

# Caponi Performance Group Newsletter

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## Greetings!

Welcome to the September edition of our newsletter. We hope you enjoyed your summer. With the advent of Labor Day, the summer is over and the final push for 2007 is on. School's back in session and most people are back at work.

As a matter of fact, if you've got any suspects or prospects you'd like to approach to make sure you're in the 2008 budgets, now's the time to start talking with them.

If you're calling to set an appointment and get the, "I'm too busy to meet with you right now," response, make sure you're using our techniques to get a point where you can ask what's got them so busy. If they tell you they're working on next year's budget, that's exactly why you want to meet with them now! Sell it with conviction and enthusiasm...

Enjoy, and as always, good selling...Barry

[Registration Link](#)

Richardson Chamber of Commerce  
Small Business Roundtable

November 15th - Barry Caponi

'The Six Things Every Sales Manager (or Business Owner) Should Know Before Setting Revenue Goals for Next Year'

## How to Size and Build a Territory

Are you completely leveraging the efforts of your sales force?



Over and over again I listen to new sales reps complain about the fact that even though they are being asked to call on a 'mature' territory, they have no idea who has been called on before or who was actually 'in play' when the last rep left because they have either no confidence in the information in their CRM database or there is no central repository of the history of the territory at all. I also have heard many sales and marketing managers ask what is the right number of leads for a given territory. Both challenges are expensive to their organizations, not to mention distracting for management and disheartening for reps.

This month's feature article was written by Bob Howard, founder and president of Contact Science. He is an expert on the subject and it is one of the best pieces I've seen addressing the challenges of sizing territories and building territories.

If you think about it, if you've been calling into a given territory for years, it ought to be very well refined in terms of who is a prospect, who is not and who has given your company permission to call on them. Unfortunately, this occurs less than one would think.

[Read article...](#)

## Share Your Experiences and Thoughts on my Blog!

Here's a list of subjects we've covered over the past few weeks:

How to cut down on the need to make cold calls

- How to get someone in the 'mood' to give you referrals
- How many 'dials' does it take to make a sale
- What type of first impressions do you make? - Take time to 'shop' yourself

To link to it from here, choose the link below or to the left. To get to it from your web browser, go to [www.salesmecca.com](http://www.salesmecca.com), choose the 'Sales Community' tab and you'll see the Blog menu choice.

[Link to Blog...](#)

## Sales Tip of the Month

Where to find that extra inspiration for yourself or others



Sometimes it is difficult to gather up the courage and energy to do what you know you have to do. Perhaps you've had a day full of the hated 'Nos', had a product quality problem with one of your customers, or even another in what seems to be an unending series of arguments with your teenager. If you're looking for inspiration, take a look at Mac Anderson's website, [www.simpletruths.com](http://www.simpletruths.com). He has a free newsletter that is very uplifting and has great books, CDs, DVDs, etc. for your sales team, customers, or heck, that troubled teenager.

## Quotes and Proverbs of the Month

### The Power of the Golden Rule



This month's quotes come from Mac Anderson

"If you live the Golden Rule everything else in life will usually work itself out, but if you don't, your life probably will be very unhappy and without meaning."

"If you teach your child the Golden Rule, you will have left them an estate of incalculable value."

## Next Month! - Public Workshops Announcement - October 9, 2007

### Time to Register for Half-Day Appointment Making and Questioning Skills Workshops



"Our team has dramatically increased their appointments with new prospects as a result of your workshop. And you were right about something else. Our gross margins are up because we're not backing off and discounting at close time - because we've got a full funnel!"

"Using your techniques, I got a person I was referred to after your workshop to meet with me even though they first told me they didn't need any insurance. When I met with him and his wife, I got them to truly open up and then actually excited to buy, all beginning with a couple of great questions you helped me craft. They were so appreciative for my persistence. This is a great vocation!"

Our workshops are held in Addison and early bird pricing is \$149 for a single workshop or \$200 for both.

[Click here for more information...](#)

### Best Selling,

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