

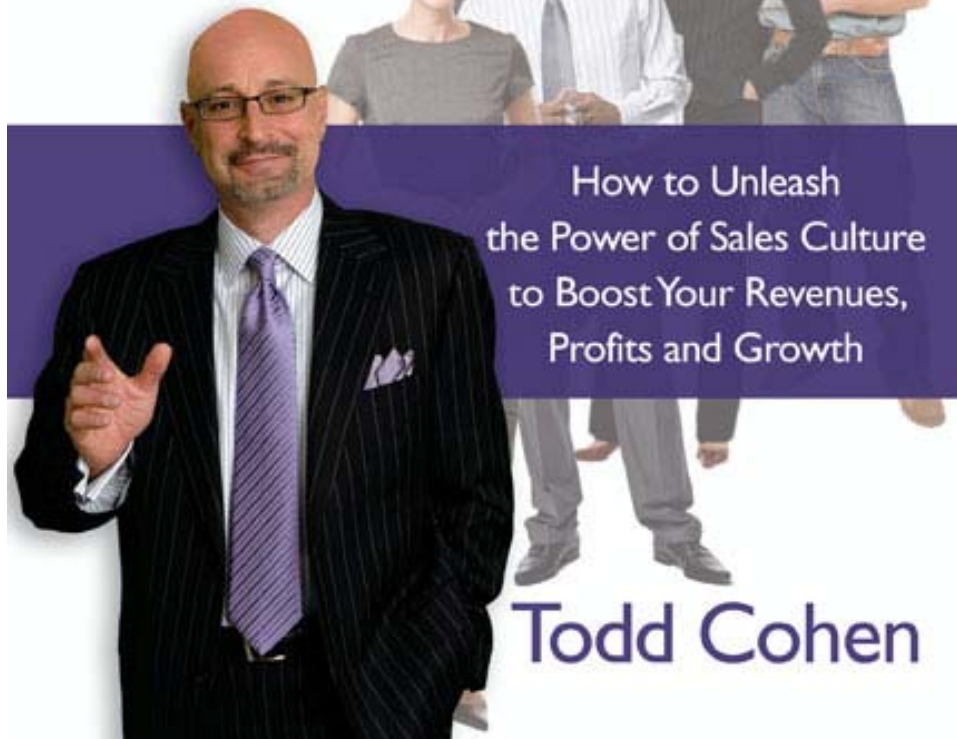


NJ PMI Chapter May 6th Symposium 2013

Sell Yourself, Your Skills and Your Projects
for Career Advancement

Todd Cohen
todd@toddcohen.com

EVERYONE'S IN SALES



**Sell Yourself, Your Skills and Your
Projects for Career Advancement”**

With Todd Cohen

Author of

“Everyone’s In Sales”

www.ToddCohen.com



“Everyone's In Sales”



Trcohen



@salesleadertodd



Sell Yourself, Your Skills and Your Projects for Career Advancement”



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Setting the Stage



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“Sales” Prevention Strategy



“Sales? Nope...It’s not my job”

“I’m just the....”

“Everyone’s in Sales”



“Everyone lives by selling
something”

Robert Louis Stevenson - 1873

“Everyone’s In Sales”

If You Build It,
Will
they
come?

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New Normal: Shocking or Evolutionary?

Being technically proficient is
not good enough...



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Selling Yourself Means:

Knowing how YOU Impact the Customer

Knowing how YOU Impact the Business

Showing OTHERS how THEY impact the customer

Monetizing the “I don’t know what I don’t know”

Redefining Who the Sales Team “Is”

Every associate is a “sales” person for the company
and has accountability to contribute

Redefining Who the Sales Team “Is”

Understanding that Selling is NOT something extra you have to do.

All about behavior... Building a Sales Culture costs nothing.

Sales Culture is...



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Making Sales Culture Operational

“Don’t do anything different,
think **differently** about what you
are doing”

Making Sales Culture Operational

Do YOU have a
“Line of Sight” to the
Revenue?



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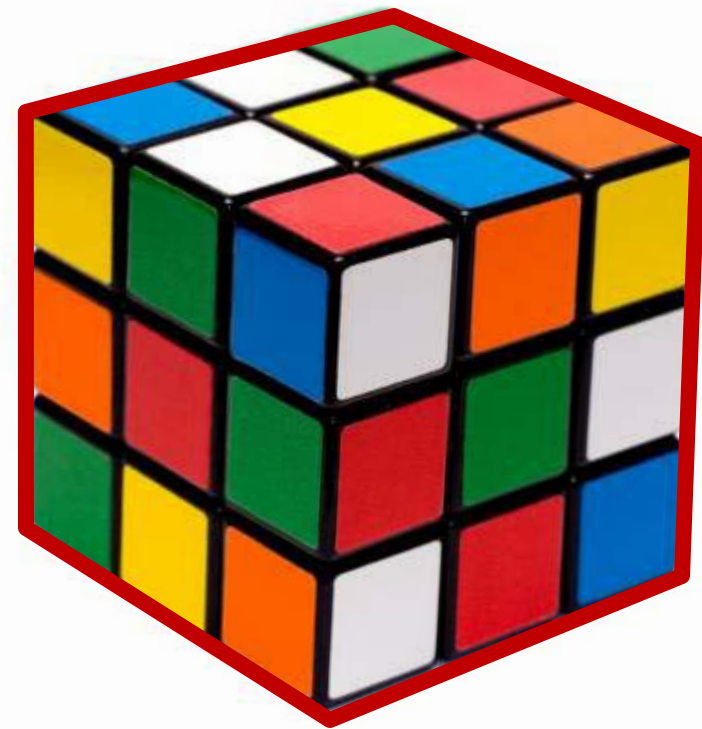
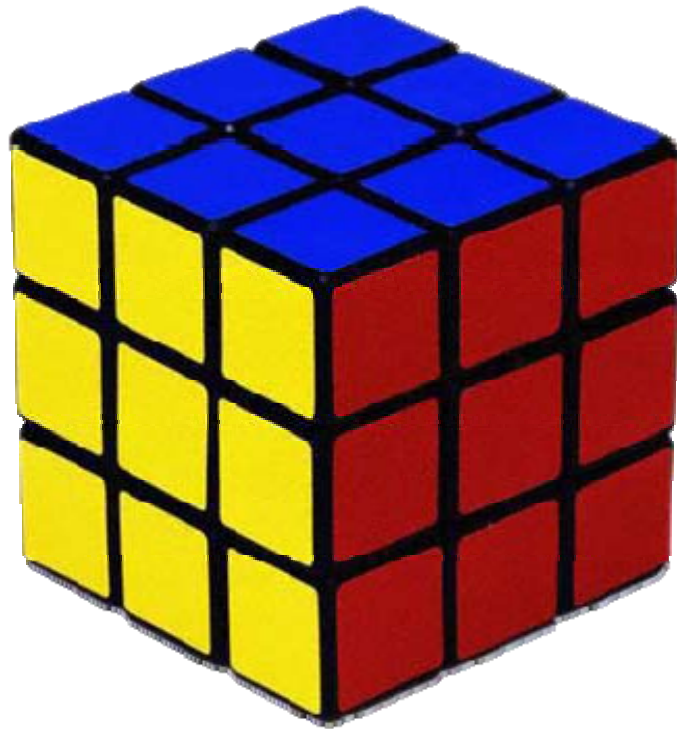
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Sales Culture is...



