




Trans4ming Hi-Tech Sales

5 Secrets for Selling Big MRR Opportunities

Presented by


Mike Schmidtman

April 2018

A man in a dark suit and light blue shirt is standing behind a wooden podium, pointing towards the audience. He is smiling. To his left is a flip chart with text. In the foreground, the backs of several audience members are visible, including a woman with long blonde hair and a man in a light blue shirt who is raising a white card. The background consists of green curtains and a wood-paneled wall.

100 Stations
Hosted Voice
CRM - Presence

\$30.00



100 Stations
Hosted Voice
CRM - Presence

Less?









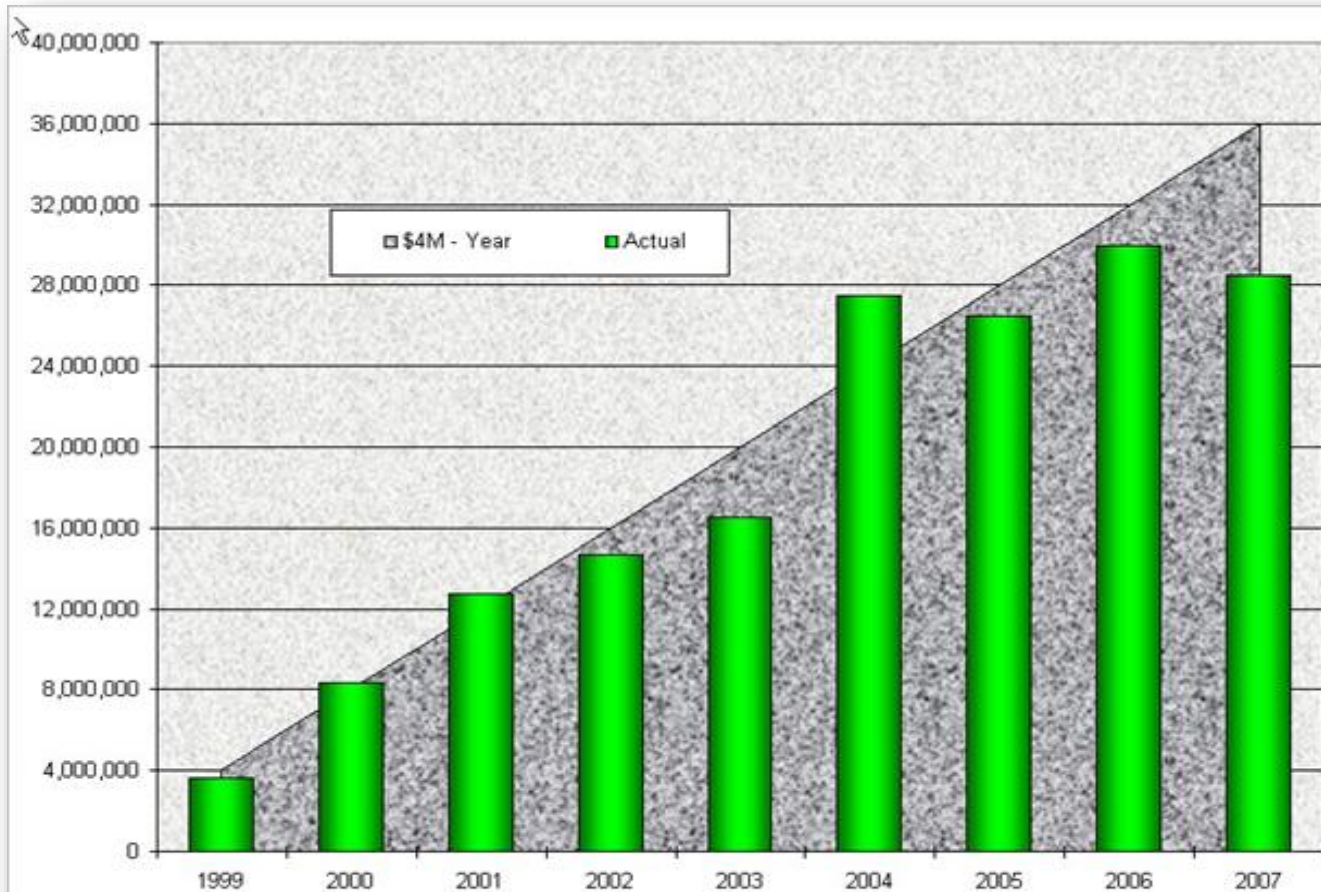
Trans4ming Hi-Tech Sales

What's Holding YOU Back?





Mike
Schmidtman
Trans4ming Hi-Tech Sales



Revenues - \$175,270,163 GP - \$50,173,900 Profit - \$11,254,936

Ranked by metro-area telephone equipment sales

LAST RATED		RATING		TELEPHONE EQUIPMENT		RANKED BY METRO-AREA TELEPHONE EXCHANGE	
1	1	STRATEGIC PRODUCTS AND SERVICES	spnstrac.com	1703-454-9000	\$17.8	1	1
		250 Exchange Plaza, Suite 9		Metairie, La. 70002			
2	2	BUCKLE UP BUSINESS SERVICES	upbusiness.com	504-885-4000	\$16.9	2	2
		8801 Falcou Ridge, Suite 118		Staring, Va. 20146			
3	3	AAA NETWORKS	aaa-networks.com	703-875-9000	\$16.9	3	3
		8505 Arlington Blvd.		Falls Church, Va. 22042			
4	4	INTER-TEL TECHNOLOGIES	inter-tel.com	301-449-2727	\$16.9	4	4
		6600 Virginia Manor Road		Baltimore, Md. 20716			
5	5	CORREKT TECHNOLOGY SOLUTIONS	correkt.com	703-830-3377	\$16.9	5	5
		4200 Lafayette Court Drive, Suite 7		Chantilly, Va. 20151			
6	6	PRINCE COMMUNICATIONS	princecommunications.com	301-611-0777	\$16.8	6	6
		19821 Executive Park Drive		Sherman, Md. 20878			
7	7	CTI TELECOM	cti-tel.com	703-248-4500	\$16.4	7	7
		1100 Henderson Parkway		Herndon, Va. 20126			
8	8	CLAR CONNECTION	clearconnection.com	301-289-3000	\$16.3	8	8
		11800 Baltimore Ave.		Baltimore, Md. 20716			
9	9	RACON COMMUNICATIONS SOLUTIONS	racon.com	703-248-3000	\$16.4	9	9
		8500 Technology Drive		Manassas, Va. 20108			
10	10	RECORDS VOICE & DATA	records.com	703-861-0843	\$16.2	10	10
		7600 Leeland Way, Suite 250		Falls Church, Va. 22042			
11	11	ACE TELECOM	ace-telecom.com	410-797-0301	\$16.3	11	11
		6410 Dobbins Road		Columbia, Md. 21045			
12	12	TELELINK COMMUNICATIONS	telink.com	703-810-8843	\$15.9	12	12
		501 Carlsile Drive		Herndon, Va. 20126			
13	13	CHESAPEAKE TELEPHONE SYSTEMS	chesapeakephone.com	301-673-1212	\$15.9	13	13
		8215A Glenwood Drive		Metairie, Md. 21108			
14	14	SPINAR TECHNOLOGIES	spinartech.com	703-825-1984	\$15.9	14	14
		11180 Santee Valley Drive, Suite 204		Breun, Va. 20183			
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Ranked by metro-area telephone equipment sales

[illegible]

Mike Schmidtman

Dear Mike

Is there anything more pathetic than a salesperson blaming their poor performance on economic market conditions? It's like a poker player blaming the bad cards whenever they lose.

