

Phone Sales Tips

Making the Telephone a Tool that Brings You Sales Success



*Excerpts from articles and
training sessions conducted
by Mark Hunter with
additional commentary from his
Sales Motivation Blog
and Sales Hunting Tip emails*

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Mark Hunter, "The Sales Hunter," helps individuals and companies identify better prospects, close more sales, and profitably build more long-term customer relationships. He is a consultative selling expert, specializing in custom-tailored sales programs that allow businesses to gain the edge they need to compete and win in today's marketplace. His client list includes British Petroleum, Godiva, Amerisource Bergen, Mattel Toys, Unilever, Sara Lee Bakery Group, and Borsheim's. As a keynote speaker, he is best known for his ability to motivate and move an organization through his high-energy presentations. To find out more about Mark's selling philosophy, you can visit his website at www.TheSalesHunter.com or his Sales Motivation Blog at www.TheSalesHunter.com/blog.

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Telephone Tips to Use When Contacting Customers

1. Never ask if it's a good time to talk. This gives the other person a perfect excuse to end the call. If you are unsure the person has time to talk, immediately state that the call will only take 3 minutes. When you give the person an exact time, be sure you stick to it. After the allotted time has passed, tell the customer and ask them if they would like to continue or reschedule. Using this practice allows you to demonstrate that you respect their time.
2. Ask questions. People will never hang up on themselves.
3. Use the person's first name at least 3 times in every phone call. Who doesn't like to hear their name said aloud?
4. When greeting people on the telephone, avoid using their last name. It makes the call seem too formal. Your objective should be to have a casual conversation, in the same way you would talk to a good friend.
5. Use visually descriptive words to help paint a picture of what you're saying. A phone conversation doesn't have to be boring and stale.
6. When starting a new telephone conversation, always give your first and last name. Never assume the person you're talking to is going to recognize your voice to identify you.
7. Watch your facial expressions by placing a mirror in front of you when you talk. It's amazing how they come through over the phone.
8. Add energy to your phone calls by standing up. Nobody likes talking to a "blah" person. People who have good posture tend to come across more enthusiastically than those who don't.
9. When you finish a conversation, always summarize it in the same way you would end a live meeting. By doing so, you can prevent misinterpretation of your discussion.
10. Always allow the other person to have the final comment or question. Just because you've asked all of your questions doesn't mean the other person has asked all of theirs.
11. Avoid negotiating over the phone. Use it as a means of introducing, following-up on, or confirming information. It's impossible to truly read body language over the phone so you lose a major negotiating tool. A phone call, however, is an excellent way to introduce a new idea you would like to receive some feedback on. Many times, it will allow criticism to be gained in a less threatening manner than if it were to occur in a traditional sales call.
12. Never use a speaker phone with a customer, even if they say it is permissible. Speaker phones add to the perception that the conversation is not important enough to capture 100% of your attention. (The only exception is when there is a group involved.)

Use the person's first name at least 3 times in every phone call.