Ensuring every
associate has a
company ownership
mindset

Sales is Not Linear



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Not The New Normal



“I am proud to
be overhead!”

Build Your Sales Culture

Ask Questions.
Make Suggestions.
Get MORE Business.

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Best Sales Tool Ever



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Sales Culture Exercise

Think about the last
conversation you had with a
client.

Were you reacting and
moving on?

OR

Did you see (SEIZE) the
opportunity?

Growth Strategy...

Every conversation *doubles* as a selling experience.

Every conversation means you show someone HOW to make a decision for you.

Missed Conversations have Consequences



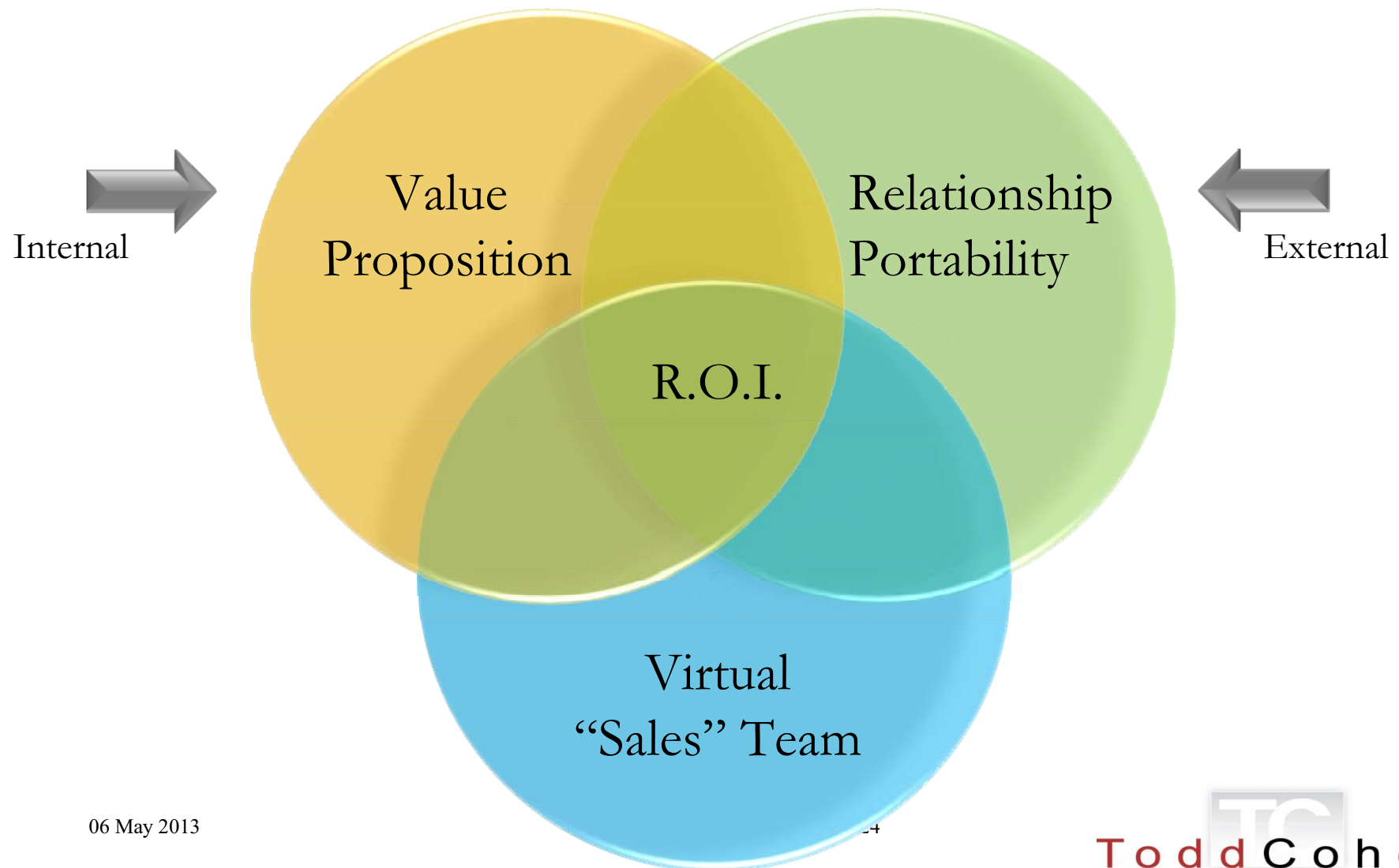
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Speaking is Selling, Perception & Opinion

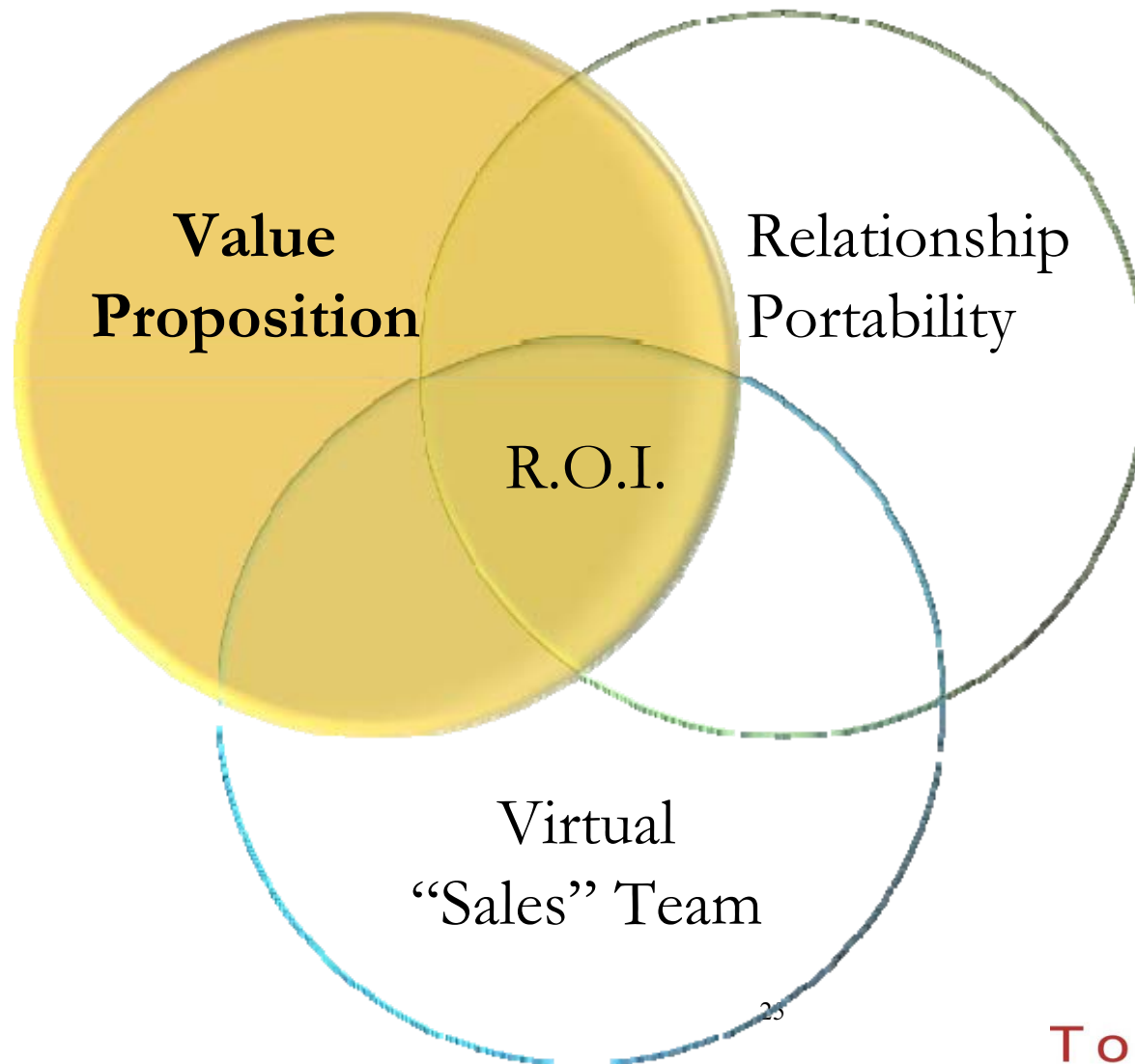
1. Customers buy when they are educated.
2. Customers who have a good experience will buy more.
3. Customers are inviting you to close the business.