In poker, as in sales, the cards even out over time. Great players always find a way to win. Here's how...

Mike S.

Play the Cards You're Dealt

We can't control the economy, the market, the products or the services we offer. Yet how many salespeople whine about these things at the drop of a hat?

"At gambling, the deadly sin is to mistake bad play for bad luck." — James Bond in Casino Royale

Card players run through cycles of hot and cold hands. Great players weather the bad hands and pounce when opportunity presents itself, as it inevitably does.



Choose the Table First

A Humorous Take on the World of Sales and Management

TRANS4MERS

Mike Schmidtman

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A Humorous Take on the World of Sales and Management

TRANS4MERS

SALES Webinar: "How to Get More Referrals"

Using your customers and business network.

Recorded Sept 3, 2014

[Link to the Recording](#)

UPCOMING WEBINARS

Upcoming Webinars:

Management
"Not Just Who, but HOW You Hire"

Wednesday, Feb 8
12:00 - 1:00 PM EST

[Register Here:](#)

Sales

es Your Recruiting Strategy Seize the Money?

"Hire Great People. Take Credit for Their Success"
Building High Performance Sales Teams

TRANS4MERS

ne up to date
n't funny
an

TRANS4MERS

Trans4ming Hi-Tech Sales



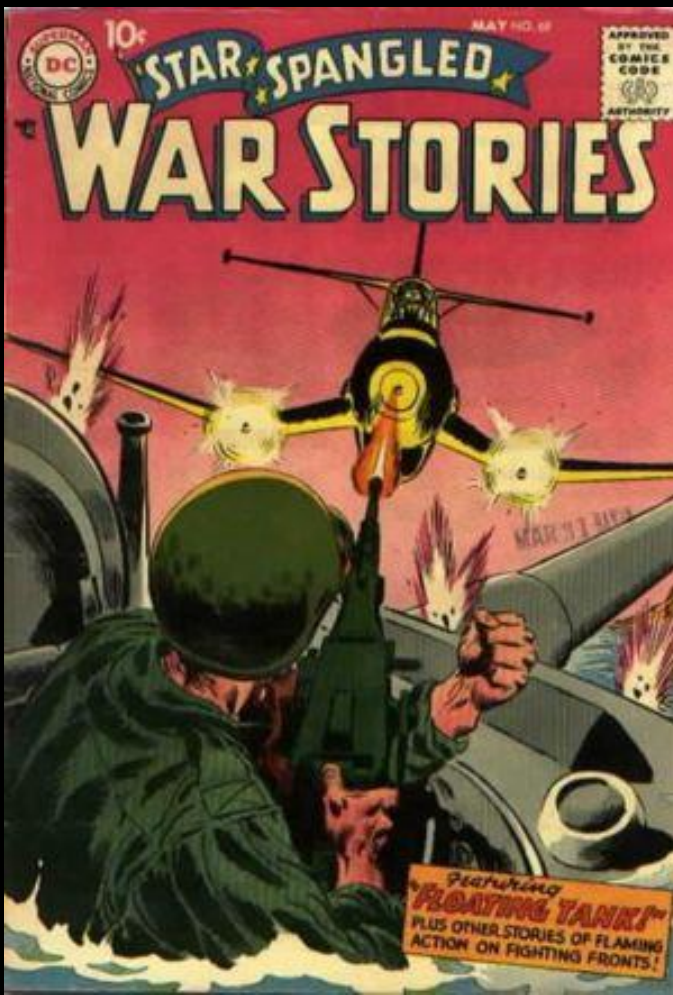
50 Ways to Win New Business

Presented by
Mike Schmidtman
Nov 14, 2017



TRANS4MERS

Trans4ming Hi-Tech Sales






"Million Dollar GP Salespeople"

And How to Become One
If You are Not


Sales Career Example

War Stories

Takeaways



A diagram consisting of six colored circles arranged in a circular pattern around the text 'Sales Results'. The circles are: 'Tools' (green), 'Strategy' (orange), 'Recruiting' (red), 'Talent Development' (purple), 'Process' (blue), and 'Sales Results' (yellow). Each circle contains a white arrow pointing towards the center.



A caricature of a man with a large head, wearing a yellow and black superhero costume with a 'S' on the chest. He is standing in front of a cityscape with a large 'S' on the ground.





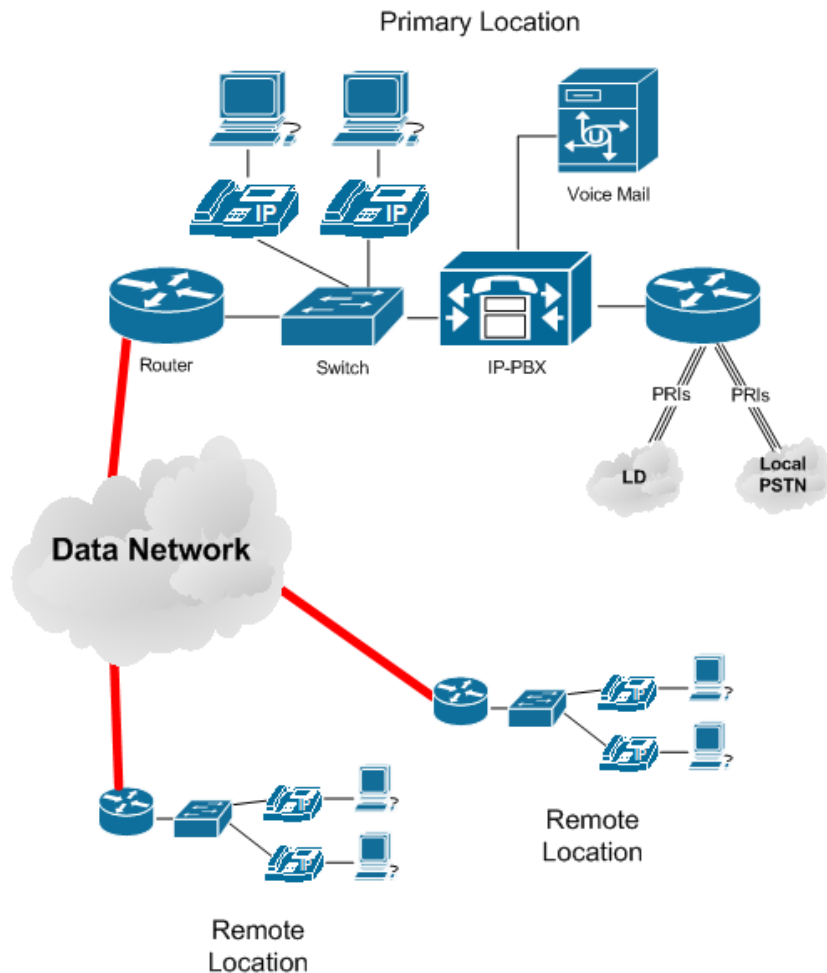
Map by Google
Additions by bugbog

North Atlantic Ocean

Gulf of Mexico

Bahamas

Trans4ming Hi-Tech Sales







A portrait of Satya Nadella, CEO of Microsoft, is positioned on the left side of the image. He is wearing a maroon t-shirt and glasses, with his arms crossed. The background is a stylized world map where landmasses are depicted in vibrant red and orange, suggesting a heat map or a focus on global impact. Overlaid on the right side of the image is a dark blue rectangular box with horizontal white lines, containing a quote in white text.

"Our mission is to
empower every person
and every organization
on the planet to
achieve more."

