

Colleen Francis

get engaged. **get results.**

## Nothing happens until you do something!

Have you ever become a victim of your own perfection paralysis when it comes to marketing yourself? I talked to a few clients this week who have been toying with the idea of putting together a talk to promote their services for months but haven't done anything about it. The problem is they're waiting to have the talk written, finished, practiced, the flyer completed and have a list of marketing sources that are lined up to promote the thing before actually selecting a date and getting it done. NONSENSE!

If I'd waited to have all things perfectly settled before moving forward with a talk, I'd still have only 3 or 4 clients at Engage, and believe me, I wouldn't be moving forward very quickly. Instead, I believe in scrapping this traditional route and going backwards. Ask any clients of mine and they'll tell you I'm notorious for asking them to commit to a date 4 weeks from today (yes, we actually have them pull out their calendar and select the date right then and there) and book the space, time, and title of the talk, before anything else is done.

What are my clients' reactions? Yup, you guessed... "YIKES! I need to get my butt in gear and get things going! I'm giving a talk in 4 weeks!!!"

Magically, everything always gets done. The talk is written, finished, practiced, the flyer is completed and they have a list of marketing sources lined up to promote the thing, and always before the deadline. I call this being PULLED forward by your marketing, instead of being a victim of Perfection Paralysis.

When you set yourself up to stop procrastinating and to start working to make it happen, it works every time. In the past, I too have dragged my feet on picking a date for our Sales Mastery event. 'Should I have it in the summer, should I wait 'til fall?' Since nothing was happening, I pulled out my calendar, picked a date, gave my credit card number to reserve the space and then made it happen, and you can too! There's nothing like setting a deadline and getting in gear to make it happen.

P.S. I am travelling a lot this fall and would love to meet you if you are in the following locations: New Orleans Oct 27-28. Calgary Oct 29, Vegas Nov 2-4, Dallas Nov 8-9, Baltimore Nov 11-14, Chicago Nov 17-20, Montreal Dec 5-8 or Rhode Island Dec 12-17. In the New Year I will be in Miami Beach. Perhaps we can have breakfast at Big Pink?

Visit the new Lead-Up! Membership [www.EngageSelling.com/members](http://www.EngageSelling.com/members) to take advantage of all your benefits, update your profile, change your credit card information, etc and start using the great sales information!

# VORTEX Selling

## Idea of the Month

The art of retaining only the BEST clients!

You've heard me get on my soapbox several times about needing to really hone in on your target audience BEFORE you go out there and sell yourself extensively. One of the major reasons this is so important is that most people make the mistake of trying to market to EVERYBODY, fearing that if they niche themselves too much, they'll narrow down their prospective client pool too much. As a result their marketing is less than compelling and doesn't pull ANY clients in.

We now know that being a generalist is not Client Attractive, quite the contrary, because EXPERTS earn more than generalists, the media is ONLY looking for experts and not jacks-of-all-trades, experts stand out in the marketplace and it's much easier to market to a specific group than it is to a whole bunch of different people. Otherwise, your message isn't compelling enough and we don't catch anyone's attention.

Today, I want to take you on a different spin of your "ideal client." I want to talk to you about the surefire signs of clients to AVOID; at least in my point of view. If you've been to my website [www.engageselling.com](http://www.engageselling.com), you know that I am very selective about whom I work with privately in our Platinum coaching and custom training. I cherry-pick my clients, spell out the ideal qualifications and ask that all interested sellers fill out an application. Platinum client Doreen Ashton-Wagner from Greenfield Services has done a great job of stating to her ideal clients by creating a "perfect client questionnaire" that all prospects MUST complete before they receive a proposal from her.

I talk about working best with "the top 10%" and tell prospects that "I don't enjoy working with whiners or skeptics or people who make excuses because the results aren't the same."