15 Tips to Voicemail Survival

1. If your goal is to get the phone call returned, don't leave information that would allow the person to make up their mind. Add a call-to-action to your message by providing a key date or something of interest that will encourage the person to return the call. You have to create a reason for them to call you back.
2. Repeat your phone number twice. If the person can't quickly write your number down, you've given them a perfect reason to not call back.
3. Avoid asking the person to call you back at a certain time. This provides them with an excuse not to call you.
4. Never state in the message that you will plan to call them back. Again, this only gives the person an excuse to ignore your message.
5. Messages left on a Friday afternoon are the least likely to be returned. For most people, Monday mornings are very busy and, as a result, only high-priority activities will get their immediate attention.
6. Do not leave voicemail messages at odd hours of the night. Most voicemail systems offer a time stamp and the person hearing the message will immediately suspect you really did not want to talk to them.
7. The best hours to leave voicemail messages are from 6:45 AM to 8:00 AM and from 4:30 PM to 6:30 PM. Aggressive people are usually working during these time periods, and the person receiving your message could potentially view you in that light.
8. Wisely use time zone changes to make as many calls as possible during the optimal voicemail periods listed in the previous tip.
9. Voicemail messages are an excellent way to introduce yourself to a person. Be personable, yet professional, and link your message to something of interest to the person you are calling (such as another person or event). The recipient may view your message as a waste of time if you have no purpose other than getting your name in front of them.
10. When leaving a message with multiple points, be sure to immediately disclose how many you will be making. This will prevent the recipient from accidentally fast-forwarding or deleting the message before it is completely heard.
11. If you can't say it briefly, don't say it at all. Voicemail is not "story time". Leaving a long message is an invitation to have the entire message skipped. The optimal voicemail message is between 8 and 14 seconds.
12. When leaving your phone number, do not leave your website address as well. This will give the person an opportunity to make a decision about you without calling you back.
13. Leave a "PS" at the end of your message. A "PS" is a very quick, additional piece of information that will connect with the person.
14. Mention the person's first name at least twice in the message, but don't use their last name. Doing so comes across as very impersonal.
15. Refer to a mutual acquaintance in your message as a way of connecting with the recipient. (Caution: Make sure they think positively of that person!).

Wisely use time zone changes.

14 Steps to Successful Cold-Calling

The vast majority of salespeople do not enjoy cold-calling. Yet, at the same time, it is an activity that most need to do on a regular basis. The biggest reason sales professionals are not more successful in this necessary endeavor is the defense that they have other things to do. However, nothing will overcome this excuse faster than being held accountable for making a set number of cold calls each day, each week, or each month.

As much as people would like to believe there is a secret formula for being successful at cold-calling, the only valid one is being disciplined enough to do it. When people avoid cold-calling, they are generally telling themselves that either they don't know enough about what they're selling or they don't believe the outcome will be successful. For this simple reason, it is necessary to be confident in yourself and what you are selling.

The following may be beneficial as you begin to practice this critical discipline.

1. Have a dedicated time each day to prospect.
2. Know the reason for calling before you call: customer benefits, not product features.
3. Leave short voicemail messages.
4. Assume your voicemail messages will never be returned.
5. Always call one level higher in an organization than you believe is necessary.
6. Be confident and competent.
7. Phone calls placed before 8:30 AM are the most likely to be answered by the person you're trying to reach.
8. Respect the gate-keeper by treating them in the same manner you would treat the prospect.
9. Prospecting calls on Monday mornings and Friday afternoons will have the worst results.
10. Prospecting on "semi-holidays" and inclement weather days will get a higher response.
11. Make it your goal to earn the right, privilege, and honor to talk to the person again.
12. Believe in what you're selling and the benefits that the prospect will receive from your products/services.
13. Believe in yourself and your professionalism.
14. Anytime is a good time to make a call. Don't wait for the "perfect" time.

By practicing and persevering, both your skills and confidence will improve. Furthermore, making yourself accountable will help you turn your excuses into successful sales.

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The Best Way to Begin a Cold-Call Sales Pitch Over the Phone

Why spend time making a cold call when you can make warm calls instead? Avoid cold-calls altogether by using the following strategy.

When making the call, you need to first identify why the customer would be interested in you. In addition, your second goal should not be to close the sale, but to be able to earn the right, privilege, and opportunity to continue the discussion with the prospect.

It's important to keep in mind that you're talking to a prospect. When you're making a cold-call, don't view the other person as a customer. Customers are those who have provided you with information that is not normally known by others. Prospects are those with whom you have not been able to develop a detailed dialogue with and, as such, they have not provided you with some key information.