Satya Nadella
CEO, Microsoft



AVAYA

The Power of We™



Microsoft



Cushman & Wakefield for Microsoft Office 365



By Sean Dudley on 01 February 2016



Topics

News, Office

Related articles

Microsoft Project 2016 now available online as part of Office 365

Smart thinking: improving collaboration in manufacturing

Role-based work environments help to boost manufacturing productivity

Accenture and Avanade to help Towergate to migrate to

Real

Micro

Cushman

capabilities

services, a

The company

meaning several

the company. No

comprehensive c

43,000 employees

"As our company grows

security capabilities," said

Office 365. We are delivering

Today's P

Last month, we

voice services, and

since seen tremendous

global real estate services

With 43,000 employees in 60

communications and collaboration

CTO Robert Franch explains, "As our com

ment in modern collaboration and

communications and collaboration

communications and collaboration

communications and collaboration

communications and collaboration

communications and collaboration

communications and collaboration

Real estate services leader chooses Office 365 E5 suite announcements

Posted January 29, 2016

Cushman & Wakefield, a global leader in real estate services, has signed up for the Microsoft Office 365 E5 suite, which includes new capabilities in security, analytics and Skype for Business services for meetings and calls.

"As our company grows, so does our investment in modern collaboration and security capabilities. With Office 365, we are delivering the office of the future to our employees, with cloud-based voice and conferencing that's part of a complete productivity and collaboration suite," said Cushman & Wakefield Chief Technology Officer Robert Franch.



Hi-Tech Sales



43,000 End Points
\$600,000 MRR



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“Opportunity must
be created”

Biz Stone – Founder of Twitter



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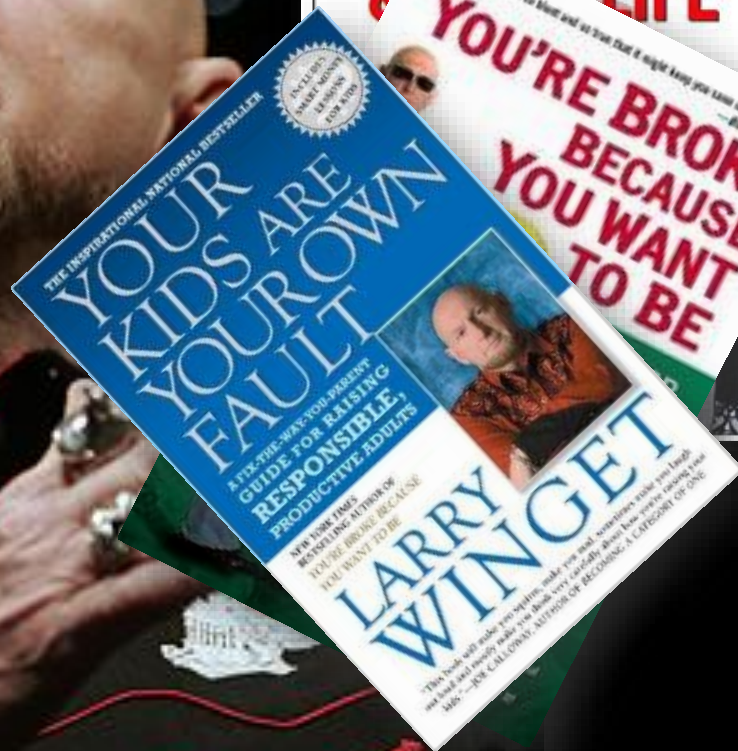
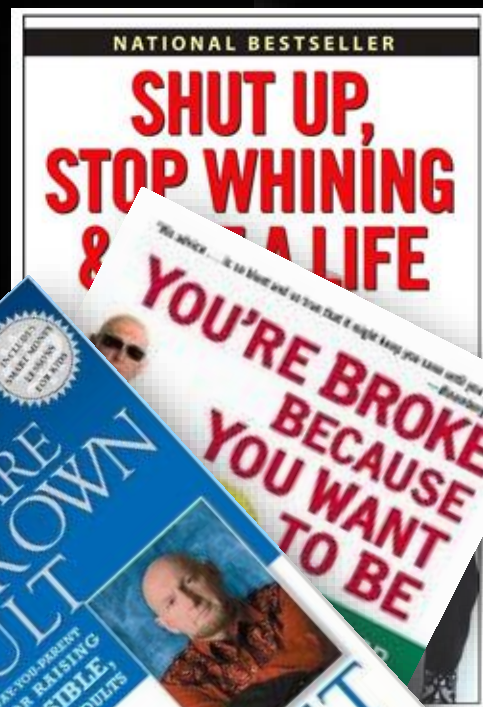
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Mike Schmidtman

April 2018

There are
very few good
ideas in this
world, and not
one of them is
a secret





Huge MRR Sales

Large Accounts
Relationships
Expertise



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Influence Survey

- #1 Would you pay \$5 to participate in a lottery that offers a 10% chance to win \$100 and a 90% chance to win nothing? (circle one)

YES NO

- #2 You paid \$150.00 for a ticket to see a concert being held 40 miles away. A blizzard is announced for that night. Do you try to attend the concert in spite of the weather?

YES NO

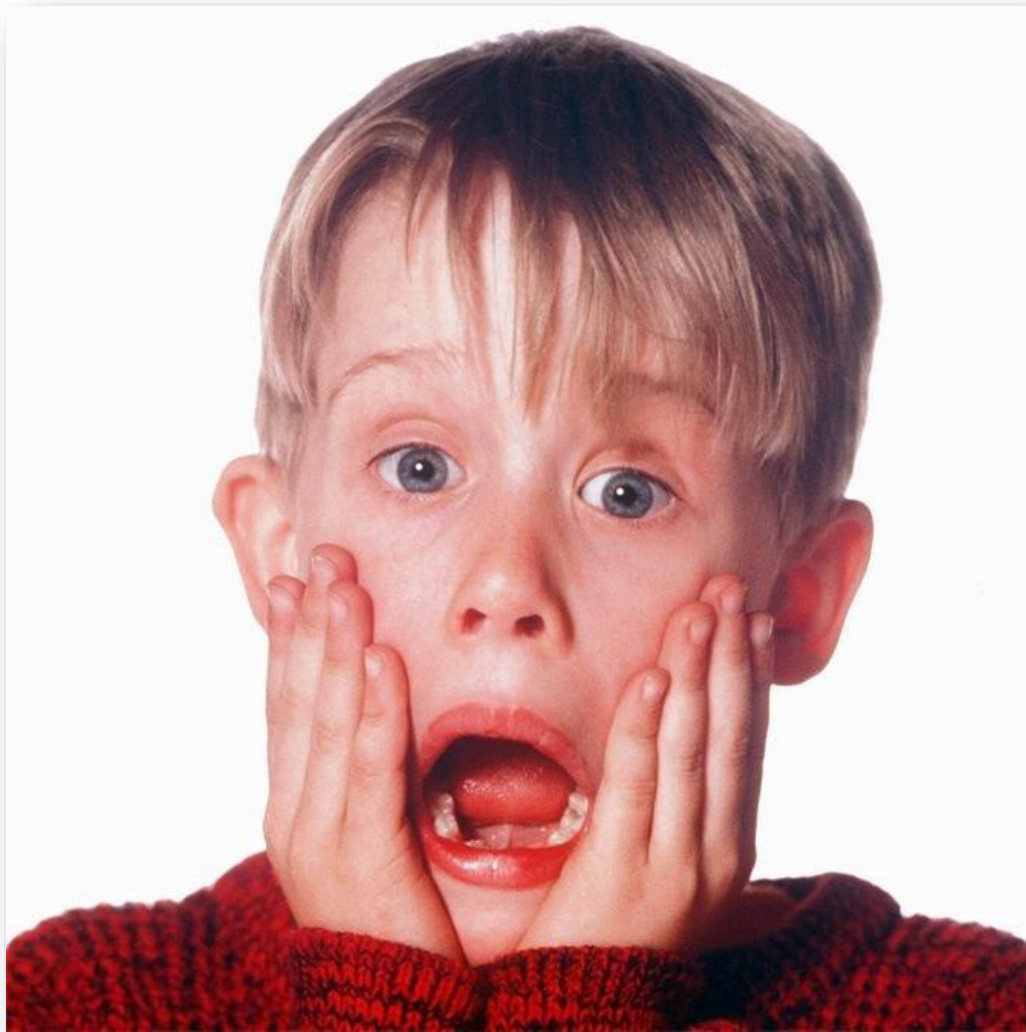
- #3 Is the height of the tallest redwood tree more or less than 1,200 feet?

