

Caponi Performance Group Newsletter

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Dear Barry,

Welcome to the November edition of our newsletter.

By the time you read this, there will only be about two and-a-half selling weeks left in November, and about six weeks left in the year. Are you planning for that?

Each year at this time, I publish this article on selling around the holidays (I do update it for the current year's deadlines). It's been read in publications as far away as Saudi Arabia and Singapore. I also get more mail regarding this article than any others I've written. Sales people every year tell me how it helped them close a deal that would have slipped into January if they hadn't read the article.

Each year the distribution list for this newsletter grows by about twenty-five percent, so if this is your first holiday season with us, enjoy. If you've been with us for a while, a reminder never hurts (it's only two pages). If you're outside the U.S., and don't celebrate the same holidays we do, apply it to your own calendar. The principles still apply.

If you're in Dallas, don't forget to come see me speak on November 15th on how to set aggressive, yet attainable selling goals for 2008. (See panel to left for details.)

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

[Registration Link](#)

Richardson Chamber of
Commerce

Small Business Roundtable

**November 15th -
Barry Caponi will
speak**

THE CHALLENGE OF SETTING
AGGRESSIVE YET ATTAINABLE
SALES GOALS - The Six Things
Every Sales Manager (or
Business Owner) Should Know
Before Setting Revenue Goals
for Next Year

Preparing for the Challenge of the Holidays

The special challenges of selling around Thanksgiving and Christmas



It's not too early to begin thinking about the challenges of selling in November and December. Remember, not only do you have the end of December to consider, but you've also got the Thanksgiving holiday in November to complicate things.

Don't give up on selling in December just because of the holidays. It is true that it becomes more challenging because people's attention turn to family and other non-business pursuits of the heart. However, proper forethought and planning can still make December a profitable month.

[Read article...](#)

Sales Tip of the Month

People make decisions (even business decisions) based on emotion - backed by justifications



Don't forget the emotional component of sales. Too often we get caught up in the facts and figures (speeds and feeds for all you old computer industry sales folks). Remember my three part article on Robert Cialdini's Principles of Influence? (January - March of this year in the archives if you missed them.) One of Cialdini's six principles was the Principle of Liking. People will be more likely to buy from those they think truly care about them as people. If you are truly trying to build a personal relationship, here are some ways to demonstrate it:

1. Use their terms. When the customer uses emotional words like "mission-critical", or has a specific term for something (such as *associates* instead of *employees*), use that term back to them when summarizing.
2. Note not only the facts, but the feelings. Sales people play back facts very well, but we sometimes miss the emotions that accompany them. For example, the customer may say they want twelve of something, but they don't sound very happy about it. Find out why. Or if during a conversation they complain about something, ask them to expound on that. You'll show you care and sometimes you'll even uncover something that will help you close the business.
3. Get them away from their work environment if you can. Take them to breakfast or lunch. Ask them about their families, their dreams and goals. Then don't forget to ask about their families or a special vacation later on. You'd do that for a friend, wouldn't you? And lastly, if your solution will help them accomplish their goals and aspirations, don't forget to remind them of that at close time.

[More sales tips...](#)

Quotes and Proverbs of the Month

A little food for thought and humor for your day



Thanks to my dad, Roy Caponi, for these thoughts...

"There's one good thing about the future, it never lasts." - Anonymous

"The error of youth is to believe that intelligence is a substitute for experience, while the error of age is to believe that experience is the substitute for intelligence." - Anonymous

"Let not your tongue cut your throat." - Anonymous

A little Steven Wright for you...

"I replaced the headlights on my car with strobelights. Now it looks like I'm the only one moving."

"I went down the street to the 24-hour grocery. When I got there, the guy was locking up the front door. I said, "Hey, the sign says you're open 24-hours." He said, "Yea, but not in a row."

Best Selling,

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