Sales Culture Components™



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Sales Culture Components™



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Sales Culture begins with YOUR Value Proposition

Do you RESONATE with
the Community?

How do your prospects and
clients “get” what you do?

Sales Culture begins with YOUR Value Proposition



- ✓ Is your selling statement
- ✓ Differentiates you and your services
- ✓ Encourages more conversation!

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Vulnerability equals Advancement

Each member brings strengths and particular expertise to your team. Know your zone and stay there.

Sales Culture begins with YOUR Value Proposition

How do *you* answer the question:

“What do you do?”



“Value Proposition”

Value Proposition needs to be Agnostic

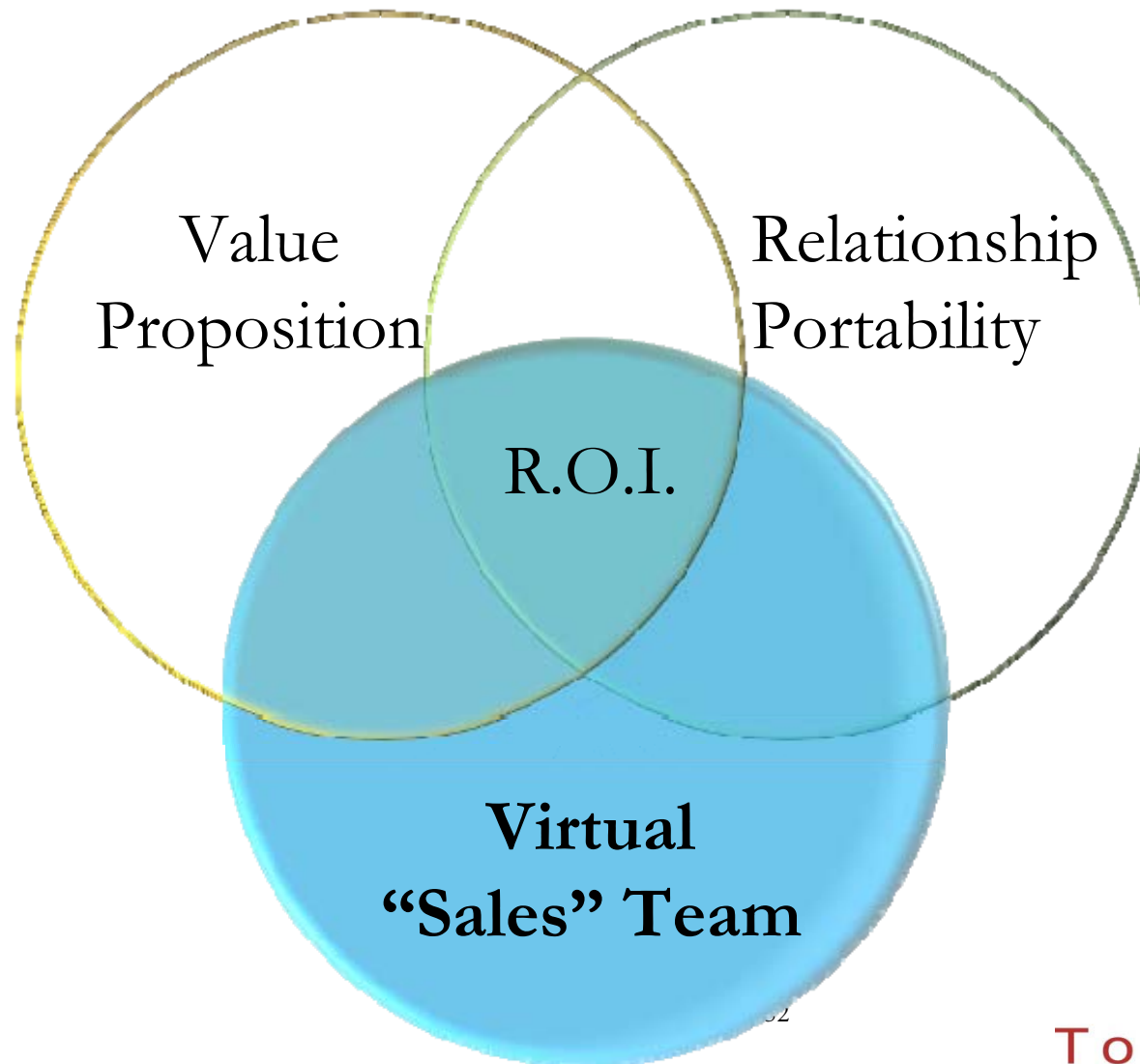
Influences During Sales



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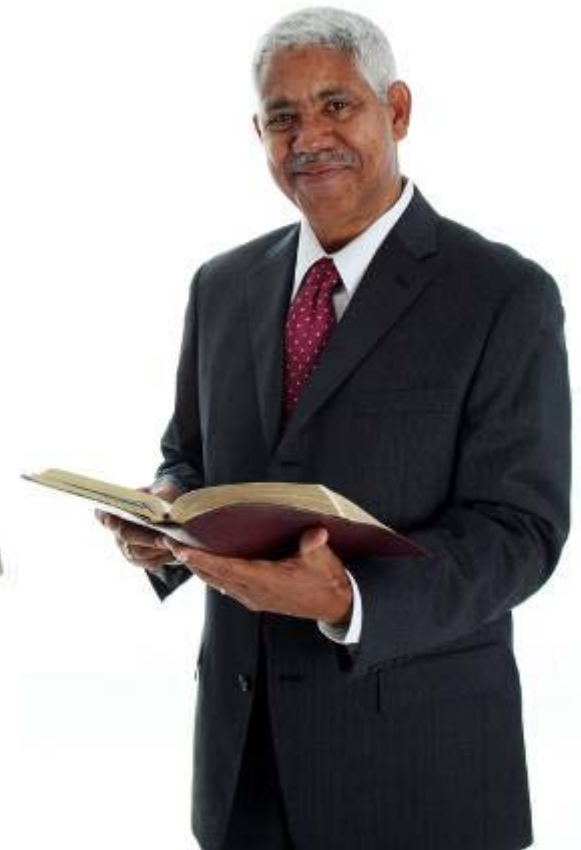


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“Everyone's In Sales”

Build your Virtual “Sales” Team



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The Virtual “Sales” Team Redefines What the Sales Team *Is*

- ✓ How do you get business?
- ✓ Are you doing it alone?
- ✓ Are you engaging a Virtual Sales Team that **knows** your Value Proposition and will “*sell*” for you?

