

[PARABOLICA]

CONSULTING

Quit Messing Around

Seriously, Stop! We are living in times of instant gratification, as consumers we want and we want now. Yet as sales people and marketers we deliver mixed messages and look suprised when we dont get the results we want.

LOL



Come on, take my hand, we got this...

"Humans rarely choose things in absolute terms. We don't have an internal value meter that tells us how much things are worth. Rather, we focus on the relative advantage of one thing over another, and estimate value accordingly."

I wasn't particularly good at public speaking until a few years ago, but that took practice. My grade 7 english teacher whilst helping me with a speech told me start with a quote. That, for some reason has always stuck to me, so here I am starting "with" a quote. You are probably expecting me to unpack this quote, but i am not going to, yet. What you are going to do is send an email to shaun@parabolica.co.za and simply ask: "why this quote?" in the Subject line.



Shaun Mason Wray

Founder

I have sold everything from hardware and software to motorcycles. I will tell you a secret, I wasn't always good at it. I did some rad courses and I did some pretty terrible ones as well. I found some incredible mentors and learnt some valuable lessons. I wrote those lessons down. I studied more and I created a business that aims to move the sales needle of your business.

Knowing your product is not enough, it may have been enough 50 years ago when there was only one type of painkiller on the shelves. You are no longer selling products people need, but you are selling things they want. you better make sure you know them and how to sell to them.

It's not a product problem, or even a price one its a
COMMUNICATION PROBLEM

Sales is a skill, like golf, you aren't born swinging a club, you need to practice. Yes some people may have a knack for it, but with the right practice you can become pretty darn good at it too. The fundamental part of selling is communicating. It is having the right skills to build repor, negotiate, listen, understand and close.

*"The more I practice,
the luckier I get".*

Gary Player



We deliver a message to entice action. whether we are talking to our staff internally or doing the biggest sales pitch of our life (to date) we are expecting a result.

That millisecond, the one between stimulation and reaction, it's the one that has you having mock arguments in the shower with yourself, it's the millisecond that leaves your palms sweaty. We wish in that millisecond we could control whatever response comes next.

Unfortunately we cant, we cant control how mindful other people are or how they might be triggered on that particular day. But, what we can control is our and their expectations.

By communicating in an objective based manner with the right techniques you will learn that you can manage peoples expectations better. Which creates more favourable reactions. Which means better decisions made. Which means more quotes signed. Which means more money made!

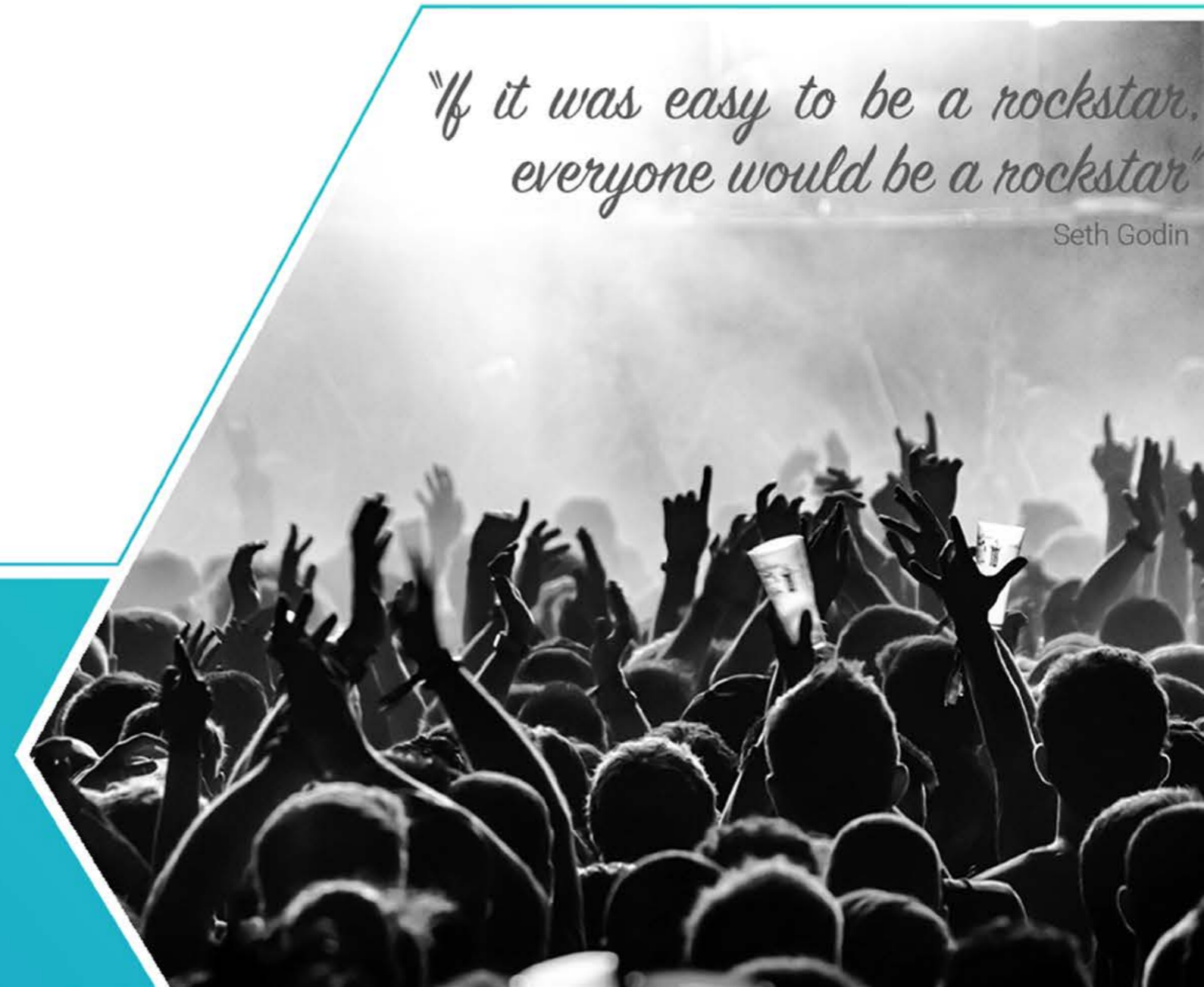
Do you want to feel like a
ROCKSTAR ?