TALLER SHORTER

What is your best guess about the height of the tallest redwood?
_____ Feet

5 Secrets





- Surprising
- Counter-Intuitive
- Hard to Believe



Influence Survey

- #1 Would you pay \$5 to participate in a lottery that offers a 10% chance to win \$100 and a 90% chance to win nothing? (circle one)

YES NO

- #2 You paid \$150.00 for a ticket to see a concert being held 40 miles away. A blizzard is announced for that night. Do you try to attend the concert in spite of the weather?

YES NO

- #3 Is the height of the tallest redwood tree more or less than 1,200 feet?

TALLER SHORTER

What is your best guess about the height of the tallest redwood?

_____ Feet

< 300 Feet



What is your best guess about the height of the tallest redwood?

_____ Feet

> 600 Feet



Influence Survey

- #1 Would you accept a gamble that offers a 10% chance to win \$95 and a 90% chance to lose \$5? (circle one)

YES NO

- #2 You were given a free ticket to see a concert being held 40 miles away. A blizzard is announced for that night. Do you try to attend the concert in spite of the weather?

YES NO

- #3 Is the height of the tallest redwood tree more or less than 180 feet?

TALLER SHORTER

What is your best guess about the height of the tallest redwood?

_____ Feet



Influence Survey

- #1 Would you pay \$5 to participate in a lottery that offers a 10% chance to win \$100 and a 90% chance to win nothing? (circle one)

YES NO

- #2 You paid \$150.00 for a ticket to see a concert being held 40 miles away. A blizzard is announced for that night. Do you try to attend the concert in spite of the weather?

YES NO

- #3 Is the height of the tallest redwood tree more or less than 1,200 feet?

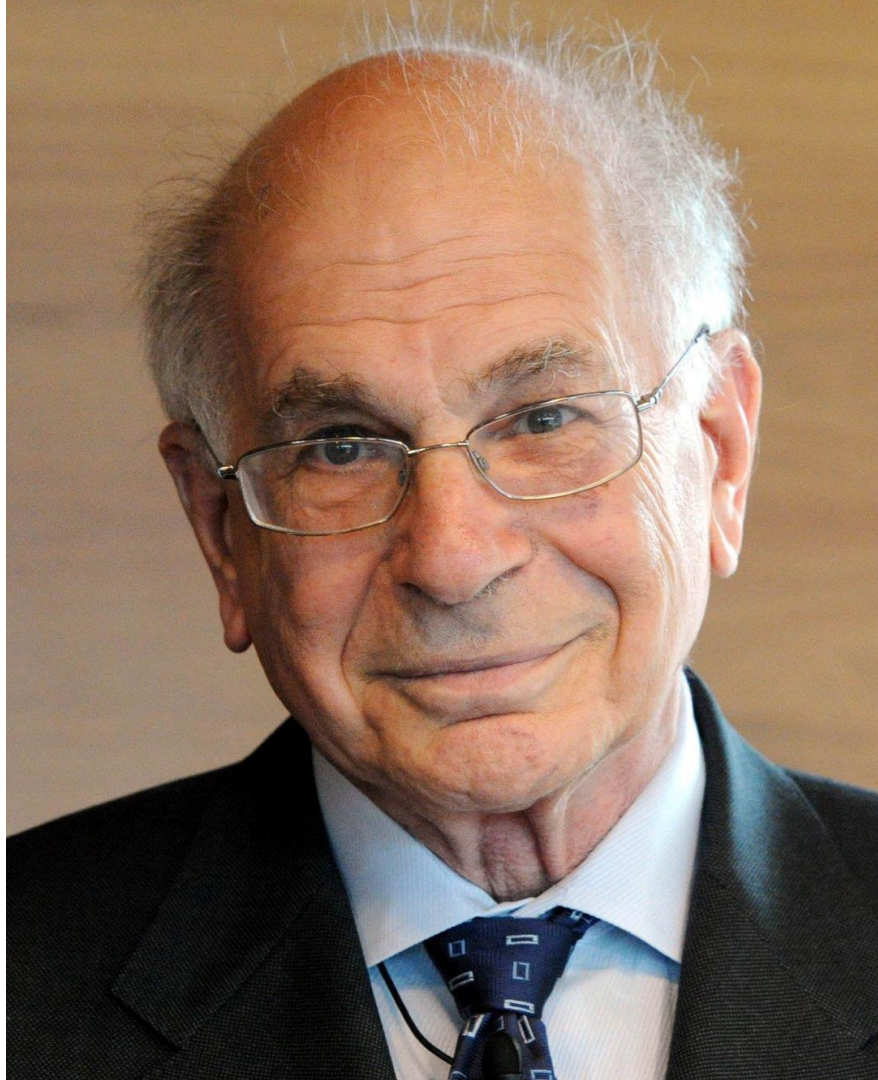
TALLER SHORTER

What is your best guess about the height of the tallest redwood?

_____ Feet

Question	Team 1	Team 2
\$5.00 10% Win 90% Lose	Yes	No
Concert 40 Miles Away Blizzard	No	Yes
Tallest Redwood Tree	Taller	Shorter
Height Guess	<361'	>361'





THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

Anchoring



Is the height of the tallest
redwood more or less
than **1,200** feet?

Anchoring



Is the height of the tallest
redwood more or less
than **180** feet?

Anchoring

Is the height of the tallest redwood more or less than **???** feet?



Anchor	Guess
1,200 feet	844 feet
180 feet	282 feet

Anchoring

10% off
Campbell's
Soup



Anchor	Bought
Limit 12	7
No Limit	3

5 Secrets







Skills



Activities



Trans4ming Hi-Tech Sales



SKILLS

Elevator Speech	Prospecting	Demonstration
Qualifying	Negotiation	Probing Questions
Objection Handling	Presentation	ROI Analysis
References	Vertical Market	Applications
Technical Expertise	People Skills	Storytelling
Relationship	Problem Solving	Cost Justification
Persuasion	Project Management	Personality - Relating



Skills



Activities



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ACTIVITIES

Cold Call	Network Meeting	Trade Show
Telemarketing Call	Initial Meeting	Follow-up Meeting
Demonstration	Presentation	Executive Briefing
Deliver Proposal	Financial Analysis	Facility Tour
D & A	Account Research	QBR – Business Review



Trans4ming Hi-Tech Sales

A photograph of two men in business suits standing by a large window. The man on the left is looking down with a somber expression. The man on the right is gesturing with his hand while speaking. A yellow speech bubble is positioned near the first man.

You are
WRONG
WRONG
WRONG!





