

Caponi Performance Group Newsletter

In This Issue

[Seven Steps to Still Finish the Year Strong](#)

[Sales Tips of the Month](#)

[Quotes and Proverbs of the Month](#)

Quick Links

[Upcoming Webinars](#)

[Article Archive](#)

[Sales Tips](#)

[Resources](#)

[Caponipg.com](#)

[Join Our Mailing List!](#)

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"Barry brings spontaneity, fun and customized content that will send your audience home glad they came."

contactscience
Metrics for success, one contact at a time.

Dear Barry,

Welcome to the August edition of our newsletter.

All I hear about in the news is the slowing of the economy. "The sky is falling, the sky is falling", proclaimed Chicken Little, or maybe it was the New York Times. Yet when one peels away the layers of the onion, what we find is a mixed economy. For instance, the GDP numbers for Q2 came out last week and the economy grew at a 1.9% rate. Not great, but certainly not a recession. In Texas, we're still adding jobs a pretty good clip.

Why bring this up? As sales managers, we've got to constantly be looking at the macro picture and trying to determine what changes in 'the plan' are necessary to hit our assigned revenue goals for the year. This month's feature article, ***Seven Steps to Still Finish the Year Strong***, addresses what to do if your particular sector or geography is one of the suffering ones. (Although not a bad article even if you're rockin' along, if I do say so myself!)

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

Seven Steps to Still Finish the Year Strong - Even in a Slowing Economy

Unless you've got buying cycles longer than four months, it's still not too late to finish the year strong if you're in a market that's feeling the pinch of the slowing economy. If you have a buying cycle that is longer than what's left in the year, perhaps it's time to start thinking about how to get Q1 off to a great start for a change.

[Read Article...](#)

Sales Tip of the Month

Your New Year's Resolutions

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[Link to my Blog on Sales Mecca \(includes Archives\)](#)



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Richardson Chamber of Commerce

Small Business Roundtable

Barry Caponi to speak September 18, 2008

The Power of Questioning Skills

Surveys consistently show that less than five percent of our universe of suspects is in the market for what we're selling when we call them. However, we all must create opportunities from the remaining ninety-five percent or we shall perish. Creating a prospect from that ninety-five percent category of suspects requires getting them to open their minds to the challenges our Value Proposition



A Tip on How to Get Better...at Something (even if it's not sales related)

How far did you make it with your New Year's Resolutions in 2008? And when was the last time you made a concerted effort to improve the way you do something? If you're like most of us, New Year's Resolutions get lost in the shuffle by the end of March...if not January. Everyday life just seems to get in the way, doesn't it?

So here's the tip of the month for August. Go back to your New Year's Resolutions, pick one and get after it again. Only this time, figure out why you got lost and account for it. Then write it out (hopefully again) and give it to someone who cares about you. Ask for them to help you stay on track.

Remember, today is the first day of the rest of your life. Make it count!

[More sales tips...](#)

Quotes and Proverbs of the Month

A little food for thought and humor for your day



Success -

"Don't let what you cannot do interfere with what you can do." - John Wooden

"Never let anyone tell you no who doesn't have the power to say yes." - Eleanor Roosevelt (and your best sales manager...)

"Do or do not, there is no try." - Yoda

"Never give in, never give in, never, never, never." - Sir Winston Churchill

A little humor from the Washington Post...

Occasionally the Washington Post asks its readers to take any word in the dictionary, alter it by adding, subtracting, or changing one letter, and supply a new definition. I listed a few of these back in February.

Thanks to my friend Wayne Wright for sending me this.

Here are a few more pretty good ones:

1. **Dopeler Effect:** The tendency of stupid ideas to seem smarter when they come at you rapidly.
2. **Arachnoleptic Fit:** The frantic dance performed just after you've accidentally

addresses.
That requires thought,
preparation and solid
questioning skills.

We will actually
step through exercises
designed to help us
think in terms
of our Value
Propositions and create
a series of 'Power
Questions' that help turn
those suspects into
prospects. We'll also
share tools with us to
effectively plan sales
calls that will shorten
our buying cycles and
raise our closing ratios.

Anatomy of a Lost Sale

What are the Most
Common Reasons we
Lose Sales and What to
Do About it

walked through a spider web. (This one made me laugh out loud...and then shiver.)

3. **Karmageddon:** It's like, when everybody is sending off all these really bad vibes, right? And then, like, the Earth explodes and it's like, a serious bummer. (One of my favorites.)
4. **Decafalon:** The gruelling event of getting through the day consuming only things that are good for you. (Still trying to figure this one out.)
5. **Giraffiti:** Vandalism that is spray-painted very, very high.
6. **Foreploy:** Any misrepresentation about yourself for the purpose of getting laid.

Free Webinar Offer



Would you make more money this year if "Dialing for Dollars" was faster, easier and more productive than it was for you last year?

Announcing a joint venture with Contact Science - www.coldcalling101.com. The first resource to provide **a Total Solution for the sales professional who must telephone prospect to make quota**. Whether you are an Independent sales agent or part of a sales team, this solution is what you have been looking your entire career; a personalized combination of skills, Best Practice and software.

Telephone prospecting is an "individual" effort, which is often the difference between success or failure. It may never be the fun part of the sales cycle, but **it doesn't have to be painful or unproductive**. See what telephone prospectors like you (in a variety of industries) are doing to call twice as many targets during their call blocks, to pursue each of them perfectly and dramatically increase the number of conversations they convert into appointments. Also, see why a successful solution to this challenge will have an ROI that is off the charts.

Attend a free, Open Forum Webinar and in 30 minutes learn:

- Why Telephone Prospecting has been so painful and unproductive in the past,
- How a new but proven approach can solve every single issue that makes your prospecting time unproductive. Once and forever.
- How you can give this Total Solution a spin to experience success for yourself.

If you want to "read ahead" visit www.coldcalling101.com. Then, come to the Webinar for details and to ask questions; the microphones will be open.

Click below to register for one of these two free Webinars. Take 30 minutes to see **a real solution to a decades old problem**.

If you cannot keep the Pipeline full without "working the phones," this approach is for you. Whether you **cold call or follow-up leads**, don't spend another year fighting the phone. Make telephone prospecting the revenue engine it is supposed to be.

Immediate information is available at www.coldcalling101.com or by phone at 214-483-5800.

Best Selling,

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