

FUNNELS AND FORECASTS
THE GREAT GAME OF SALES

By Bill Sayers

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THE
SAYERS
GROUP

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Published in 2006 by Aardvark Global Publishing
in association with
Deluxe-Content.com
2181 Avenue Road, Suite 306
Toronto, Ontario Canada M5M 4B8
info@deluxe-content.com
www.deluxe-content.com

Order Information:
The Sayers Group Inc.
207 St. Clements Avenue, Suite 300
Toronto, Ontario Canada M4R 1H3
416-318-0499
info@thesayersgroup.com
www.thesayersgroup.com

Cover photos, and book design by Robert Disher
Deluxe-Content.com

Inside photos by The Sayers Group Inc.

Edited by Sharon Crawford
www.samcraw.com

ISBN: 1-4276-0894-6

First Edition

To Mary Ann, Emily, Mom and Dad.



BILL SAYERS

INTRODUCTION

I learned a long time ago that I know a lot, yet I don't know a whole lot more. I am amazed on a regular basis by the successes reps have, the things they do to be successful, and what a great profession sales is. I am also amazed on a regular basis by how poorly companies treat their sales people, how poorly sales people behave, and the lack of responsibility they take for their actions and results.

I ask you to take a good look at how your sales career is doing. Are you successful and at the top of your game? Are you the \$1,000,000 a year rep or are you the \$30,000 a year rep? Only you can answer the question honestly. If I do nothing except get you to answer that question honestly and then take action to get you to the next level of sales success, then I am honoured.

This book is set up to read and use as a reference guide. My suggestion is that you read it once and

then go back and complete the “Sayers Says” exercises at the end of each chapter. Afterwards, put the book on your desk shelf. The next time you notice the book, pick it up, open it at any page, read that page, and see what happens.

Good luck to you and my wish is that your sales career brings you great wisdom and wealth.

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BILL SAYERS

PREFACE

Five years ago I started thinking about this book. For the next four years little activity on the book took place. At least that's what I thought. In the fall of 2003, I started The Sayers Group, a consulting company that helps sales people develop strategies to earn more money and organizations to achieve more profitable revenue. I began writing a monthly newsletter and two years ago started doing audio pieces to go with each newsletter. Throughout those three years I worked closely with over a dozen organizations and coached hundreds of sales people. During that entire time I was formulating how I could write a book. One weekend at the cottage last summer it struck me that I had 24 newsletters and 18 audio clips sitting on my website. I began reading them and listening to them. I realized that each month I had been writing a piece of my book, and now I needed to spend some time to structure a framework and chapters for all this information I had created.

I sat down with Robert Disher from Deluxe-Content. Robert is my webmaster and the man who has been responsible for getting this book completed. We began mapping out what needed to be done and in October 2005 we created a timeline to get the book written by the end of March 2006. In early May I was still writing the book at the cottage. Mid-May we met with the editor to begin the editing process.

It has been explained to me that 80 per cent of people who start to write a book never complete it, and less than half of the 20 per cent who do finish their book ever get it published. (There's that old 80/20 rule again.) Writing this book has helped me to understand better why I do what I do and why I love doing it. It is clear to me that being of service to all the people who are in sales and the organizations that hire them is why I enjoy The Sayers Group work. I learn from my experiences on a daily basis and have the honour of sharing my experiences and wisdom with sales professionals every day. This book is a way for me to capture events in my sales career and to share these, as well as my wisdom, with you.

I want to thank a few people for helping me and

being there over the years. I want to thank Don King, Jr. for hiring me in 1982. It was my first direct sales job and as I say to audiences and sales reps when I coach them, I was so bad that I made everyone look like Zig Ziglar or Tony Robbins. All sales people remember their best sales manager and I want to thank Brian Roemelle for being the best mentor and manager I ever had. He took me from being an average sales rep to becoming a top performer over the two and a half years that I worked for him. For the past 20 years he has been a great mentor and friend. “The Boys” are a group of eight men whom I went to university with. We have maintained a tight-knit friendship for 30 years. To each of you, I say, thank you for that special bond, thank you for your inspiration, and thank you for the ability to return to our youth and behave like 20-year-olds at our annual events.

The most important thank you is to my wife Mary Ann and my daughter Emily. Mary Ann has been my biggest cheerleader and supporter for the past 15 years. She has never been shy in sharing her thoughts and feelings, sometimes causing me upset, yet on quiet reflection, her comments are always the truth and her insight and wisdom are rarely wrong. Thank you for your deep love and

support. My daughter Emily is an English major who reads a book or two a week. I read a book a year if I am lucky. (That does not include all the business reading I do on a weekly basis.) She is amazed that the guy who never reads books is able to write a book. Remember Ems – careful what you ask for; you just might get it. Thanks for your love and kindness.

To all of you reading this book, I hope you enjoy it and are able to take away whatever it is you need at this moment to get you to your next level of sales achievement and success.

Thanks.

Bill

“On The Rocks”

Georgian Bay

May 2006

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BILL SAYERS

CHAPTER ONE

LOVING WHAT YOU DO

Several years ago I was VP of Sales for an IBM Company. I had a new sales rep, Lindsay, in Calgary and this was her first sales job. She had no idea what it took to be a successful rep. However, she loved her work. At kick-off I told her to call me anytime for guidance. One day she phoned me about a major account she was working on. She wanted to know what to do next. I told her she needed to get an appointment with the VP of HR. A week later I got a call from Lindsay and she had the appointment. She didn't know what came next. I had her get the Calgary GM for our office on the phone with us, and the three of us mapped out the upcoming meeting with the account VP and what Lindsay needed to do. Lindsay won the business and went on to become rookie of the year. She didn't have any fear or experience that said, "I can't do this." She loved what she was doing and made it happen.