

Caponi Performance Group Newsletter

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THE SALES SUCCESS RESOURCE CENTER

Dear Barry,

Welcome to the March edition of our newsletter. This month's feature article about effective elevator speeches was written by a friend and colleague of mine, Eric Albertson. He's got a [website](#) and a newsletter of his own that is very good. If you like what you read in this article, I urge you to subscribe to Eric's as well. I learn something every month from Eric.

The Richardson Chamber of Commerce Small Business Roundtable Committee is also hosting its monthly breakfast on the same topic this month. (See left panel for details.)

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

Someone is Stealing from You

Building Powerful Elevator Speeches

Eric Albertson

How well is your business growing through referrals and word-of-mouth? How well do you describe who you are in such a way that people are easily able to remember it, **and** pass it along when appropriate. Eric Albertson will not only give you a formula to use to build an effective elevator speech, but he'll also show you how not having one is robbing you of money.

This month's article is by the author of *Elevator Speech*, a great little E-book that should be on your bookshelf.

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**Richardson Chamber
of Commerce**

**Small Business
Roundtable**

March 20th

How to Build an Effective
Elevator Speech

**Barry Caponi to speak
May 15**

How to Reduce Your
Need to Cold Call

But if You Must - Learn
How to:

- Make More Dials in Less Time
- Get Through to Decision Makers More Often
- Convert More Conversations into Appointments

Anatomy of a Lost Sale

What are the Most
Common Reasons we
Lose Sales and What to

Sales Tip of the Month

Effective Communication Formula



Did you know that research has shown that how well we communicate is broken down as follows:

- 55% through non-verbal ways - body language, eye contact and facial expressions
- 38% through tonality - how you say it
- 7% through content - what you say

Are you concentrating too much on what you say? Why don't you video tape yourself doing a sales call role play or a presentation to determine how you can improve your performance in areas you hadn't thought about for a while?

[More sales tips...](#)

Quotes and Proverbs of the Month

A little food for thought and humor for your day



Change -

"If you don't like change, you're going to like irrelevance a lot less." - Tom Feltenstein

"Focus on the critical few, not the insignificant many." - Anonymous

"Nothing is so contagious as an example. We never do great good or great evil without more of the same on the part of others." - Francois Rochefoucauld

"I always wondered why somebody didn't do something about that. Then I realized I was somebody." - Lily Tomlin

A little Steven Wright for you...

"If Barbie is so popular, why do you have to buy her friends?"

"Someday we'll look back on all this and plow into a parked car."

"Sponges grow in the ocean...that kills me. I wonder how much deeper they'd be if that didn't happen?"

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 folks during their call blocks, to pursue each of them perfectly and to 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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