Build and Work your Virtual Team



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Motivate Your Virtual Sales Team

Do YOU have a robust Virtual Team?

Will people refer you business?

- ✓ How often do you connect with your Virtual Team members?
- ✓ Would you rather cold call or have your Virtual Team sell for you?

One Great Sales Professional



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Build your Virtual “Sales” Team

Why “sell” alone?

Who “gets” you?

Who will advocate for you?

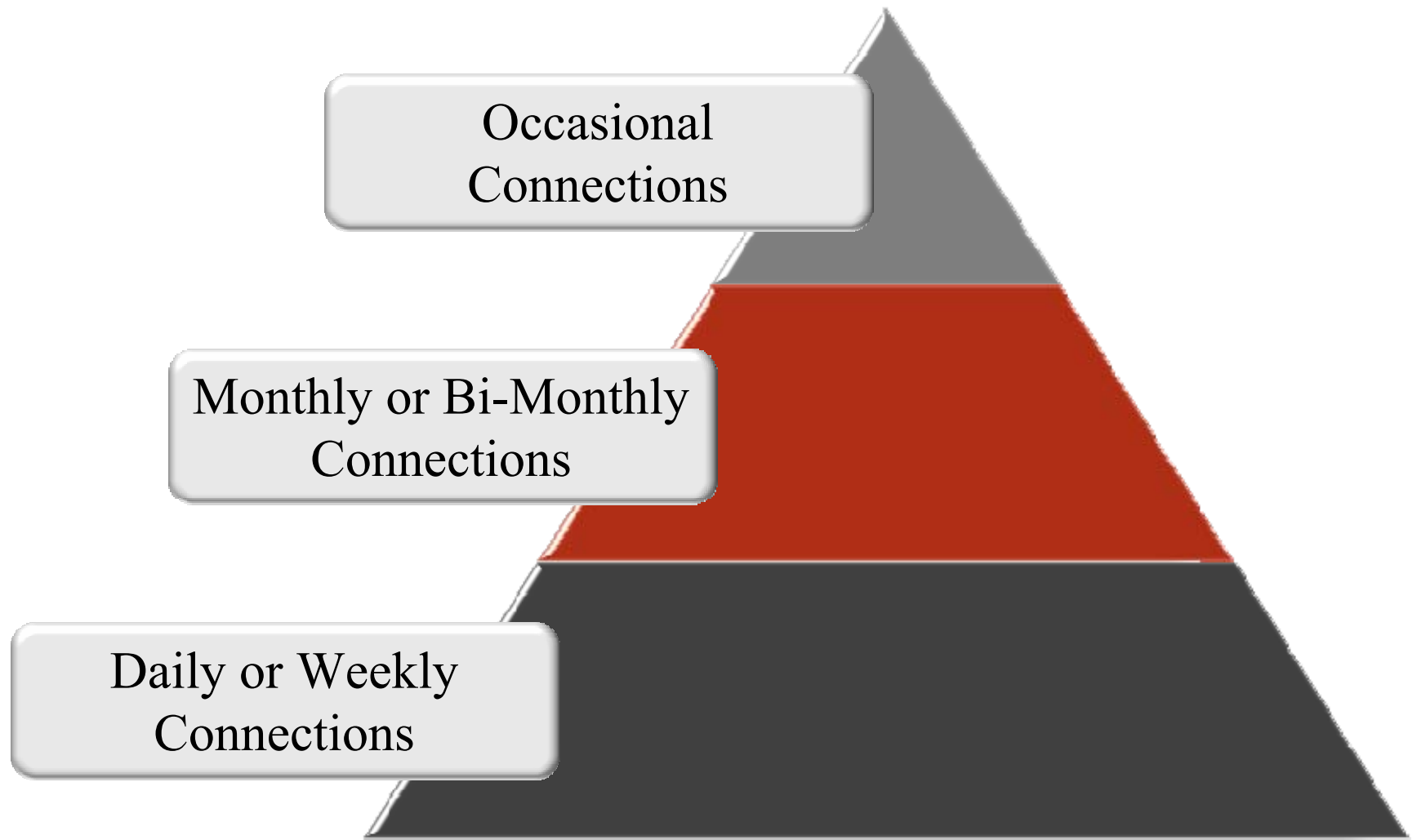
Whose Virtual “Sales” Team
are YOU on?



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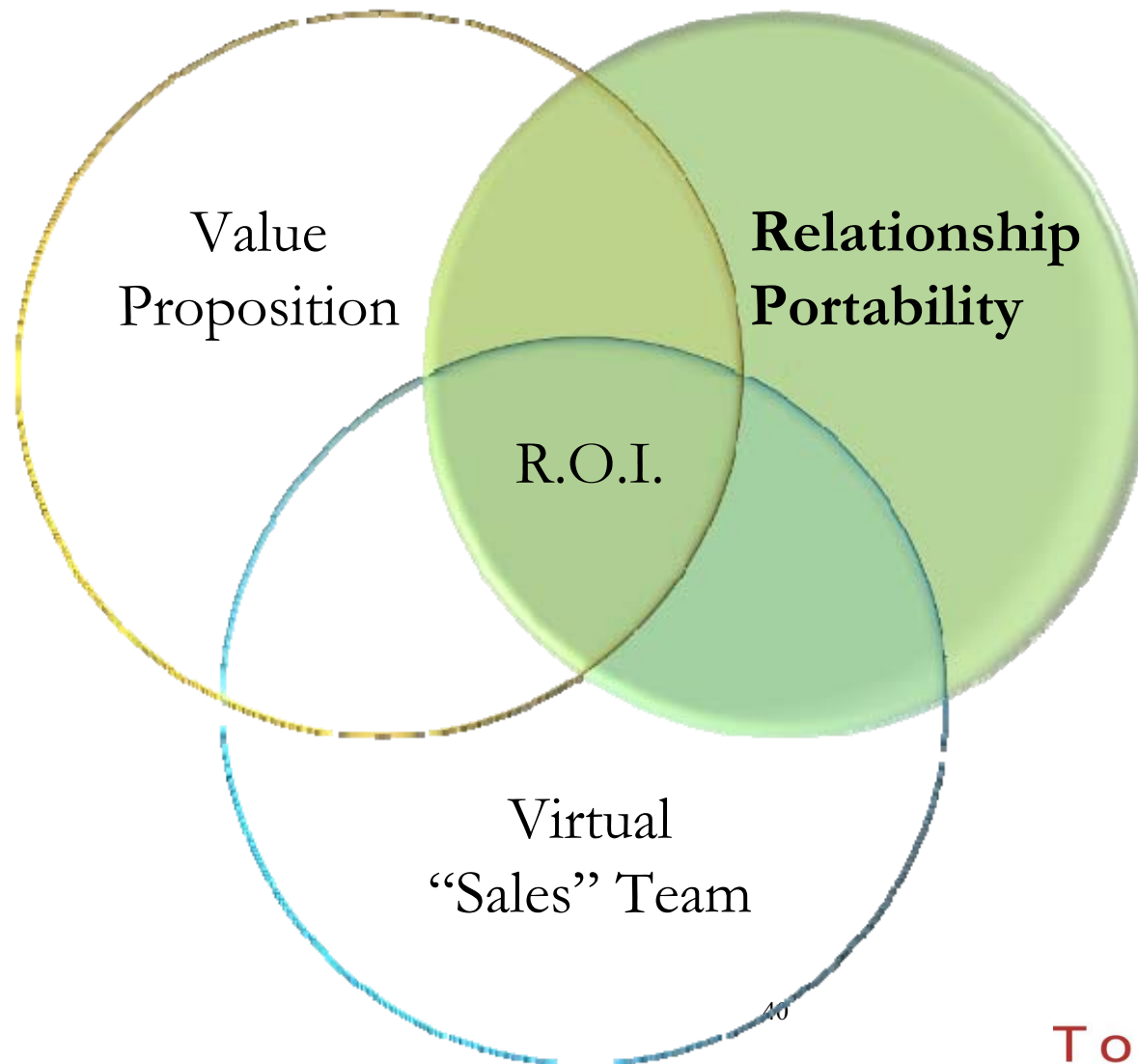
Virtual “Sales” Team