When making the call, remember that you have only 10 seconds to convey your passion and interest in desiring to serve the person on the other end. Begin by addressing them by their first name only. Using the person's last name makes the call more formal. Second, state your name clearly. Don't waste time by giving the person your title or company name, unless it is compelling enough to generate their interest. Next, you should make a single statement that both serves as a compliment to the person and peaks their interest. An example of this might be: "You're fortunate to be employed by one of top 100 companies to work for in America and the reason I'm calling is that I assist companies in making sure they stay ranked there." You would then follow it by saying, "May I ask you a question?" If the prospect doesn't allow you to do so, ask if there might be another time when they would have 3-5 minutes. This communicates that you're not looking for a lot of time. Often, the person will ask you to continue right then. If they don't and won't give you another time, finish the call and move on. Always avoid getting sucked into the trap of allowing the prospect to drive the outcome with a response like: "I don't have time right now, but go ahead and send me some information." This of course is the kiss of death!

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When the customer allows you to ask your first question, keep in mind that it must be short and open, while, at the same time, beginning to convey your expertise. An example might be: "We often work with companies like yours that know the value of being a great place to be employed because they understand what it takes to be great. What are you currently doing to help your sales people be more productive?" A follow up comment might be: "Lately, I've been talking to a number of buyers who have shared with me some concerning information and I'm struggling in know if it's accurate. May I share with you a couple of their comments?" Keep in mind, I've only made two comments / questions and, as a result, I will most likely be able to either keep the conversation going or will have earned the right and privilege to contact the person again. Either way, the cold call has been successful since I've achieved my goal of being able to continue the dialogue.

Calling Before and After Normal Work Hours

Calling before or after business hours is often a great way to get somebody to actually answer the phone, especially if you call early. They often assume that the call must be important if it rings at that time of the day. If you do connect with someone, they will view you as a hard-working individual who starts the day early. Keep in mind, however, that you shouldn't leave voicemail messages with prospects that you don't know. Rarely is the person going to listen to the message and return the call, so it winds up being nothing more than a waste of time for both people. If you are calling somebody you have at least a minimal relationship with, then go ahead and leave a message.

When to Visit a Customer

Although it's never easy to know exactly when to visit a potential cold-calling customer, a rule of thumb I tell people is that it's perfectly acceptable to use the telephone to take the customer all the way to the close, if it will require you to fly to meet the customer in person. If the customer is in your city, then you need to visit the customer as soon as you've identified them as a probable customer or a suspect that has significant profit potential. When you do fly to meet the customer, it's best to do it just prior to closing the sale.

Meeting in person with the customer will allow you to further exemplify why you're the one they need to work with. It will allow you to deepen the relationship and in turn, deepen the need the customer has in working with you. Never jump in your car or jump on an airplane to go chase a hunch. Your time is far more valuable than that. If you're not professional enough to be able to fill your pipeline with quality leads and prospects in addition to being capable of creating need and pain with a prospect, then you shouldn't be selling.

Keeping the Conversation Going

Cold-calling on the telephone requires you to engage the customer quickly. The best way to do this is to ask them a question that gets them talking. This does not mean asking them rhetorical questions like, "How's the weather?" It means engaging them to respond with information that is useful for you to follow up with. This can be challenging. To do this effectively, you have to have a clear opening statement that provides both confidence and need. A statement / question I like to use is: "We show companies how to find and close better customers. What is the strategy you use to find customers?" I then take whatever they say and rephrase it into a question I ask right back at them.

Keep in mind that whenever you're cold-calling, the key is to earn the right, honor, and respect to be able to contact the person again. Don't expect to take a cold-call and move them to a hot sale in just one call. It takes time. Your initial cold-call needs to be part of a larger plan to attract great prospects and, in time, turn them into even better customers.

Summer Prospecting

Sales motivation seems to always be more difficult in the summer months. Staying motivated to sell when everyone around you is taking time off can suck the life out of nearly anybody. Here's the deal: It's during those periods when so many people are starting to slack off that you can have your most productive prospecting time.