I know it's a little bold, and I'm certain it ticks off some people (usually though, it's the people who recognize themselves as bad cases of whiners, skeptics, and people with a general bad or negative attitude about everything). Interestingly, our IDEAL clients say they LOVE that we are picky and it strengthens their conviction that they want to work with me.

So, if it's a little bit controversial to some, why do I have this on my site? Because, probably like you, in the beginning, I

took on ANY client that was breathing, had some cash, and was remotely interested in working with me or buying my products, despite sometimes having a strong feeling in my gut that I was doing the wrong thing and might regret it. I was that desperate for clients.

Have you ever made a sale to a client knowing it was the wrong thing to do? UGH – what a terrible feeling it is when your gut feeling turns out to be right!

Every single time I sold to a non-ideal client, I regretted it. I ignored all the signs, shunned my intuition, and later wished I hadn't taken on that client. It was always a disaster. Either their attitude made me think "why is this person SO negative!?" or their credit cards declined, or they cancelled their purchase, blaming us for the fact the product wasn't working, or they weren't getting their projects completed.

These were the same people who became what I now call "life sucker" clients. You know the ones. They're the people you see on your client appointment schedule for that day and all the life is sucked out of you. Instead of being excited for the call, you dread it, drag your feet on preparing for their stuff and generally get in a bad mood knowing you'll have to talk to them. You hope that when you call, it goes straight to voice mail.

In a coaching practice, with an average of 8 clients a day, back-to-back, I can't afford to have my energy brought down by ONE client who's a chronic cranky pants. It's just not fair to the other clients whom I'm excited to speak to and work with, those I get off the phone with saying "YESSS! She is doing sooooo well."

If you're not having that "YESSS!!!" feeling with every client every sale, or every relationship, you may need to listen to your intuition more and better yet, make a list of your own surefire signs NOT to pursue a working relationship with someone, no matter how much you want the money. Here's what I noticed as surefire signs, in my own experience, of non-ideal clients:

- People who don't show up for the calls or meetings and make up not-so-believable excuses for why they didn't show up
- People who don't follow instructions or complete forms you send them
- People who aren't nice to my staff. This is a HUGE no-no for me. If someone treats Casey, Lewis, Chris (or Conrad) with disrespect they'll have ZERO chance of working with me. Didn't your mother teach you to never date a man who is nice to you and rude to the waiter?
- People who are rude to me. (Not much more to be said here.)

**Engage Selling Solutions**

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- People who are rude to our clients. If your prospect ask for references, and you go to the trouble of settling up calls and then the prospect either cancels, stands up your clients or keeps them on the phone for extended periods of time with endless questions, get rid of them. As an early mentor once said to me *“bad prospects are not like wine. They do not grow old gracefully”*.
- People who whine, complain, or resist everything, make excuses, or sometimes even lie. (I prefer to hang out with really fun, upbeat people, and people who are “up” to good things.)
- People who ask me if I offer a money-back guarantee before we’ve begun. (If they’re already thinking it won’t work for them, they’re right; it won’t work for them.)
- People who try to negotiate my fees, despite the fact that I offer different programs at different affordable price points, one for every budget level. (I don’t believe in de-valuing my services and neither should you. It’s been my experience that people who take an inch will always try to take a mile down the road.)

Have you ever experienced people doing one or more of these things? Perhaps not yet. But it may happen over the years, and after a while, you’ll start recognizing the signs and their consequences.

How do I deal with these situations? If they’re a prospective client, I push back and tell them point blank that maybe Engage is not the right fit. Lewis and I did this just last week in fact. It happens only rarely, but when it needs to happen, I do what it takes.

Let’s face it. Non-ideal clients will never give you referrals, will never write you glowing testimonials, and might even start spreading the word in the marketplace that you’re not that good at what you do. Stay away from them!

This month:

1. Make a list of common denominators among your non-ideal clients (not every client has all of these, sometimes just one or two).
2. Set standards in your business about whom you’ll work with and whom you’ll turn away.
3. Then, follow those standards as if your business depends on it (it does).
4. Even consider putting it down on your website, for all to see, as I do on mine.