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Sales Culture Components™



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Relationship Portability... Do you have it?

Do You have RP?

Turning Past, Present and Future Relationships into Sales!

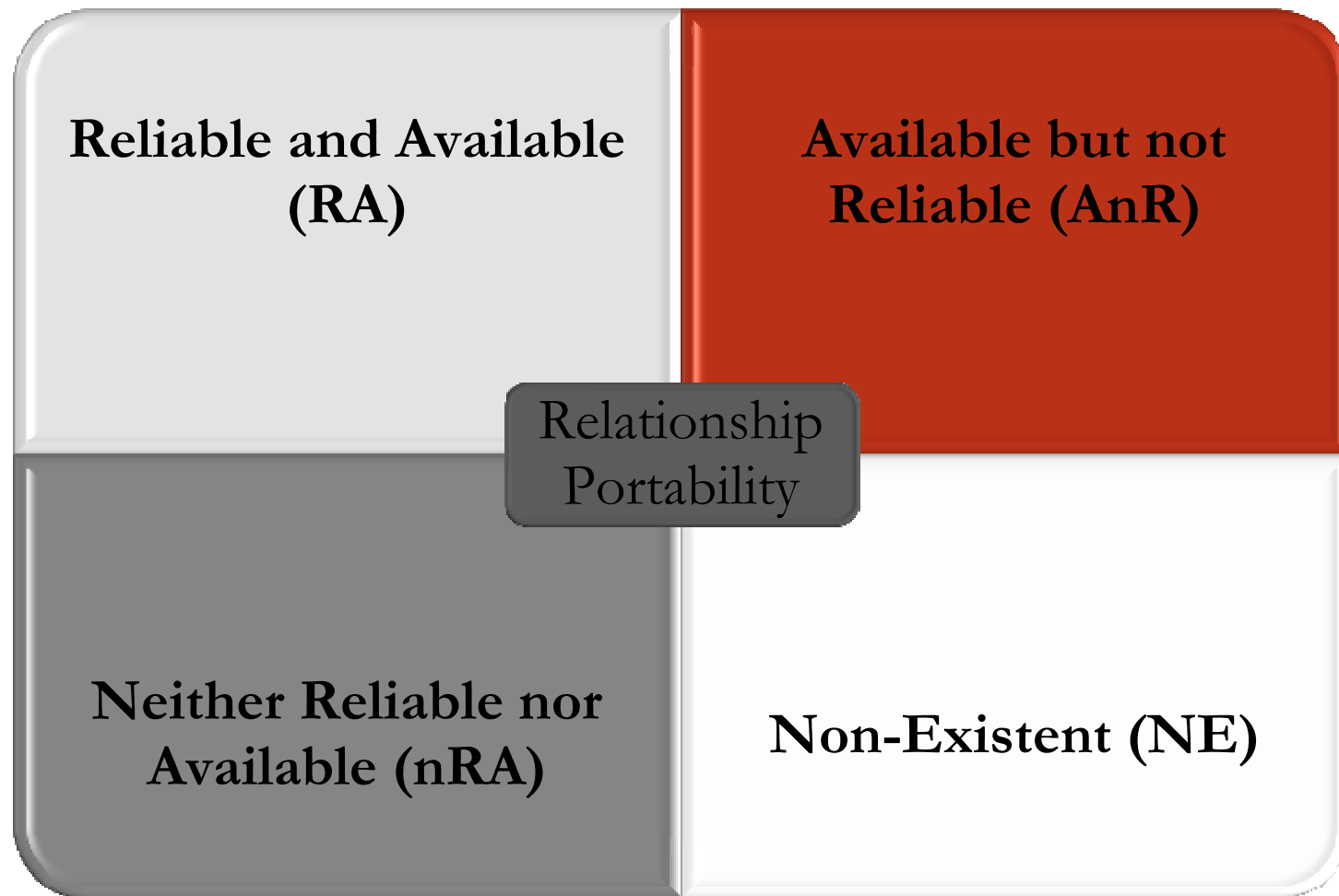
A Relationship Pulled Forward



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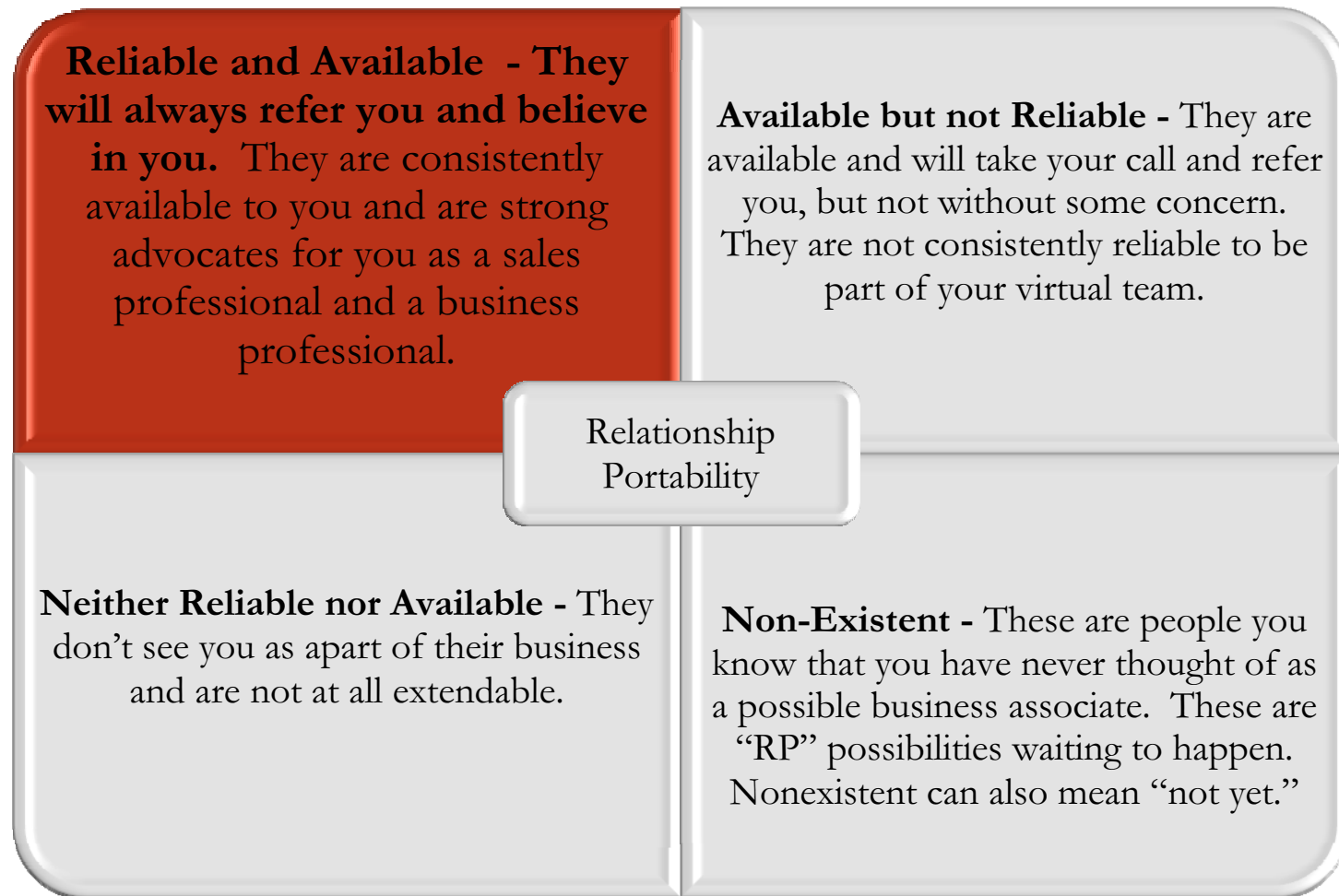
Relationship PortabilitySM Components