Next week, we officially kick-off summer in the US with Memorial Day. Even though it hasn't actually arrived yet, I'm already hearing salespeople say how slow it is and how they're coasting into the long weekend. Although it's unfortunate for them, as a result of their lack of effort, the door is open for you. I've found that making prospecting calls on the eve of a holiday or the day after it are always great times to reach people. First off, many people are not in their normal work mode and, as a result, they'll be more open to receiving a phone call. Secondly, I've found people are often extremely impressed you're making prospecting calls when most people are knocking off. This gives them a level of confidence in you. Finally, by prospecting during these "off" periods, you can many times reach someone who is in pain and ready to buy purely because you called at the right time. They want to get their "pain" dealt with before they leave for the holiday.

Don't slack off on any Friday throughout the summer. Come fall, you'll thank yourself for the additional business you've done.

Stand Up to Call

When making a critical phone call, make sure you're standing up. It's amazing how much more energy you'll convey by doing so. This applies to both a live call and a voicemail message. (By the way, when you're leaving a voicemail message, make sure you state your phone number slowly and clearly twice!)

Voicemail Messages That Don't Sell

Developing leads using the telephone is essential, but I continue to be amazed at how many salespeople leave voicemail messages that do everything but sell. Today I got a voicemail message from another inept salesperson who proceeded to leave a 30 second message telling me at least 5 product features. After hearing it, I was confident there was no need for me to return the call. Not only had he left me plenty of reasons why I didn't need to buy from him, he'd also done nothing to bait my interest or expose any of my pain.

Next time you're forced to leave a voicemail, keep it very short. Leave your name, your company name, and one question / statement designed to elicit either pain or interest. Be sure to mention your phone number (slowly) two times: once at the beginning of your message and then again at the end. That's it! Anything longer and it was a waste of your time.

The Proper Use of Voicemail

Voicemail is not a platform to make a sales pitch. Keep your messages short, leaving only your name and phone number. You should only leave the name of your company if you truly believe it is an important part of identifying who you are.

I'm amazed at the number of voicemail messages I receive each week from people trying to sell me things. The messages typically contain several reasons why I don't need to return the call. They state the basics, but then go on to say what they're selling, which is rarely what I'm looking for.

A recent example is a person who left a message stating that he represents a leading copier company. My response: I don't care! So, that's a call I'll never return. However, if the person had merely said his name and that he works with businesses to help them be more efficient, I would have been inclined to return the call to find out more.

In addition, it is critical to understand that if you're going to leave a message like that, make sure you have some great questions you can ask right away when the "suspect" does call you back. If you jump right into a fact-based comment like "I sell copiers," you'll turn me off very quickly. Here's the deal: Your voicemail message must coincide with your live phone pitch. If it doesn't, there's no chance of ever getting any results from leaving voicemail messages.

Follow-Up Calls for Warm Leads

A reader recently emailed the following scenario to me about calling warm leads after a conference:

"Since it's been awhile since I've made the phone calls after a warm lead, here's what I'm thinking of saying. Would you critique this for me?"

- (Wait until 4 days after the conference for them to catch up and then call with...)
- Good Morning! (Identify myself.) Did I catch you at an okay time? (YES_NO)
- Great! Well, that was a wonderful conference, wasn't it?
- Did you receive the free activities I emailed you the day after the conference? GREAT!
- Well, I see on the card you filled out that you're interested in getting some training and I'm just delighted that you have a desire to share this powerful material with students like I do.
- What kind of training are you thinking of, me coming there or your people coming here for the 3-day training?
- And then let it go from there."

The Sales Hunter's response:

I'd suggest shortening the text and making it more interactive. The concern is if you ask them right up front if it's a good time to talk and they say "no," then you don't have anywhere to go. A couple of options:

- Identify yourself
- I'm calling people to ask them a quick question. What was the highlight of the program for you?
- People are always saying how much they got from the program. Who are some other groups you can think of that would benefit from this same information?
- What are one of the issues you think I could help them with?
- From this point on, ask them whatever you want, but I would suggest a person's contact information. If the person you're talking to is really pumped about you, then ask them if they would be willing to contact the other person introducing you; or minimally, allow you to be able to use their name as a reference when you call.

