developing a consulting fee for the time I was putting in. They agreed to a fee and now we are being paid for my time. The workshop gave me the framework and courage to do this.*
- The workshop gave me words for engaging people who don't know me in conversations. In the past this has been very uncomfortable, and I didn't know what to say.
- The approach of being non sales-like really stood out. Like the idea of selling without being "salesy".
- Really like coming from equal position; appreciate your value and what you bring to your clients, the marketplace.
- This approach makes me feel more comfortable doing more active business development efforts. I will avoid some of these activities less with this new way of doing it.
- Takes the fear out of talking to people I don't know or negotiating with prospects. Gives me a foundation for coming from a place of strength.

- This was really different than what expected. I thought it was going to be the typical sales training event. Was dreading attending. Really enjoyed the philosophy.
- Reminder that we too often go straight to price and just shoot them a proposal. Need to spend time learning about their problems/challenges, and gaining their trust.
- I was able to use something he learned when a guy called me for a project and went straight to price. I didn't give it to him. I told him I didn't know enough about the proposal and exactly what he wanted and if we are going to be a good fit. Normally, I would just give him anything he wanted without even having a conversation. This will help me win more of the right kinds of projects.
- Don't need to impress people as much as I need to talk with them and have a conversation.
- Had two meetings last week and was able to apply a lot. One thing is I talked a LOT less than usual.
  1. *We sat down and just had a conversation*
  2. *I was confident...I knew what I was talking about and trusted that*
  3. *If not for this workshop...at these same meetings, I would have been more nervous and self conscious*
- I am not showing up so desperate with prospects and clients. My mindset has changed.