**Large Account
Expertise
What's Important**



Skills



Activities



Focus



Trans4ming Hi-Tech Sales



FOCUS

The Outcome	Account Size	Vertical Market
Application	Buyer Demographic	Industry
Venue / Place	Value	Professionalism



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Skills



Activities



Focus



Expectations



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EXPECTATIONS

Lifestyle	Income	Success
Health	Appearance	Peers



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Skills

“Micro Sales”



Activities



Focus

“Macro Sales”



Expectations



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5 Secrets



The reality of the Modern Buyer

74%

Of B2B buyers conduct more than half of their research online before talking to a sales person.

5.4

people are now involved in the average B2B buying decision.

75%

of B2B buyers now use social media to research vendors.

90%

of decision makers say they never respond to cold outreach.

74%

of buyers choose the sales rep that was FIRST to add value and insight.

FORRESTER®



**Harvard
Business
Review**



You Pay Them

<5%

1,100 Corporate Execs

They Pay You

30%

Consultative

The Sales Rep **IS** the Value



Transactional

The "Talking Brochure"



- ✓ Annoying
- ✓ Not Knowledgeable
- ✓ Waste Time

**They Hate
Salespeople**



BlueLinx

America's Building Products Distributor



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[Our Products](#)

[Where to Buy](#)

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 **PLY GEM**
STONE

Building Products.
Building Success.

Premium Building Products
That Protect



Underlayments
Are Our Business



fiberon

Beautiful
outdoor living
built for Life



Careers At
BlueLinx





Bob Toupin

Chief Information Officer at BlueLinX Corporation

Greater Atlanta Area | Packaging and Containers

Previous PaperWorks Industries, Inc., Rock-Tenn Company, Syntellect

Education University of Georgia - Terry College of Business

Send Bob InMail

500+
connections



<https://www.linkedin.com/in/bobboupin>

Posts

Published by Bob



Looking for a Senior Desktop Analyst to join the...

May 18, 2015



Come to this upcoming Tag event with me!

April 17, 2015

Background



Summary

Management Experience:

- Ability to align business objectives with Information Systems
- Managed large teams of internal employees and external consultants (80+)
- Ability to forge relationships across any level within a variety of departments
- Member of Executive Management Committee



Experience

Chief Information Officer

BlueLinX Corporation

March 2013 – Present (2 years 9 months) | Greater Atlanta Area



- Spearheaded a new customer facing Ecommerce website including a mobility application
- Initiated and implemented groundbreaking "Outside Sales Enablement" CRM software on portable tablets
- Implemented a new VoIP Phone System replacing 50 stand alone systems
- Developed and executed a company-wide Office 365 strategic plan and rollout
- Implementing Microsoft PowerBI Business Intelligence platform
- Reduced IT expenses by 40% in 2 years while maintaining a very high level of customer satisfaction

▶ 1 honor or award

▼ 1 recommendation



Jeff Jones CSCP

Senior Manager

I've known and worked with Bob for 20 years. In that time I have seen his intellectual curiosity, ability to lead people, and most of all, his predisposition to action send his career through the roof. His track record is undeniable. Bob gets... [View](#)

Chief Information Officer / Vice President IT

PaperWorks Industries, Inc.



January 2010 – March 2013 (3 years 3 months) | Greater Philadelphia Area

Responsible for all areas of Information Systems (ERP, infrastructure, security, support, etc), reported directly to the CEO

- Led, designed, and coordinated MPLS Solution for interplant connectivity and cost reduction, including disaster recovery solutions
- Managed all outsourced vendors in a cloud computing model; reduced vendor expenses by \$300k per year within the first 6 months
- Identified and architected solution to outsource all ERP, Windows, and ancillary servers to a hosted environment
- Composed and issued corporate wide governance standards pertaining to security, computer hardware and software standards etc.
- Developed and designed VOIP solution as well as executive sponsor
- Developed and designed Sharepoint Intranet / Extranet for collaboration, data warehousing, and BI analytics for financial and operational reporting

Groups



iSixSigma Network
24,738 members
[+ Join](#)



TECHNOLOGY JOBS...
112,226 members
[+ Join](#)



Continuous Improve...
101,716 members
[+ Join](#)



Women in Technolog...
5,405 members
[+ Join](#)



Global Paper and Pu...
6,636 members
[+ Join](#)



[← See less](#)



Chief Inform...
159,246 m...
[+ Join](#)

Posts

Published by Bob



Looking for a Senior Desktop Analyst to join
the...
May 18, 2015



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April 17, 2015



Honors & Awards

Active Member of Technology Association of Georgia (TAG)

Active Member of Atlanta Telecom Professionals (ATP)

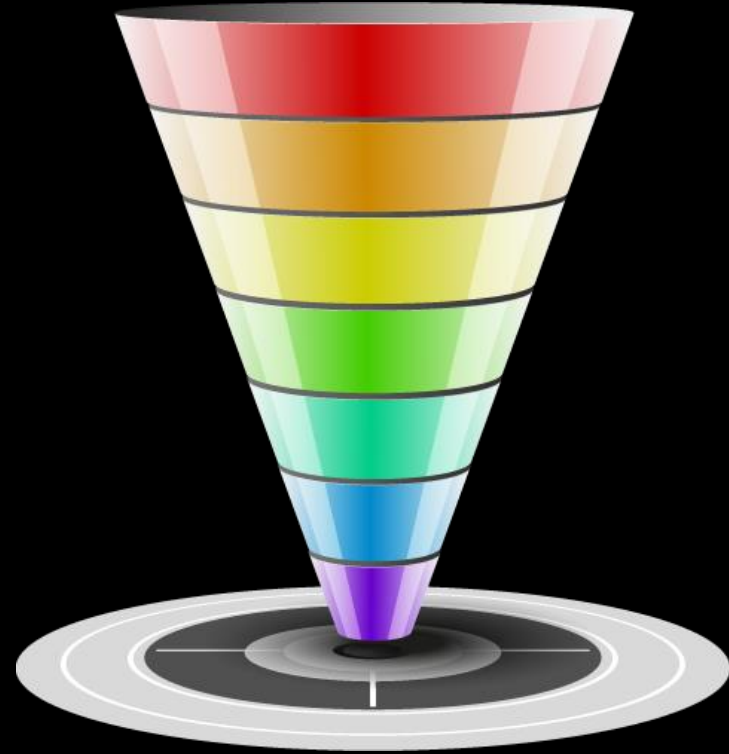
Active Member of Society of Information Management (SIM)

Active Member of Georgia CIO Leadership Association (GCLA)

Active Member of The Kettering Executive Network (KEN)

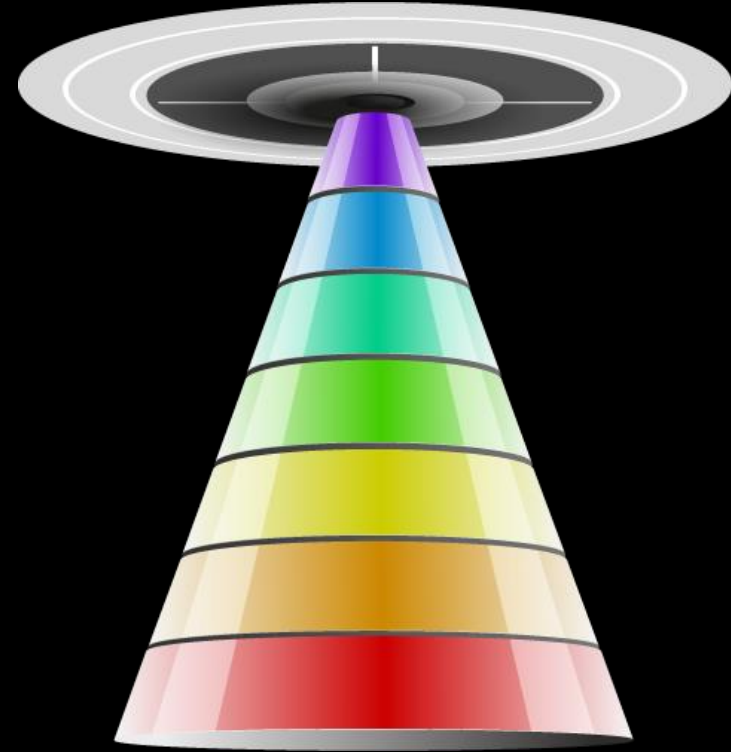
Traditional Funnel

Dials	1,000
Conversations	200
Initial Appointments	30
Follow-up Appointments	20
Proposal	12
Close	4