The biggest thing of all with whatever you say it's important you feel comfortable with it. If you're hesitant at all, it will come through in your voice. With that said, take a few minutes practice it and make sure what you say fits your personality.

Keeping Up Your Momentum

To keep your momentum going when you're making cold calls, try this technique. Place the files, records, etc. of some of your best customers on your desk or within your line of sight. You will subconsciously notice them when you're making the calls and it will serve as an excellent motivational tool.

Making cold calls is difficult. Regardless of who you are, it's easy to lose momentum or confidence. Over the years, I've found that the more you can keep your focus on the big prize, the greater the success you'll have. The only risk to having the files of one of your big customers on your desk while you're making cold-calls is that you'll suddenly think of something you need to do to keep the good customer a good customer. No matter what the urge is, don't allow yourself to get sucked into doing that while you're making cold calls. Use the great customer to spur you on to find your next great customer.

Change the Digit By One

When you're trying to reach the only contact name you have for a company and you keep ending up in their voicemail, try making a call to the number whose last digit is altered by one. The worse case is that you'll reach someone else's voicemail. The best case is that you'll reach the office located next door to the person you're wanting to reach.

Let me explain what I mean and, more importantly, what I don't mean. I am not advocating some cheap technique to try and break through to a new account. If you have had your other avenues blocked in terms of getting in, then you have to start being resourceful. The worst that can happen is you wind up reaching someone who has no clue. In the best case, you will reach someone who has an office next door to the person you're trying to reach and they might be able to assist in getting you in touch with them.

Warning! Do not do this if you're trying to reach the CEO or any other senior officer as it will be viewed as offensive. Do, however, use the approach if you're attempting to reach a mid-level or lower employee.

When to Leave a Message

Cold-calling is never easy, but here's a very quick phone sales tip I'll share based on what I've been watching my phone do the past few weeks. I've had a company (we'll call "X") calling me every day for the past 3 weeks. They have never left a message, but I know they have called because their name appears on my "Missed Call" list. Unfortunately, "X" will never connect with me because I'm annoyed by their persistence. (How's that for a comment coming from me?) They call at nearly the same time every day. If they can't get it through their head by now that I'm rarely in the office, then they never will.

Cold-calling requires a strategy. The one I use is to make 3 attempts at various times of the day /week. If you can't get through, then leave a message. Wait again, and then try a single repeat call. If you get no response, send them an email or hard mail. Remember, persistence is great. I preach it all the time. But stupid persistence is just that . . . stupid!

Leaving a Message with the Gatekeeper

Question: You said to leave a voicemail message only after you're tried to reach them three times. What about a "gatekeeper" who takes your name and company name before telling you they are not in? Should you then leave a message since they know you called?

Response: Treat the message left with the "gatekeeper" the same as a voicemail message. If it doesn't get returned in a few days, then call them again. When you leave the message again with the "gatekeeper," make sure you alter it. Give them a second reason why they should call you back.

Wait Before Sending Additional Information

Question: When leaving a voicemail message on a cold-call, is it ok to tell them that you will contact them via email? It's often more convenient for them to respond to an email.

Response: No, this is a waste of your energy. If you're going to leave a voicemail, don't say you're going to send them something immediately. Rather, wait a few days before sending one (assuming they have not called you back). It is good to use multiple tactics to cold-call, but stagger them out by a few days to create an enduring impact.

Have a Plan

Cold-calling requires both focus and a plan. Yet, for many salespeople, it's a disaster (to put it mildly).

An example: Last week, I received a cold-call from a person who began by giving me his name, the name of his company, and then asking me how my day was going. I didn't recognize his name or the name of his

company, and the question he asked me was both lame and totally scripted. After my less than enthusiastic response, he asked me if I received the package he sent me in the mail the middle of December. At this point, I was saying to myself, "You've got to be kidding...I have no clue who I'm talking to and I have no clue what he sent me. Nor do I care."