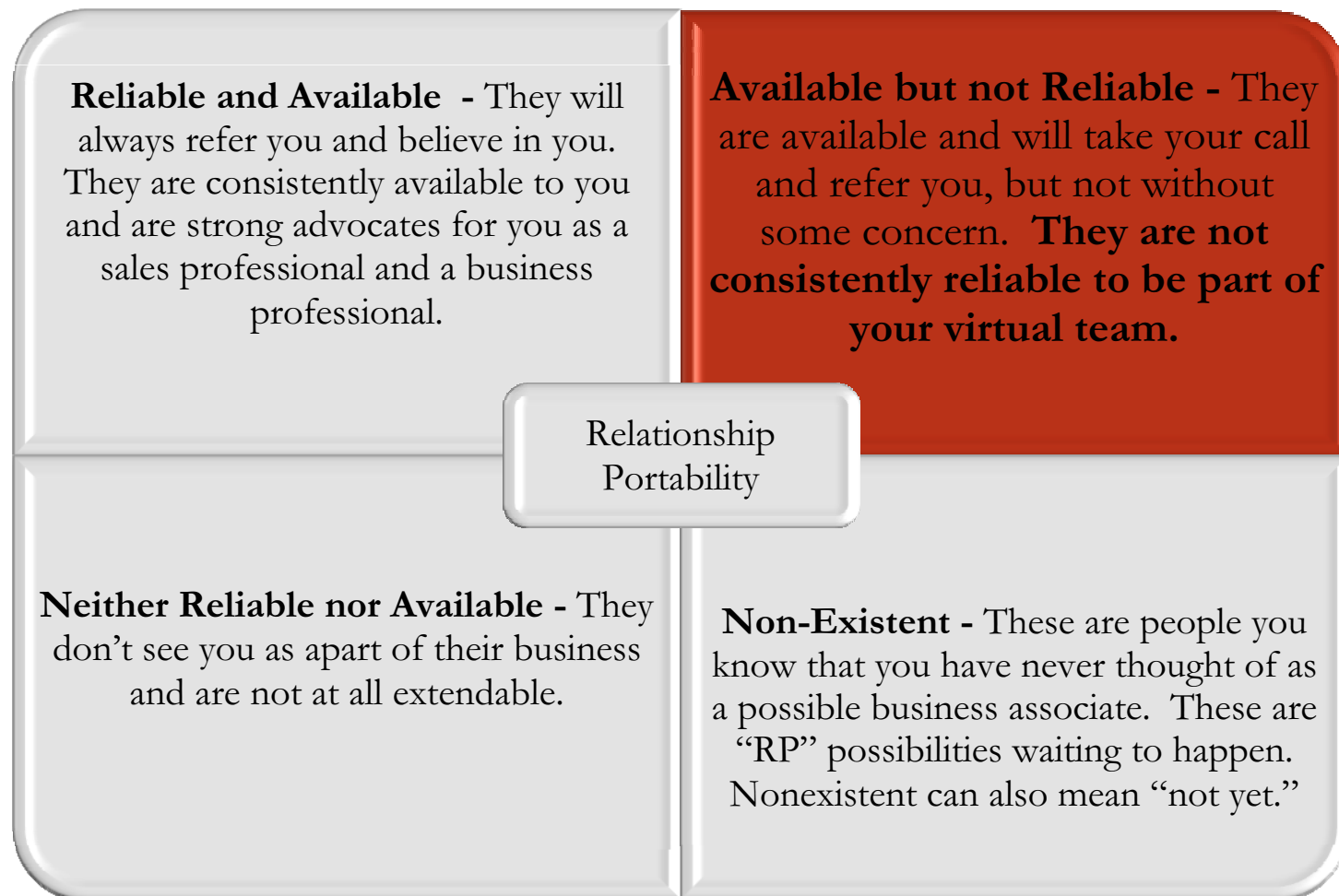
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Relationship PortabilitySM Components