You deserve a life FULL of “A” clients, not “D” clients. The only one that can let them into your business is you. Even if you have a team or company behind you, you’re the ultimate gatekeeper. Besides, when your life is filled with “D” clients, you become so cranky that you’re not going to BE client attractive. That’s not good for business. So take action on this and don’t break your own standards. You have the ultimate choice, so use it!

Need some VORTEX ideas on how to reward your “A” clients in October? Here are some fun and profitable ideas to use:

October Events	VORTEX Idea
National Apple Month	Marketing campaign with “an apple per day keeps the...”
National Pizza Month	Use this to host Pizza “lunch and learn” seminars for your products
National Clock Month	Marketing campaign around “time is running out”
Polish American History Month	If you are Polish this would be a good piece for your newsletter
October 2 <sup>nd</sup> Name Your Car Day	This is fun.....maybe a theme?
October 4 <sup>th</sup> National Golf Day	Host your corporate Golf Tournament on this day
October 9 <sup>th</sup> : First Two-Way Telephone Conversation In 1876.	Have a Telephone blitz day and contest with your team
October 12 <sup>th</sup> Farmer's Day	Good for those of you in Ag Sales
October 16 <sup>th</sup> Boss's Day	Reward your sales manager! Or use it as an excuse to get an audience with your client's boss
October 31 <sup>st</sup> Halloween	Do something frightening or scary

**Mark your calendars for the 2010 Annual Sales Mastery Workshop, Nov 18-20, 2010 in Chicago, IL! Don't forget to reserve your spot now with Casey 877-364-2438 or [casey@engageselling.com](mailto:casey@engageselling.com)**

# **R.O.S.E Idea of the month (Referral Only Sales Explosion!)**

Many folks don't ask for referrals because they don't feel confident in their ability to handle referral objections that come up from time to time. How about you? Do you feel confident enough with handling referral objections that the possibility of getting an objection doesn't stop you? If so, you are well on your way to developing a ROSE sales plan!

On the other hand, if you're not as confident as you'd like to be with referral objections that arise in the "referral conversation", here's a strategy for you that will help. By the way, we spend a full half day on this topic at our Sales Mastery Workshop which is being held Nov 18-20 in Chicago.

## **Objection Brainstorming and Practice**

Here is a simple strategy for you to use to overcome referral objections. This strategy requires at least one other person maybe a colleague, a staff member, a manager, or even a family member. However, you will probably find that using a colleague or manager is your best choice.

Sit down and think of all the referral objections you've heard or might be likely to hear. Then, one by one, think through the objections for three things:

1. In what ways can you explore this objection with your client to gain further clarity and understanding?
2. Can you determine any "flaws of logic" in the objection?
3. How might you reframe their thinking (only after you've taken the time to understand their objection)?

Once you've done this, it's simply a matter of practice. The more you practice, the less thrown off you'll be if any of these objections come up and the more confident you'll be in your response.

## **Your Formula for Referral Objections**

Objection: "I don't feel comfortable giving referrals."

1. Acknowledge and validate - "Thanks for being honest with me I know not everyone feels comfortable with this conversation."
2. Listen. Ask a question - "Can you tell me more? Have you had a bad experience with this?"
3. Re-frame gently with another question - "If we could identify one or two people you think should really know about the important work I do, and if we crafted an approach that would make you feel comfortable, could you see yourself asking for referrals?"
4. If the re-frame is accepted then brainstorm for referrals - "I was wondering about your sister and brother-in-law. I think I could be a great resource for them. Assuming we come up with an appropriate approach, how do you feel about introducing me to them?"
5. If the re-frame is rejected, then back off with confidence (plant a referral seed) - "Martha, that's fine. The last thing I want to do is make you feel uncomfortable. I want you to know that I'm never too busy to be a resource for anyone you care about. Fair enough?"