This was a classic busted play of a cold-call. When I told him I had no clue what I received in the mail several weeks ago, the caller seemed shocked. I was blown away by his comment. Consider the fact that we had Christmas, New Year's, and numerous other distractions over the past month. In addition, what he sent me was nothing more than some lousy, cheap promotional items he thought I should buy for my clients.

If your cold-calling strategy is linked to a mailing, then don't do what this guy did and allow too much time to lapse between the mailing and the call. Secondly, don't start the call with a stupid, scripted question. Third, don't expect me or anyone else to give a rip when you tell me your company name, especially when it's doubtful I've ever heard of it before.

Cold-calling is an art. It takes practice and it takes a professional. When you do it right, it can dramatically increase your business.

"Do Not Call" Compliance

I hate to say it, but too many times the laws around who you can and cannot call wind up creating a mental block in your own mind as to why you can't cold-call. It's unfortunate. Yes, there are laws to follow, but cold-calling is more a mental state of mind than anything else.

Two things I'd encourage you to do are:

1. Visit <http://www.ftc.gov/bcp/edu/pubs/consumer/alerts/alt107.shtm>
2. Check with your attorney. Be careful, however, when talking to your attorney. You'll find every attorney has a slightly different take on what you can and cannot do.

Since I deal in B to B, my rule is if you believe in yourself and what you're providing, call away. The laws in place are geared primarily for B to C.

Sell With Your Voice

Is your voice helping you close more sales or hurting your efforts? It had to happen, but this past week, the *Wall Street Journal* ran a front-page article on how voters can be impacted by the sound of a candidate's voice. The article talked about how a deep voice commands authority, and the inclusion of "ums" and "ahs" can negatively impact how a candidate is perceived. (Remember how Ross Perot's high-pitched, twangy voice hurt his run for US President a few years back?)

In Sales, your voice is just as important. Is your voice full and strong, but not overpowering? Does it have a solid tone and a normal pitch? Finally, is it free of the evil filler words like "ah", "um", etc? Just because

you don't sell over the phone, you still need to examine it. Selling face-to-face requires a good voice and, of course, if you're using the phone to sell, it's that much more important. I believe two items that can greatly impact your voice is your attitude and your physical state. If either of these are out of whack, it will be reflected in your voice.

One quick, passing comment: If you sell over the phone, make your first call of each day be to yourself. Leave yourself a voicemail message with exactly the same thing you're going to tell the first customer you call. It's a great way to warm up and to make sure you're ready to go.

Suggestive Selling by Confirming a Shipment

If you're selling a product that has to ship to the customer, you have a perfect opportunity to suggestive sell. Contact the customer just prior to the shipment going out to let them know it's on its way and then suggest another item that they may benefit from.

This is such a great idea for any company using customer service reps or others who have the opportunity to interact with customers on a regular basis. These people may not feel comfortable cold-calling or selling complex items, but that shouldn't stop them from selling "add-on" items. It is one of those very simple ideas that you can use to increase sales by 2%. More importantly, it's probably one of the easiest and best ways to increase your numbers because it doesn't require any additional selling expenses.

Don't Use a Bluetooth Device

If you're going to leave a voicemail message, avoid using a bluetooth device or any other type of headset. I'm amazed at the number of voicemail messages that are extremely hard to hear and/or understand. The vast majority of time, this is due to the use of portable headsets, etc. If you're doing any kind of prospecting through voicemail messages, you're already at a disadvantage because the majority of them will not be returned. So, why make it any harder on yourself? Use a headset when initially making the call, but when you get sent to voicemail, reach for the handset to ensure the message is as clear as possible.