Relationship PortabilitySM Components



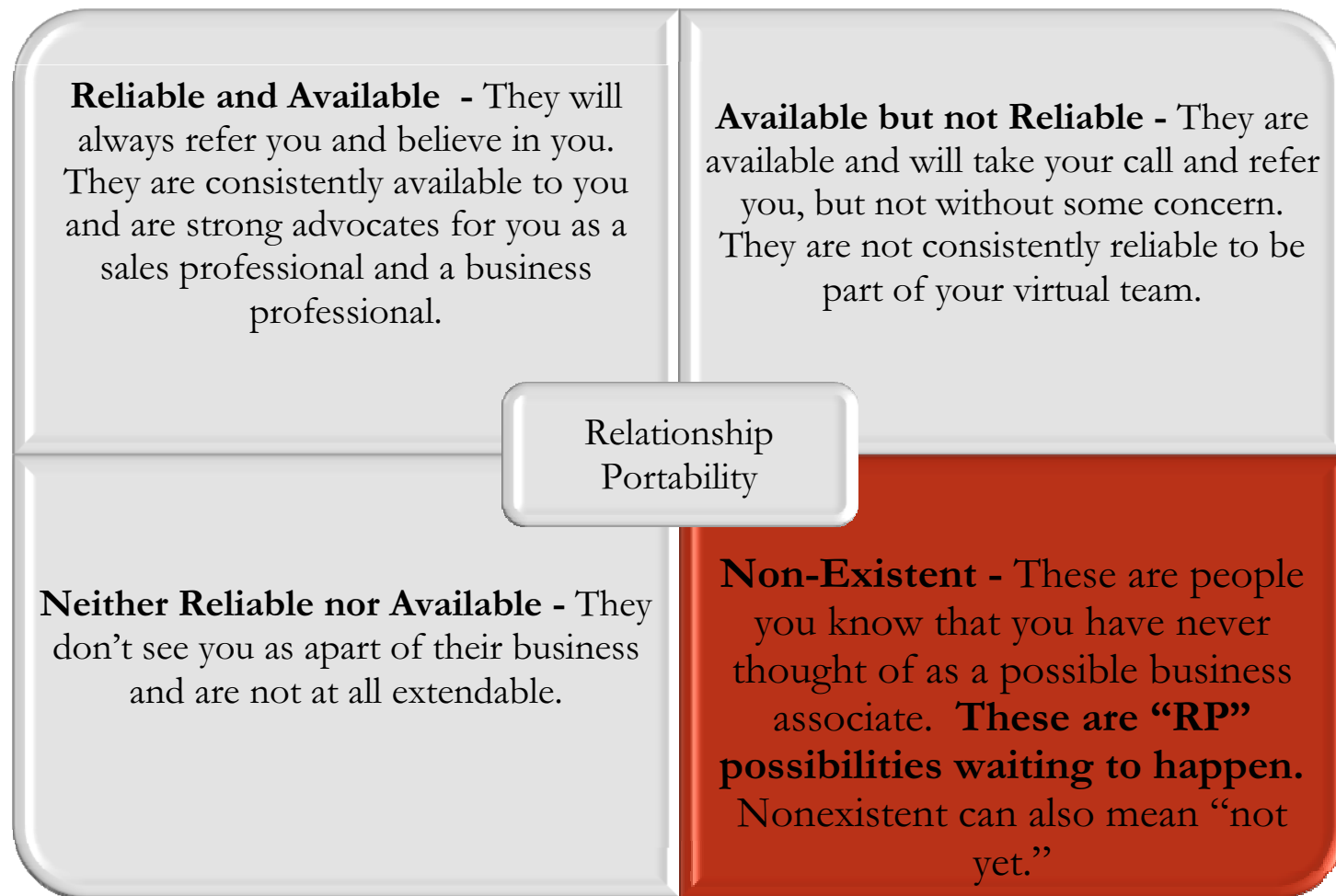
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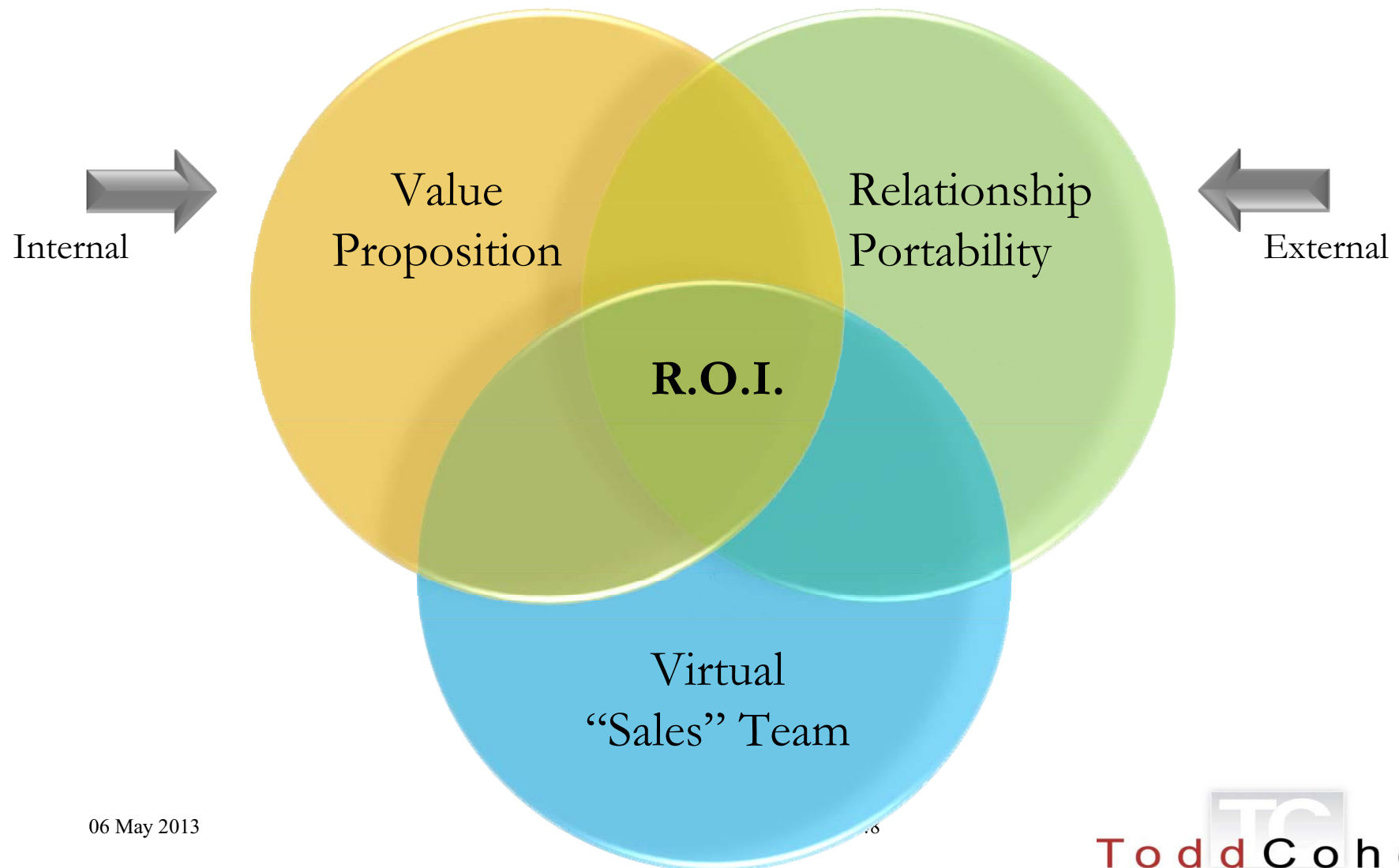
Relationship PortabilitySM Components



Relationship PortabilitySM Components



Sales Culture Components™



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Sales Culture Equation

$$\begin{aligned} &\text{Every Conversation} \times \text{Value Proposition} \times \\ &(\text{Number of Virtual Sales Team Members} + \text{RPi}) \\ &= \\ &\text{Sales Culture and MORE Business} \end{aligned}$$

R.O.I. of Sales Culture

1. Speed to Execution
2. Client Retention means more sales
A 5% increase in customer retention can increase business profits by up to 75%. -Bain & Company from Harvard Management Update
3. Employee Satisfaction and Retention means lower costs



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Selling is Net(work)ing Right

Are you networking *or* collecting business cards?

How do *you* end every conversation?