Do you know what feels lekker? A proper full body massage. But do you know what else feels even more lekker, telling your boss about the quote that just got signed. That rockstar feeling where you wish you werent working from home so you could run through the cubicals and high five everyone, ring a GONG, offer to pay for drinks then rush home to tell your spouse you are taking him/her/they on holiday.

Sales, Ladies and Gentlemen is corporate rockstardom, its fame, its adrenaline, its hard, its relentless and it can cause sleeplessness but man o man it is special.

*"If it was easy to be a rockstar
everyone would be a rockstar"*

Seth Godin



What on earth is **OBJECTIVE BASED COMMUNICATION**

I thought it was self explanatory... time is precious. If you are sitting a meeting with 5 people for 1 hour you arent using 1 hour of time you are using 6 hours (yes your time is included) so best you make sure you get as much as you can out of that time.

Once upon a time I decided I would take my old triumph bonneville on a road trip, I was in Johannesburg and knew that i needed to be in Knysna in 4 days time. That was it, my end game was knysna in 4-days. I didnt care which way I went or where I slept all I knew was get to knysna in 4-days. It didn't bother me that the first day was 900kms and my bum was really sore afterwards but i moved in the right direction.

If I had done that roadtrip like we run our businesses I probably wouldnt have gotten to knysna. I would have sat and worried about my sore bum and if the 900kms was worth it. I probably would have called a consultant to tell me why my bum was sore, sent my bike back on a bakkie and flown home to start again in a different direction. we get so caught up in the nitty gritty most of us dont even remember why we are coming to work in the first place.

By setting objectives for your messages, whether its internal or external, you can fill your tool box and step in the right direction. You can influence easier, negotiate better and be laser focused on the destination.

Help me **HELP YOU**

Seriously we havn't even met yet, please help me help you. Let's have a call so I can understand what your business is up to, and we can see if I am a good fit. In the meantime here are some things we are helping your competition with:

LEAD GENERATION AND SALES MANAGEMENT

Your leads have to come from somewhere dont they, then they need to become customers, yes paying customers.



SALES TRAINING

How good is your team at opening doors, negotiating and building lifetime customers?



COMMUNICATION WORKSHOPS

Are your resellers picking up what you are putting down and running with it?
Is there an internal break in communication?
If you have heard your employee say "I dunno, i just work here" we should probably have a chat.



[PARABOLICA]

CONSULTING

AAAAAH Cute man!

Look at us, we made it to the end. seriously well done, I tried to keep that
short, dont forget to email about the Quote.

shaun@parabolica.co.za



Bye for now.