Advertising is Not Enough

Never allow yourself to be fooled into thinking your marketing efforts are so good that you don't need to make phone calls. Marketing or advertising might be very good at reaching a broad market, but 9 times out of 10, it still takes the phone call to get the person to move. If you're not following up on your advertising or marketing efforts with phone calls, then you're wasting your money on advertising. In fact, I'm a strong proponent of ensuring that you're making the right number of phone calls before you start looking at spending time and money developing an advertising program.

Confirm Appointments Via Voicemail

If you need to confirm an upcoming sales call, do so by leaving a voicemail rather than email. When you use e-mail, it's easy for the prospect to hit "reply" and cancel the meeting. Voicemail requires more time and will result in fewer cancelled meetings.

Your Cell Phone Number

Make sure your business cards have your cell phone number on them. Giving out that number communicates that you're ready to do business anytime.

The contents of this ebook are excerpts taken from articles and training sessions conducted by Mark Hunter, with additional commentary from his *Sales Motivation Blog* and *Sales Hunting Tip* emails. Join the thousands who receive Mark's weekly *Sales Hunting Tip* email by subscribing at <http://thesaleshunter.com/Resources/WeeklySalesTips.htm>. Best of all, it's FREE!

To find out more about Mark's selling philosophy, you can visit his website at www.TheSalesHunter.com or his *Sales Motivation Blog* at www.TheSalesHunter.com/blog.

Mark Hunter "The Sales Hunter"

Mark Hunter, "The Sales Hunter," helps individuals and companies identify better prospects, close more sales, and profitably build more long-term customer relationships. As a keynote speaker, he is best known for his ability to motivate and move an organization through his high-energy presentations.

He spent more than 18 years working in the Sales and Marketing divisions of three Fortune 100 companies. During his career, he led many projects including the creation of a new 200 member sales force responsible for volume in excess of \$700 million. Mark has held sales management roles in teams ranging in size from 20 to 900 members. This level of experience is at the core of every program he delivers each year to thousands of people throughout the country in the areas of Sales, Communications, and Leadership.

Mark Hunter not only has expertise in Sales, but also knows how to communicate it to others. He is a member of the National Speakers Association, the premier speaking organization recognized around the world for its top-notch communicators.

Since founding the company in 1998, the mission of "The Sales Hunter" has been to help both individuals and companies dramatically improve their bottom line by growing their top line through increased sales. Mark's programs include "It's Not What You Say, It's What You Ask," "How to Marry Consultative Selling and Negotiation Skills," and "Shut-Up and Sell More." These programs allow businesses to gain the edge they need to compete and win in today's marketplace. Furthermore, Mark tailors every program to fit the specific needs of each client, thus helping to ensure its success.

People around the world benefit from the wisdom, motivation, and inspiration of "The Sales Hunter" every week. His insightful videos and podcasts are popular downloads on YouTube and iTunes, and he has been quoted in numerous magazines and newspapers. His free, weekly *Sales Hunting Tip* email is received by thousands of salespeople across the globe. Additionally, many of his articles on Sales have been reprinted in some of the industry's leading magazines and business websites.

Mark Hunter's style is on display in all of the presentations he gives. Participants frequently comment on his ability to make things come alive through his lively, interactive style and his ability to tie into real-life experiences. Because he firmly believes in customizing each program to the needs of the client, he will request to interview the senior officers of your organization and to review your sales materials in advance of the program. As time allows, Mark also strives to interview people who will be attending and, if possible, to visit or work with them in their jobs in an effort to help him connect with his audience. This heavy involvement prior to the start of the program is at the heart of what he teaches regarding consultative selling: listen to the customer and allow them to express their needs. In addition, at its conclusion, each of the attendees can expect to receive additional information from Mark to ensure that application of the material is occurring.

To find out more about Mark's selling philosophy, you can visit his [Sales Motivation Blog](http://www.TheSalesHunter.com/blog) at www.TheSalesHunter.com/blog. In addition, his numerous articles on Sales can be found on the website in the "Resources" section.