Selling is Educating Obsessively



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A Word (or Two) on Competition



Adopt an “Abundance Mentality”

Three Rules to Make More Sales Happen

1. Think DIFFERENTLY about every conversation.

Three Rules to Make More Sales Happen

2. Suggest something then ASK for it AND ask “HOW are we doing?”

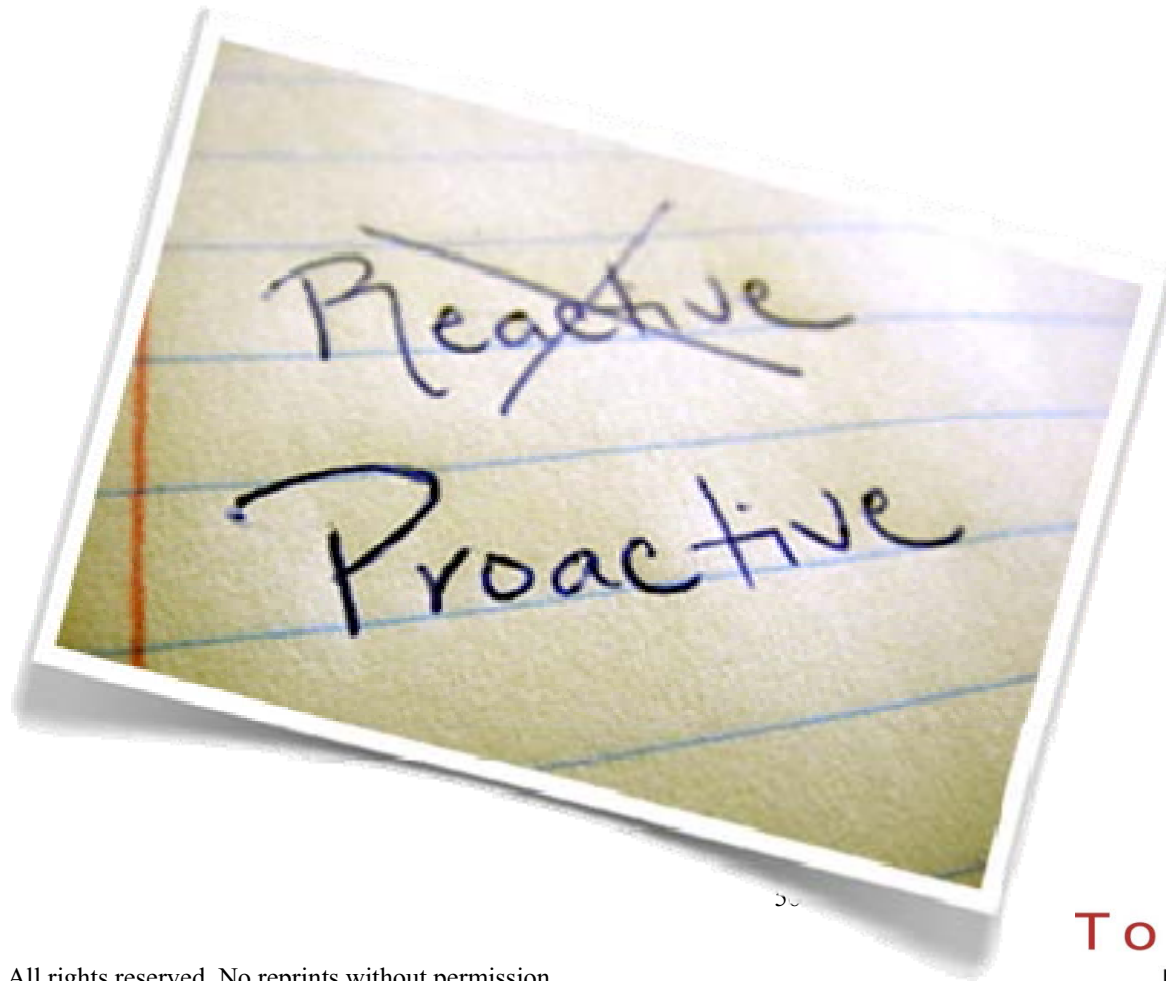


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Three Rules to Make More Sales Happen

3. Move from **RE**active to **PRO**active.



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Change Starts with You



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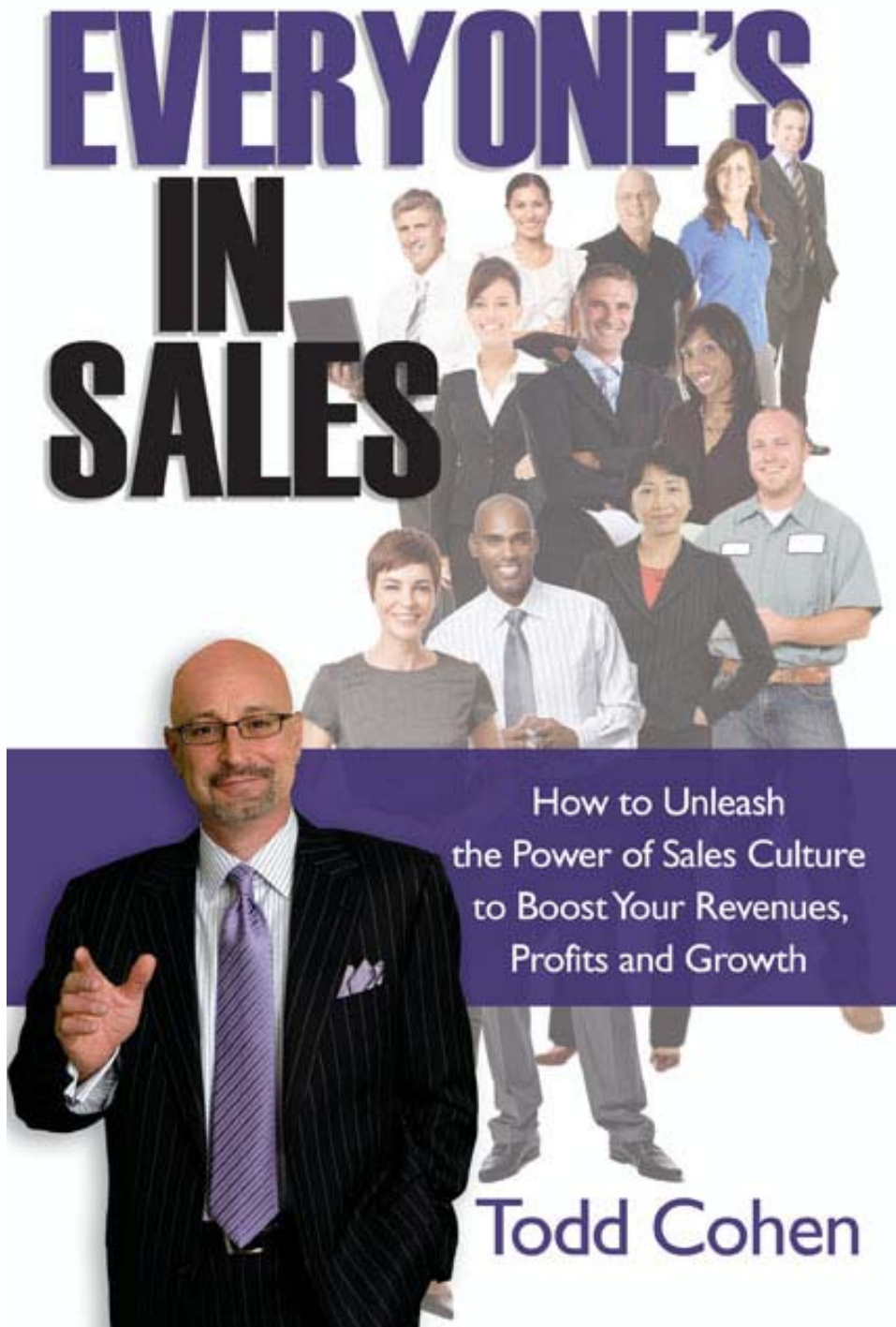
Final Move is Yours



Which road will you take?

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