

Caponi Performance Group Newsletter

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SALESMECCA.COM
THE SALES SUCCESS RESOURCE CENTER

Dear Barry,

Welcome to the June edition of our newsletter. I hope your Q2 results are tracking. There are less than three selling weeks left in most people's quarters.

For those of you who were old enough to be aware of the promises being made about the Internet in the early 90's, you'll recall the concept of portals: one stop shopping, a single entry point to every URL relating to a single topic. Well the web has given us incredible access to information and productivity, but few true topical 'portals'. Google and Yahoo!, et al, gave us such great search engines that the need seemed to dissipate. Today though, there is *so much* information on the web, that using a general search engine to find specific information can be very time consuming.

Enter **SalesMecca.com**.

I've been tracking the progress of this very exciting new portal for some time now and it has just been launched. Even in its infancy, it is one of the best web sites for sales I've seen. See the article below...

New Independent Web Portal For Sales Professionals

New resource for sales reps, managers, executives, entrepreneurs and business owners



Simply put, SalesMecca.com is a free and valuable resource for anyone in the profession of sales. According to Sean Piket, the founder of SalesMecca, "The purpose of this site (www.salesmecca.com) is to provide a single location for sales success resources and business networking for all roles within the sales profession. This will range from sales representatives and sales executives (VPs / Directors / Managers), to business owners and entrepreneurs with business development responsibilities. All of these roles represent the 'Members of the Worldwide Sales Community'. Each member can leverage the collective knowledge, resources and relationships of other members of the site. Overall, the focus of this site is to provide a framework for sales success and improvement."

The remainder of the article discusses the different resources you'll find on the site, including the Blog that I will begin on the 27th of June.

[Read article...](#)

Sales Tip of the Month

Initial Meetings: to confirm or not confirm...



If you use our techniques to set your Initial Meetings with suspects, you'll have established some value in their mind for agreeing to see you. And yes, occasionally when you reach out to confirm the meeting you'll give them a chance to say no again. But remember, in most cases you had to call them more than once to set the appointment anyway, so they've probably still got your phone number anyway. But, let's look at what we can gain by doing it:

1. Professional credibility by the way you conduct your business
2. An opportunity to present credentials about yourself, company and / or solution that may be perceived to be arrogant or braggadocios if done during the face-to-face meeting. (Could be an article about yourself, awards, testimonial stories, etc.)
3. Reduce the wasted time caused by a no show
4. Provide them with an opportunity to prepare for the meeting to make it more productive

So when possible, ask for an email address to confirm the appointment while you've got them on the phone directly after setting the appointment. Then send them an email two days prior to the meeting with your contact information, your credentials, a quick agenda with time guideline and a reiteration of the benefit to them for the meeting.

[More sales tips...](#)

Quotes and Proverbs of the Month

It's Summer - nothing but fun this month!



Thanks to my dad, Roy Caponi, for this month's proverbs.

A chrysanthemum by any other name would be easier to spell.

Every estimate ought to include an estimate of how more it will cost than the estimate.

The trouble with giving a cocktail party is that when it gets boring, you're the only one that can't leave.

There is nothing that broadens one like travel, except pastry.

"Dogs have masters, cats have staff." - Rush Limbaugh

Public Workshops Announcement - Mark Your Calendar

Last week on June 7th, we had fifteen individuals from twelve different organizations attend our appointment making and / or questioning skills workshops in Addison. Some of the comments:

"This was really good, even for the experienced rep. Great to revisit some of the basics from time to time as we all tend to get away from some of the little things that can mean so much."

"Wow, now I know why I've been struggling getting people to take that last step and buy. And best of all, I've got some techniques to apply to fix it!"

"Now I've got an understanding of the process and a formula for making those appointment making calls. I'm actually looking forward to getting on the phone with my new found skills!"

"Even though we were all from different companies, I really felt like I got specific help for my individual challenges because the class size was small. I really didn't expect that from a community class."

Mark your calendars for **Tuesday, October 9th** for the next one!



[Click here for more information](#)

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