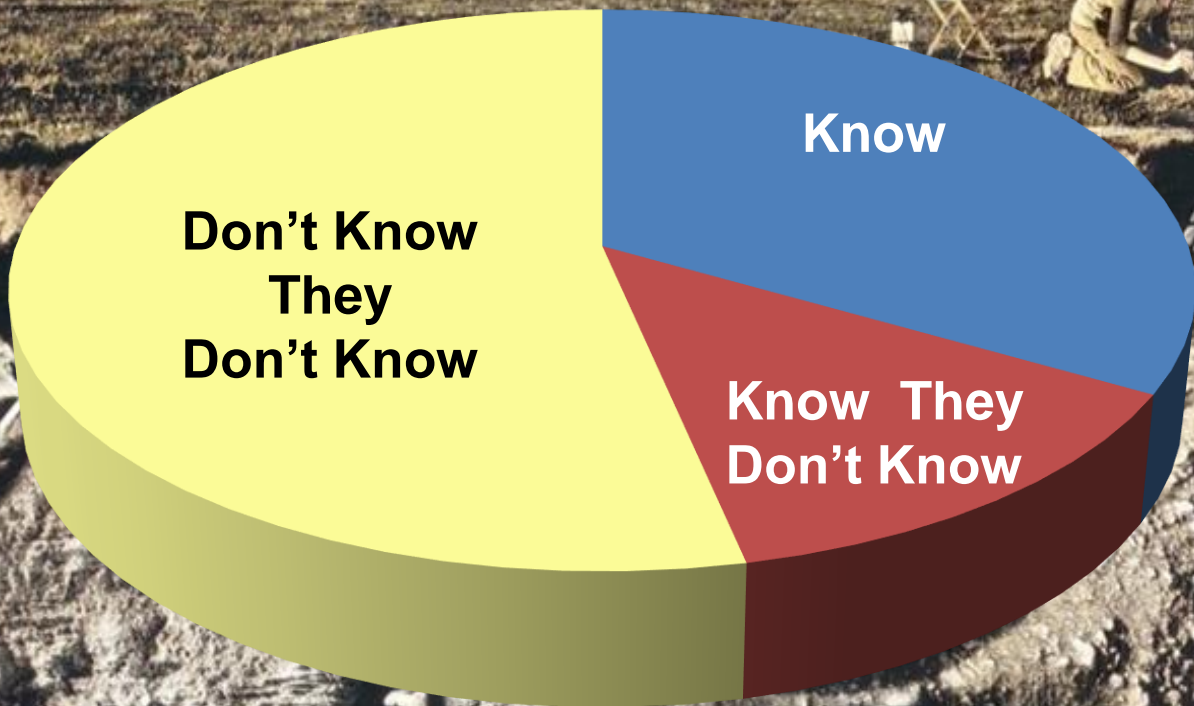
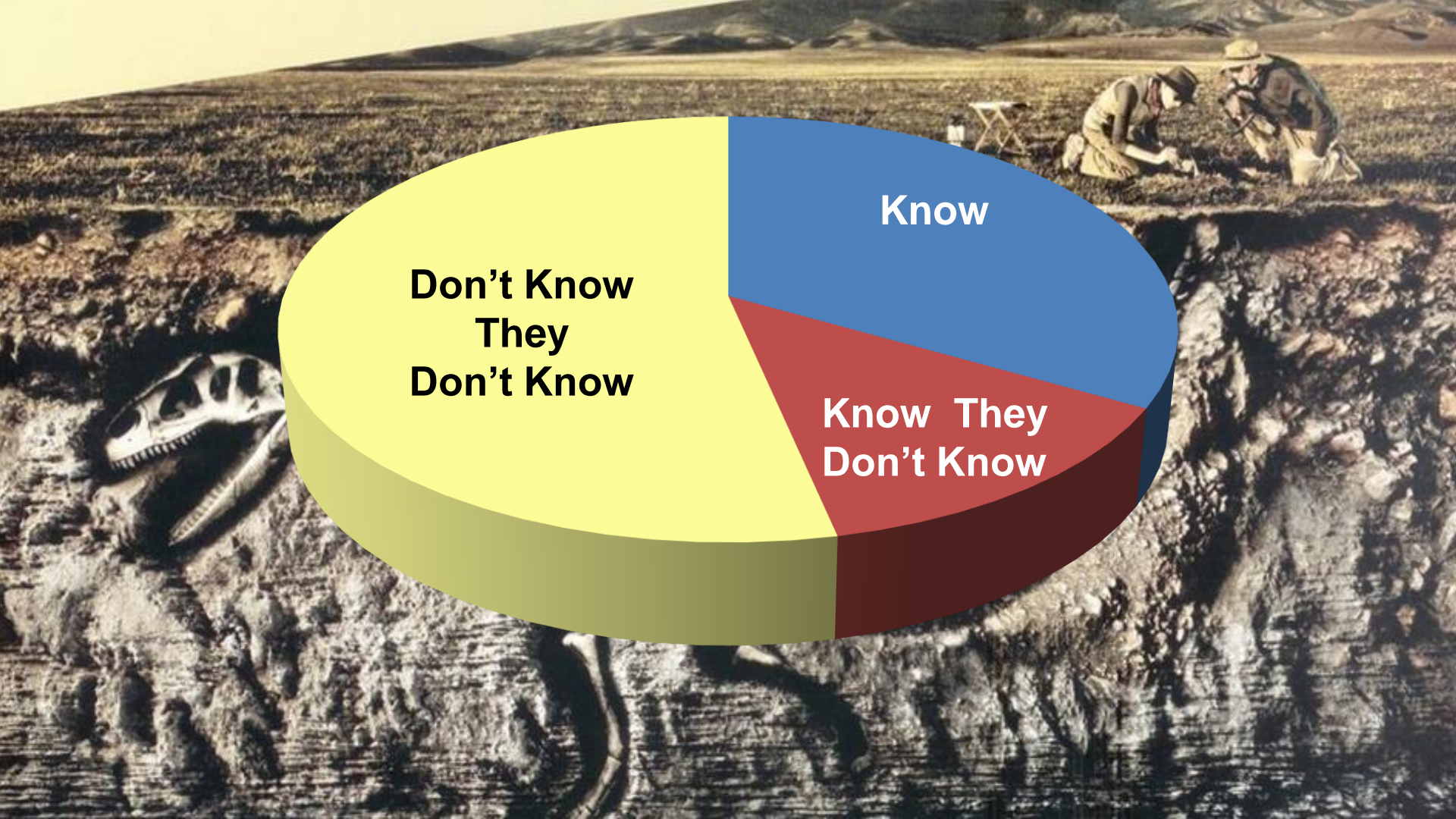
“Flip the Funnel”

Target Accounts	20
Hours of Research	200
Invitations + Offers + Solicitations	500
Executive Briefing	8
Proof of Concept / Feasibility Study	6
New Accounts Opened	4



5 Secrets





"Earn the Right"



M

- Money

A

- Authority

N

- Need

I

- Implementation Schedule

C

- Criteria for Buying

Qualifying 101

Qualifying 1 + 1

M

- Make Money + Spend Money

A

- Levels + Influencers

N

- Wish List

I

- X Year Roadmap

C

- Cost Justify Investments





What are your Strategic Objectives?