The above is a sample. Pay attention to the steps. The exact language you use needs to be genuine for you. Brainstorm many of the potential objections and practice your exploring step, you'll have a lot of confidence and will be able to approach this conversation with confidence.

# Thoughts to enhance your selling conversation's in September:

- A British study found that people who listen to sports on the car radio become so absorbed in the games that their reaction times slow by up to 20 percent, making them drive as if they were drunk.
- For the first time in 17 years, the U.S. has lost the top spot as the world's most competitive economy, as measured by Switzerland's IMD business school. The U.S. slipped to No. 3, behind first-place Singapore and second-ranked Hong Kong. Only three European economies - Switzerland, Sweden, and Norway - made it into the top 10.
- The US has been at war for 47 of the 230 years it has existed, or 20% of its history.
- British researchers, claiming to solve one of the world's oldest riddles, concluded that the chicken came before the egg. A protein found in the chicken's ovary, they found, is necessary for the formation of the egg.
- Iran has banned "decadent Western haircuts" for men, including spiky hair, ponytails, and mullets. (Thank God for Iran!)
- The final roll of Kodachrome film that Kodak produced was processed this month in Parsons, Kan. Kodak, which has retired the color-film brand, selected photographer Steve McCurry to shoot the last, 36-exposure roll. McCurry spent two months shooting the images in New York, India, and Parsons.
- The average worldwide temperature for the first six months of the year, 57.5 degrees Fahrenheit, (@14 C) was the highest since record keeping began, in 1880. The previous record was set last year.
- Citing the sour economy and a desire to save money, 51 % of U.S. business owners won't take a vacation this year. For the record I do NOT endorse this behaviour.
- Scientists for the first time have grown a lung in the lab - a breakthrough suggesting that lung regeneration could eventually replace lung transplants as a treatment for lung disease.
- The 2010 Census is expected to count a record 50 million Hispanics living in the U.S., meaning that the Hispanic population will have increased 42% - to one in every six U.S. residents - from the previous census in 2000.
- Oil production is among the most heavily subsidized businesses. BP, for example, was getting a tax deduction of \$225,000 a day for renting the Deepwater Horizon drilling rig.
- The moon is 400 times smaller than the sun, but it is also 400 times closer to Earth - so from the Earth, the moon and the sun look about the same size.
- Habitat for Humanity, the philanthropy that builds housing for low-income families, is now the eighth-largest home builder in the U.S., says Builder Magazine.
- American Airlines collected \$1.86 billion in extra fees in the first quarter of 2010. Recently I paid \$90 for my one checked bag at Delta. I could have sent it FedEx for that amount!
- Diageo, the maker of Johnnie Walker whisky, has dedicated 2 million barrels of whisky in Scotland to its employee pension fund. The whisky, valued at \$645 million, will ensure that retirees get a check even if the company were to go bankrupt. I have to admit that this is my favorite business tip of ALL TIME.
- California health-care provider Kaiser Permanente leads all other large corporations in posted job listings, with 1,445 open positions as of mid-July.
- Movie studios have started using inflatable dolls instead of paid extras for crowd scenes. Five-hundred dolls were used to simulate a crowd in a scene in Salt, Angelina Jolie's new action movie. No comments please.
- Four of the ten highest-earning CEOs of the past ten years presided over companies whose shareholders lost money during the decade.
- The United States, which has been the world's biggest energy consumer for more than 100 years, has been bumped into second place by China, the International Energy Agency reported. China last year used the equivalent of 2.25 billion tons of oil, about 4 % more than the U.S. consumed. As recently as 2000, U.S. consumption was double China's.
- General Motors' car sales in China have for the first time surpassed those in the U.S. During the first half of this year, GM sold 1.21 million vehicles in China--a nearly 50 percent gain over last year--compared with 1.07 million sold in the U.S.
- Maybe I have China on the brain because we just received the Chinese translated version of Honesty Sells in the office....did you know that China is the second largest Corn exporter in the world?
- Target has rolled out an array of stylish diapers designed by Cynthia Rowley. The designer Pampers will feature pastels, stripes, madras, and ruffles, and will retail for \$15.99 for a package of two dozen--about \$6 pricier than a package of plain Pampers. I think it's time to retire my Cynthia Rowley blouses. Just feels weird now.

