
HOW TO EXPERIENCE TELECOM SALES SUCCESS

PRESENTED BY:

BRIAN TRACY

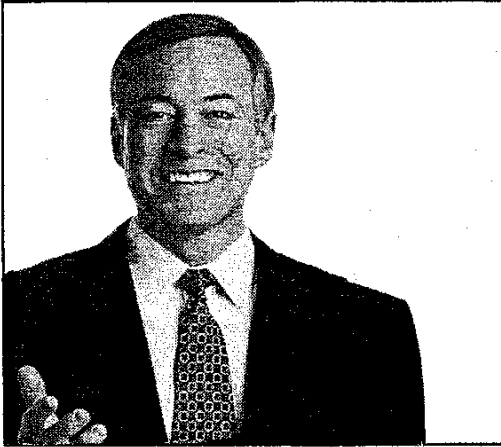
**T. A. A.
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Presenting



Brian Tracy

Prior to founding his company, Brian was the Chief Operating Officer of a development company with \$265 million in assets and \$75 million in annual sales. He has had successful careers in sales and marketing, investments, real estate development and syndication, importation, distribution and management consulting. He has conducted high level consulting assignments with several billion-dollar plus corporations in strategic planning and organizational development.

Brian has traveled or worked in over 80 countries on five continents and speaks four languages. He is an avid reader in sales management, psychology, philosophy, economics and history, and he brings an unique perspective and style to his talks. He has a remarkable ability to capture and hold audience attention with a fast-moving combination of stories, examples, humor and concrete, practical ideas that get results - fast.

He is the author/narrator of several best-selling audio and video learning programs, including, *The Psychology of Achievement*, *The Psychology of Selling*, *How to Start and Manage Your Own Business*, *The Psychology of Success*, *How To Master Your Time*, *Maximum Performance*, *Getting Rich in America*, *24 Techniques To Closing The Sale* and *10 Keys to a More Powerful Personality*. In addition, he has also produced a series of popular video training programs and cassettes which are now in worldwide distribution. He is also the author of two best-selling books, *Maximum Achievement*, and *Advanced Selling Strategies*, published by Simon & Schuster.

**Brian Tracy is one of America's leading
authorities on peak performance and sales effectiveness**



CHAPTER ONE

SEVEN CHARACTERISTICS OF TOP TELECOM AGENTS

1. _____: they see themselves as capable of _____

 - Top _____% of salespeople make _____% of the sales.

2. _____: they work to confront the _____
that hold most salespeople back. _____
3. _____: they _____ in their companies,
their products/services, and their customers. _____

 - _____ is the critical element in successful selling.

4. _____: they see themselves as _____,
not salespeople. _____
5. _____: they review every _____ before
each sales call. _____

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6. Continuous _____: they _____, listen to _____ and take additional _____.

7. _____: they see themselves as the _____ of their own professional sales

NOTES AND OBSERVATIONS

CHAPTER TWO

RELATIONSHIP SELLING AND BUILDING CREDIBILITY

1. In selling Telecom services, the sale goes on _____ the sale. _____

2. Because of the complexity of Telecom services, the _____ is more important than the services.

3. The customer today wants a _____ first. _____

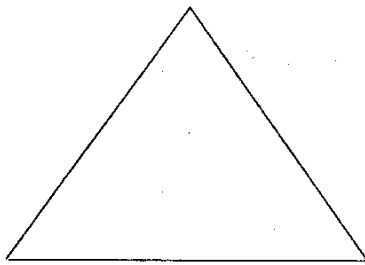
4. There are two main _____ to sales success as a Telecom agent: _____
 - a) Fear of failure. _____
 - b) Fear of rejection. _____

5. With _____ sale, more _____ involved, longer _____ of product, or first time _____, the critical variable is _____!

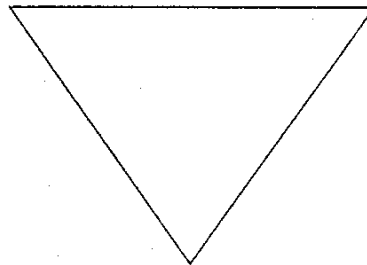
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6. Your job? Position yourself as the _____ - _____
of your product/service. _____

7. _____ selling model: _____



OLD



NEW

8. Rule: _____ builds trust. _____

9. How to listen for sales success: _____

a) Listen _____, no interruptions. _____

b) _____ before replying. _____

c) Question for _____ . _____

d) Feed it _____, paraphrase in your own _____ .

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10. _____ is the key to the sale. _____
- a) _____ - attitude, appearance, dress. _____
 - b) Company - _____, longevity, size; _____
 - c) Testimonials - _____, lists, photos; _____
 - d) Presentation - _____ focused, practiced, prepared; _____
 - e) _____ - ideal solution, value _____ price.

NOTES AND OBSERVATIONS

CHAPTER THREE

YOUR MOST VALUABLE ASSET

1. Your highest, most dependable source of cash flow is your _____

2. Your most precious resource, all you really have to sell, is your _____
3. Best _____ of time/money? _____ your
earning ability! _____
4. Become an _____ in time management. _____
5. The Pareto Principle, the _____ , applies to all aspects
of selling. _____
6. Job description of a salesperson? _____ and _____
a customer! _____
7. Spend _____ % of your time creating customers;
Spend _____ % of your time keeping customers. _____
8. The work of a Telecom agent consists of three activities:
1. _____ ; 2. _____ ; 3. _____

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9. Spend _____ of your time _____ and presenting;
Spend _____ of your time following-up. _____
10. Average salesperson works only _____ of the time. _____
11. Plan your sales work _____ ; reduce traveling
time. _____
12. Upgrade your _____ continually; get _____ at
your key tasks! _____
13. Continuous personal/professional development is your _____
to the future. _____
- a) Read _____ hour every day. _____
- b) Attend sales _____ four times per year. _____
- c) Listen to _____ in your car. _____

NOTES AND OBSERVATIONS

CHAPTER FOUR

7 PROVEN PRINCIPLES FOR SALES SUCCESS

1. " _____ , " make a decision to go all the way to the top; _____
2. Identify your " _____ " to sales success; _____
3. Get around the right _____
4. Take excellent care of your _____
5. Positive _____ ; see yourself as the very best in your field. _____
6. Positive _____ ; talk to yourself; control your inner _____
7. Positive _____ ; get going, get busy, move fast.