SUCCESS



What are your Metrics to Gauge Progress?

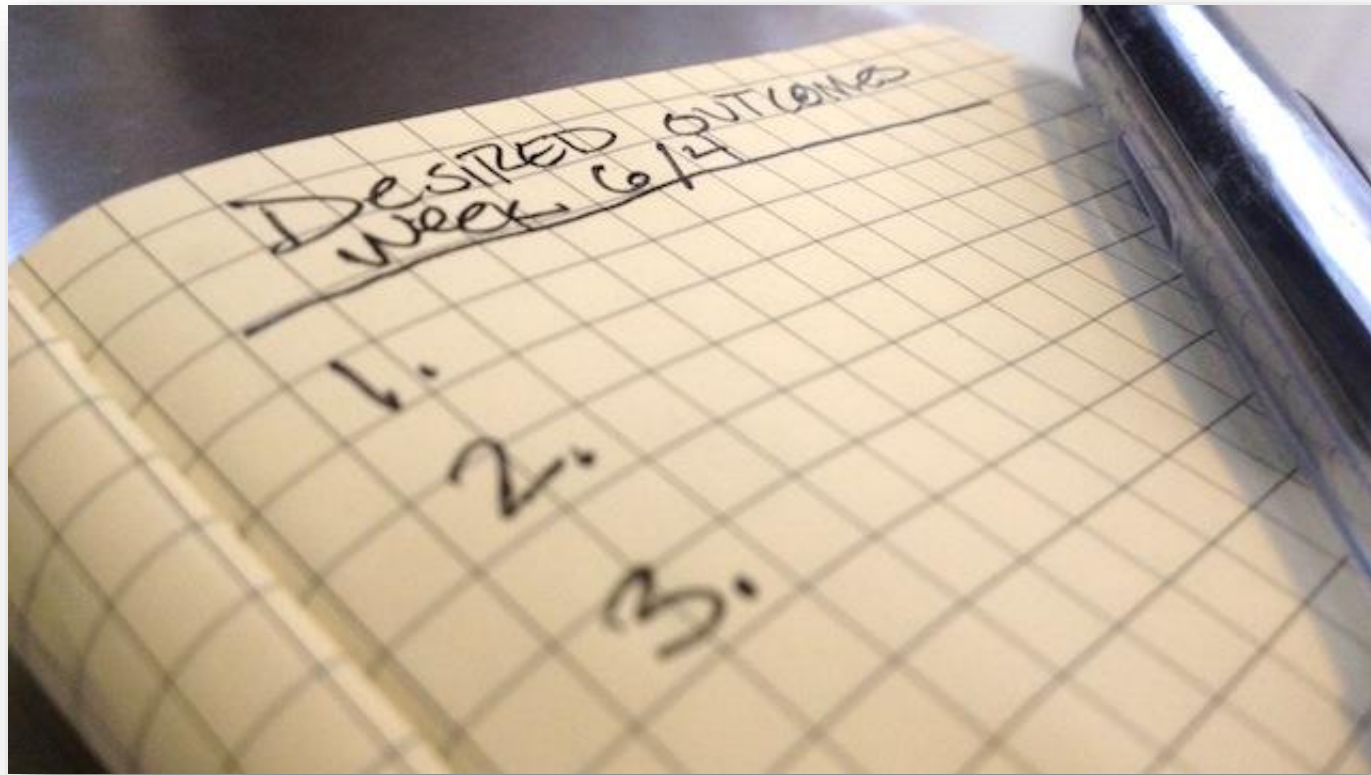


What are your Biggest Opportunities?

CHALLENGES



What are your Biggest Challenges?



What are your Desired Outcomes?

What

Are **Y**our

Clients

- ☐ Strategic Objectives?
- ☐ Metrics to Gauge Progress?
- ☐ Biggest Opportunities?
- ☐ Greatest Challenges?
- ☐ Desired Results and Outcomes?

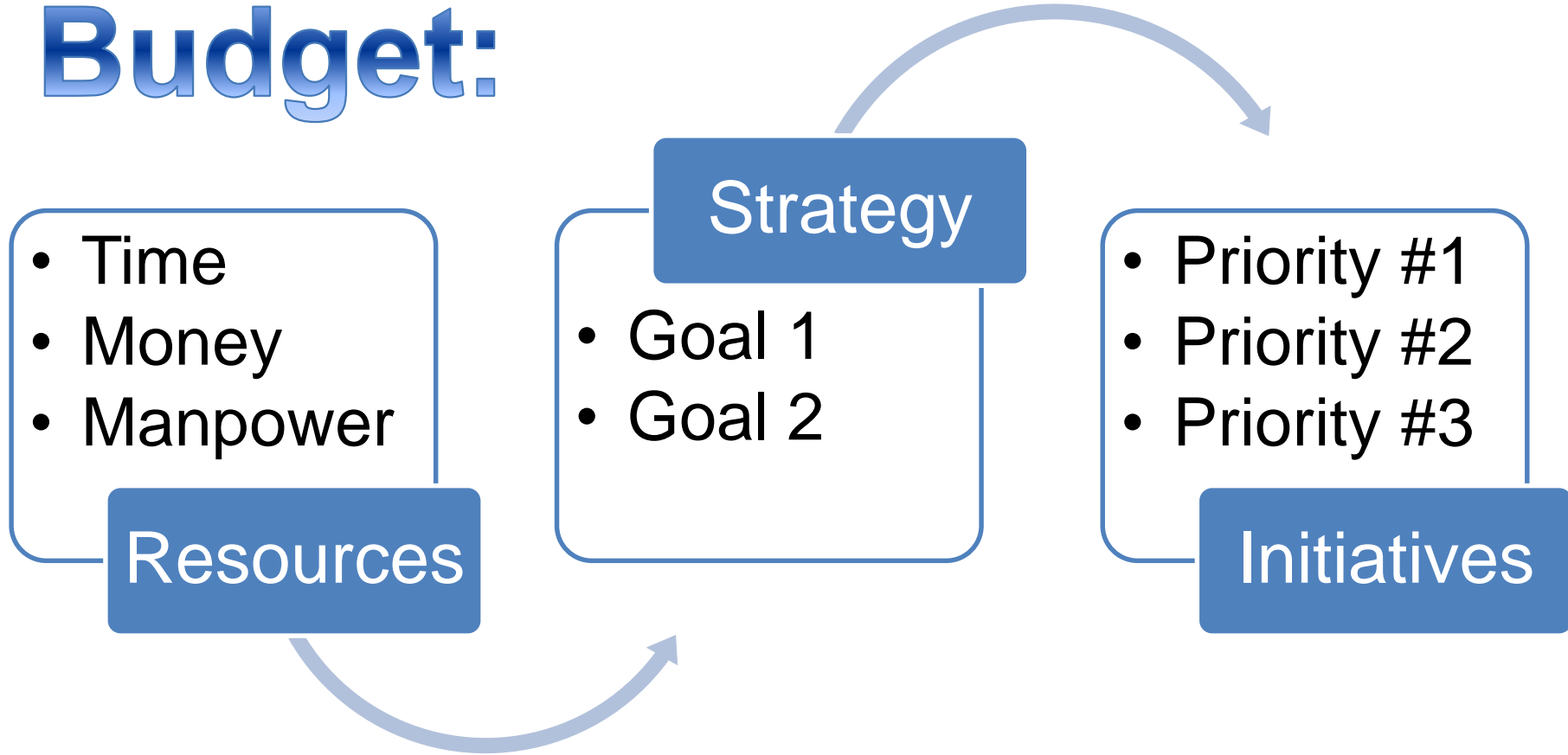







**Money is a Priority,
not a Resource**

Budget:



“Allocation of Resources to Achieve Strategic Goals”

A middle-aged man with grey hair and glasses, wearing a white dress shirt and a red patterned tie, is sitting at a dark table. He has a serious, slightly angry expression on his face. His arms are crossed on the table. A yellow speech bubble with a blue outline points to him from the left.