## 2010 Monthly Webinar's

**September 21st, 1 pm EST:** Client Attraction

**October 26th, 4 pm EST:** Unleash Your Secret Sales Force

**November 23rd, 1 pm ET:** Don't Count Time, Make time Count

You are registered for all webinars, which include:  
PPT slides, a recording of the call and a transcript.

Web classes are an

**exclusive Lead-up! Membership benefit.**

## Lead-Up! Town Hall:

October 18, 2010

January 17, 2011

April 17, 2011

July 26, 2011

All town hall conference calls are set for **12 noon EST** and run from 90 minutes to 2 hours. We start right on time!

PLEASE submit any questions to Colleen in advance:  
[sales@engageselling.com](mailto:sales@engageselling.com)

Submitting questions in advance **GUARANTEES** your sales issues will be discussed.

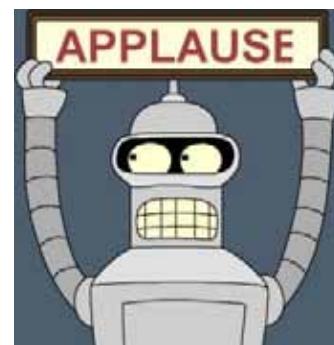
**ALL** past tele-conferences are posted at [www.EngageSelling.com/coaching](http://www.EngageSelling.com/coaching) for your convenience and home study

## Lead-Up Member of the Month

I am so proud of Gold member Dougal Smith at POS Canada for his great results so far this Quarter. Dougal wrote to us this week: "So far 2010 has been good. My last quarter was my best ever. Strange, I started with you guys about the same time, makes you go hmmm!"

"hmmmmmm" nothing Dougal! Your success is all your own. Sure, I provided the ideas but you **IMPLEMENTED** them.

We all know that many of the ideas shared in this letter, in your weekly lessons and in the monthly classes are not Rocket Science. Most ideas are simple, common sense. It's not the idea that will make you money. It's the implementation of the idea. Thanks for reminding us all of this Dougal! Congratulations on your great implementation... and a note to everyone reading this letter. What are you implementing new today?



## Don't Forget about the Sales Mastery Event

Imagine sitting down with someone who has already done what you want to do in your business. Someone whose already researched tested and proven what works and doesn't. Someone ready to share their knowledge, their secrets, their system for success, the wisdom gained from their mistakes - every tidbit of valuable information you need to grow your sales was disclosed to you...? Well, I have great news for you - I am offering you exactly that chance. At the newly redesigned Sales Mastery Workshop Nov 18-20 in Chicago.

We have included the agenda on the following page for you to review and registration has already been opened to some exclusive Lead-up members like you. I hope you will consider joining using Chicago this year.

If you qualify for a free seat as part of the Platinum program please RSVP asap to Casey at [casey@engageselling.com](mailto:casey@engageselling.com)

If you are a Gold member be sure to take advantage of your 25% discount off our low early bird registrations of \$1797 USD until the end of September

We have sold out the last 3 events in a row so don't miss out this year! You can see more at [www.EngageSelling.com/mastery](http://www.EngageSelling.com/mastery) including testimonials from past attendees.

