

July, 2007

## Caponi Performance Group Newsletter

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**Dear Barry,**

Welcome to the July edition of our newsletter. We're half way through the year for those on a calendar year basis. I hope you are more than half the way to your goal.

The half-year mark is a good time to sit down and reassess what you're doing and how you're doing it no matter whether you're running ahead of plan or playing catch up. As long as your buying cycles are less than six months long, you've still got time to take corrective action.

Do you need to over haul the plan or just tweak something? What about those accelerators? What can you do to make sure you're into the big money come Q4?

If you'd like a copy of our new and improved Activity Calculator to help determine exactly how much of what activity is necessary to hit your numbers, send us an email (see below) and we'll send you out a copy.

### Blog Launch!

On Wednesday, June 27th, I launched a weekly Appointment Setting Skills Blog on the Sales Mecca website (see link to the left). I will be publishing a new one each Wednesday, so check out my Blog and several other really good sales oriented Blogs at the same time!

When you link to the Sales Mecca website, choose the 'Sales Community' tab and you'll see the Blog menu choice.

## How good are you at the sales within the sale?

Riddle: How many Sales Does it Take to Make a Sale?



Do you remember the old commercial for Tootsie Pop's where the little boy asks professor owl "How many licks does it take to get to the center of a Tootsie Roll Tootsie Pop?", and the owl says "A one, a two, a thrrreeee" as he crunches it after two licks? The owl took the easy shortcut to get the (wrong) answer but if you're in sales you don't have many opportunities to take shortcuts and it takes more 'sales' than you may think to close one deal.

[Read article...](#)

## Sales Tip of the Month

What do your suspects know about you?



Before going on the all important Initial Meeting with a suspect, ask yourself, "What has the customer heard about us or what might they know about us?" Just as you've done research on-line before the call, so will many of your suspects. A growing number of companies and consumers are checking you out before you even get there.

In their 2006 survey of Chief Sales Officers, CSO Insights reported that more and more companies do their own research on their vendors and their products. (By the way, this is one of the reasons why offering to tell a suspect all about your 'widgets' when trying to set that Initial Meeting is falling on deaf ears. Instead, try sharing with them how your current customers have benefited from the use of those 'widgets' in some specific, impactful and non-obvious way.)

Before setting out to that Initial Meeting, check the search engines (Yahoo, Google and the like) and put in *your* company's name. Look at the first two pages of results to see what they're likely to discover, including any press you may not know exists.

Remember that our customers have never been so educated; we need to keep up.

[More sales tips...](#)

## Quotes and Proverbs of the Month

### Success



"The person is richest whose pleasures are the cheapest." - Unknown

"Don't be distracted by criticism. Remember, the only taste of success some people have is when they take a bite out of you." - Unknown

"Success is not measured by what you do compared with what others do, it is measured by what you do with the ability God gave you." - Unknown

"We are what we repeatedly do. Excellence then is not an act but a habit." - Aristotle

### Topical

"Appeasement is throwing your friends to the crocodiles first, in the hope you will not be eaten" - Winston Churchill

## Special added Appointment Making Public Workshops Announcement - **Immediate Action Required**



Based on the success of the June 7th workshop, one of our participants has requested we run another Appointment Making workshop at their facility on Thursday, July 26th. Therefore, we will have a very limited number of seats available for those of you who couldn't make the June event.

Look for a special email invitation or simply call us. Cost will be \$149 and the session will be held in Plano from 8:00 to 12:00 Noon.

If you can't make this one either, mark your calendars for **Tuesday, October 9th** for the next one!

[Click here for more information](#)

### Best Selling,

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