Just give me the
price, "Value Boy"



12

STAR SPANGLED WAR STORIES

SEPT
NO. 138APPROVED
BY THE
COMICS
CODE
AUTHORITY

Featuring
*The SUICIDE SQUADRON'S
MYSTERY MISSION!*



SINK THAT
SEA-GOIN'
BLOCKBUSTER
BEFORE IT
SINKS US!

Dear Rich,

On average, companies are saving 8% of their transportation costs through implementation of Transportation Management systems. Based on Iron Mountain's transportation costs of \$105M, the attached analysis indicates we could **save Iron Mountain \$20M over the next 5 years through:**

Optimized Route Planning (\$10M savings)
Fleet Dispatch Optimization (\$5M savings)
Transportation Business Intelligence (\$5M savings)

With hundreds of Oracle Transportation Management customers including UPS, DHL, Freight Star, Sears, GE and Coca Cola, the bottom line results are proven and quantifiable.

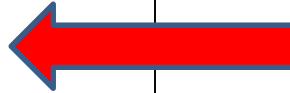
Can Iron Mountain achieve similar results? While we're not sure, we would welcome the opportunity to explore the possibility. Given our strategic relationship and your existing investment in Oracle applications, we would like to offer a free analysis to see if the benefits identified are achievable. Together we can quickly discover exactly what the ROI possibilities are.

Sincerely,

Tom Gleich, Northeast Regional Manager
Oracle Corporation



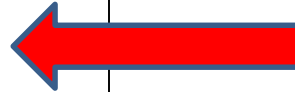
Customer Benefit



Specific Areas



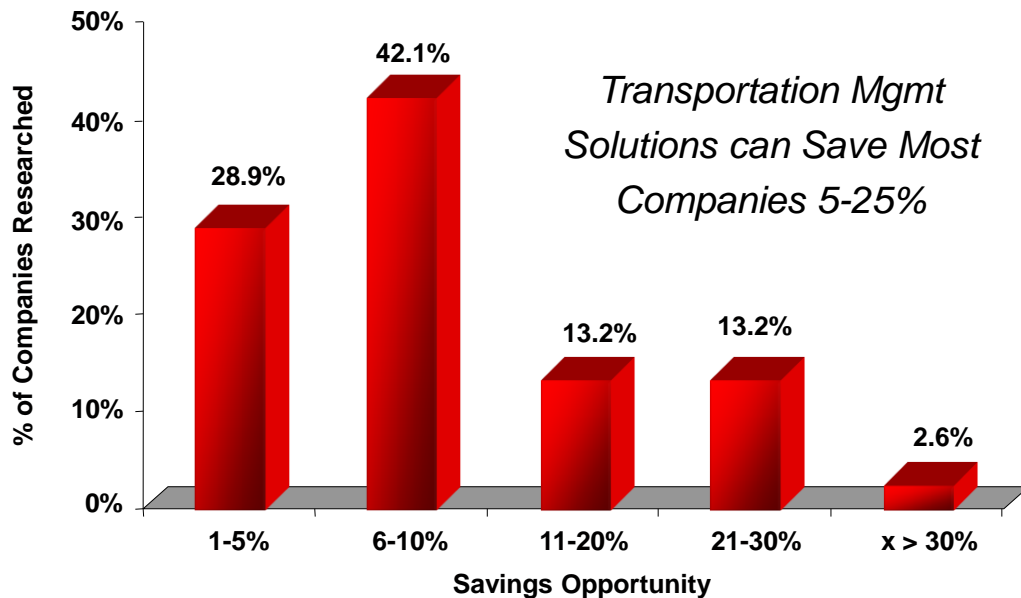
Credibility



Call to Action



Benchmark Performance



Companies with Annual Transportation Spend > \$10 Million

Source: The Logistics Institute at Georgia Tech

Based on Iron Mountain's transportation costs of \$105M, we believe that Iron Mountain can save \$20M over the next 5 years

Metric	% Improvement
Optimal multi-stop route optimization	2.00
Fleet dispatch optimization	2.00
Transportation Business Intelligence: Cost to Serve and other trends	1.00

\$7 Million

CUMULATIVE BENEFIT Over 5 years
\$ 20.24M Savings
(-) Daily Route Optimization
(\$ 10.12 / 50.00%)
(-) Fleet Dispatch Optimization
(\$ 5.06 / 25.00%)
(-) Freight Spend – Transportation Business Intelligence
(\$ 5.06 / 25.00%)

Note: Analysis Is Directional In Nature. Improvement Ranges Derived Based On Third-Party Benchmarks & Benefits Achieved By Customers. Access To Specific Data Points Will Help Ascertain More Accurate Results; Cost savings of US\$15.2 Million – US\$25.3 Million (3% to 5% of estimated transportation spend)
Source: Oracle Customer Experience, Oracle Analysis

5 Secrets



Influence 101



Current
State

TRANS4MERS

Trans4ming Hi-Tech Sales

Influence 101

Current
State

Desired
Outcome

TRANS4MERS

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Influence 101

Current
State

Your Course
of Action

Desired
Outcome

TRANS4MERS

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Destination?



Airplane?

5 Secrets





Mike
Schmidtman

Dear Mike

Is there anything more pathetic than a salesperson blaming their poor performance on economic market conditions? It's like a poker player blaming the bad cards whenever they lose.

In poker, as in sales, the cards even out over time. Great players always find a way to win. Hk

Mike S.

Play the Cards You're Dealt

We can't control the economy, the market, the services we offer. Yet how many salespeople will blame things at the drop of a dime?

"At gambling, the deadly sin is to mistake bad play for bad luck." — James Bond in Casino Royale

Card players run through cycles of hot and cold hands. Great players weather the storm.

and pounce when opportunity presents itself, as it inevitably does.



Choose the Table First

A Humorous Take on the
World of Sales and Management

TRANS4MERS

Mike

A Humorous Take on the
World of Sales and Management

TRANS4MERS

MICHAEL JOHNS
CREATIVE DESIGNER

+000 12345 6789

urname@email.com

Street Address Here
Singapore, 2222

urwebsitename.com

Company Logo
VISUAL ART & DESIGN

List

"Hire Great People,
Credit for Their Success"

High Performance Sales Teams

TRANS4MERS

Upcoming
Webinars:

Management
"Not Just Who,
but HOW You
Hire"

Wednesday, Feb 8
12:00 - 1:00 PM EST

Register Here:

Sales

REVIEW







Trans4ming Hi-Tech Sales

1. Anchor High
2. Focus + Expectations
3. Target C Level
4. Strategic Conversations
5. Sell the Destination, not the Plane