**2010 Sales Mastery Workshop Agenda  
18 - 20 November 2010, Allerton Hotel, Chicago**



**Thursday, November 18th**

**The S.A.L.E.S. Process, Part 1 - Creating the Right Situation for Success**

- Making business development a priority
- Defining your **Profit 100** demographic profile
- Prospecting for Profit: Completion of the **Prospecting Template**

**The S.A.L.E.S. Process, Part 1 - Creating the Right Situation for Success**

- Using your **Unique Selling Proposition** to get appointments
- Leveraging gatekeepers and voice mail
- Ensuring appointments stick

**Friday, November 19th**

**The S.A.L.E.S. Process, Part 2: Opportunity Analysis**

- The **TAO of Sales**
- **Unleash your Secret Sales Force™** to Maximize Sales

**The S.A.L.E.S. Process, Part 3: Listening for a Solution**

- Opportunity management - Qualifying your sales opportunities
- A Model for Handling All Objections profitably and building your **Personalized Objection Handling Playbook**

**The S.A.L.E.S. Process, Part 4: Engaging with Prospects**

- High Probability Closing using **Customized Closing Lines**
- Navigating the client to a profitable close

**Dinner and a Movie**

**Saturday, November 20th**

**Sales Makeovers** - Sales Hot-Seat with live laser-coaching

**Social Media Boot-Camp**

- Social Media for Sales Success
- Hands-on social media implementation

**The S.A.L.E.S. Process, Part 5: Ongoing Client Solutions**

- Creation and Implementation of **VORTEX Client Retention** strategies

## Special Announcement:

I have started the process of creating a very exclusive Sales Mastermind program for a select number of business owners and sales leaders. This program will be rolled out January 2011 and will be eligible for only 12-16 selected individuals. It is a 12-month program called the Sales Mastery Council™. It is designed exclusively for those rare business leaders who are looking to realize their full potential and take their sales to the highest possible level including those already in our “inner circle” of premier clients, mentors, business partners and colleagues.

Membership in the Sales Mastery Council gives you a chance to get the most personalized help and guidance directly from Colleen and, equally important, the collection of your peers: some of the brightest entrepreneurial and sales minds on the planet. And the Council will hold each of its members accountable to make the changes necessary to achieve ultimate success.

Should you choose to join us I expect the return on your investment to be extraordinary. If you are interested please call or email me directly and we can chat more about the group, the expectations, requirements for membership and whether you are the right fit.

## Resources to stay connected:



Engage Selling Fan Group on Facebook.  
[www.EngageSelling.com/facebook](http://www.EngageSelling.com/facebook)



[www.twitter.com/cfrancisvoice](http://www.twitter.com/cfrancisvoice)



[www.linkedin.com/in/colleenfrancis](http://www.linkedin.com/in/colleenfrancis)



[www.engageselling.com/blog](http://www.engageselling.com/blog)

## Lead-Up™ Membership Benefits

### Gold Membership

- Prospecting for Profit e-book
- The Secrets of The Top 10% e-book
- Weekly e-lesson and action plan
- 12 webinars including transcripts, PPT slides and CD recording
- Live Quarterly Lead-Up Town Hall (group conference call)
- Sell More Work Less sales letter by mail
- FREE access to Lead-Up! member's site
- 25% OFF Annual Sales Mastery Workshops (Chicago 2010)

**\$97US per month**

### Platinum Membership

- Prospecting for Profit e-book
- The Secrets of The Top 10% e-book
- Weekly e-lesson and action plan
- 12 webinars including transcripts, PPT slides and CD recording
- Live Quarterly Lead-Up Town Hall (group conference call)
- Monthly 60 minute Coaching Session 1:1 with Colleen
- Sell More Work Less sales letter by mail
- Monthly sales resource hand-chosen by Colleen
- FREE access to Lead-Up! member's site
- Sales Call Monitoring & Review
- Seat at Annual Sales Mastery Workshop (Chicago 2010)

**\$697US per month**

**Reserve your seat now for the intensive 3-day Sales Mastery Workshop November 18-20, 2010 in Chicago, IL. Depending on your membership you will qualify for a minimum 25% off the early bird rate.**

**Contact Casey to confirm your attendance at 877-364-2438 or [casey@engageselling.com](mailto:casey@engageselling.com)**

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