TOOLKIT OVERVIEW

The Selling 180 Toolkit is a radical departure from "normal" sales techniques. Everything outlined in these modules is designed to help you maintain greater control over your process and reduce the amount of lost time and energy you spend in not having enough of the right kinds of business in your pipeline.

Your Toolkit Includes:

- **6** instructional videos (one for each module)
- **6** instructional booklets (one for each module)
- **3** different sized Graphic Pipeline Maps
- **18** email templates for getting referrals
- **5** email templates for effective outreach
- **5** email templates to unstick stalled deals
- **1** reprintable Effective Client Call Worksheet
- **6** sets of colored sticky notes
- **1** set of Charters® Markers

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1 Choose a module you want to work on.

2 Watch the instructional video on the module thumb drive.

3 Read the instruction manual for that module.

4a If you are doing module 1 or 2, hang the graphic template on the wall and give it a try.

4b If you are doing module 3, 5 or 6, open the email template on the thumb drive and send one out.

4c If you are doing module 4, print out the Effective Client Call Worksheet and give a prospect a call.

5 Watch your sales grow.

6 REPEAT

TOP TEN RULES FOR MORE EFFECTIVE NEW BUSINESS DEVELOPMENT

From Bill Caskey
More at www.caskeyone.com

1. Never be a hostage to your emotional needs and desires.
2. Never make your prospect a hostage to those needs either.
3. Enthusiasm makes people like you. Solving their problems makes them buy from you.
4. Never want the sale more than the prospect wants their problem solved.
5. Your income expands in proportion to how well you remove yourself from the commodity dungeon.
6. Frame YOUR value in THEIR world.
7. Not everyone is a prospect.
8. Your income will rise in direct proportion to how psychologically OK you keep your prospect during the buying process.
9. Appearing too smart, is in nobody's best interest.
10. Never ask a question that forces a lie.

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TOOLKIT MODULE NO. 1

THE IDEAL CLIENT

We attract more of what we clearly define. We get more of what we generally tolerate. Use this template to clarify your ideal clients and make a plan to find them.

TOOLKIT MODULE NO. 2

GRAPHIC PIPELINE MAP

Use this powerful graphic template to create a snapshot of where your business development efforts are without self-deception and excuses.

TOOLKIT MODULE NO. 3

EFFECTIVE EMAILS

Learn how to create outreach emails that don't get immediately dismissed. Create emails that are clear and compelling, that separate you from your competition, and ensure you are coming from a position of strength and equality.

TOOLKIT MODULE NO. 4

EFFECTIVE CALLS & MEETINGS

If you have a clear structure for each new conversation, you and your prospect will be freed up to engage in a more disarming and meaningful dialogue. Learn the three things you can do to make sure you get the most out of that conversation you worked so hard to get.

TOOLKIT MODULE NO. 5

STALLED DEALS

You had a great call or meeting with a prospect, you thought things were moving along and now you can't get a response. Crickets. Sound familiar? Learn techniques that will get a response 75% of the time.

TOOLKIT MODULE NO. 6

REFERRALS

The best way to find new business is from referrals from people who already know and do business with you. Learn the keys to consistently receiving referrals and what to do when you get them.