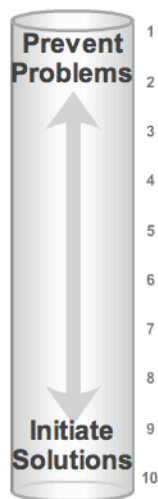


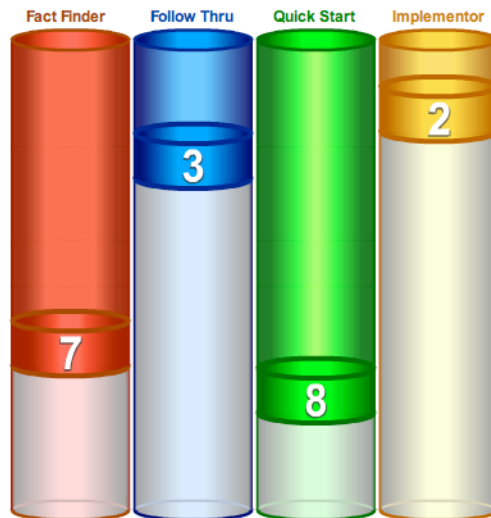
Gary Bernier

You have a talent for selling by striving to create unique strategies and work on deadlines through analyzing priorities.

Continuum



Kolbe Action Modes®



Your Kolbe Strengths



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Do what most people don't even know to do: address conative needs along with giving information and engaging emotions.

Successful sales processes address all three of these points.



Motivation: I want... I wish... I'd prefer...



Knowledge: I know... I evaluate... I understand...



Action: I need to try it myself... interact with it... experience it...

If the process works for me, I'll buy it!



+



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= \$ALE!



How you thrive in sales roles

Your Kolbe Strengths

Quick Start



Improvise

The way you handle the unknowns in sales situations comes from your internal **Quick Start** strength to:

- Improvise sales presentations
- Take a risk to close a sale
- Innovate alternatives
- Set challenging deadlines for yourself

Fact Finder



Specify

Your **Fact Finder** strength makes you convincing in a sales environment because you:

- Document account history and client activity
- Provide strategic solutions
- Give precise product/service information
- Research competitors' offers

Follow Thru



Adapt

You need to use your **Follow Thru** strength to:

- Keep urgent information readily available
- Juggle multiple opportunities to keep options open
- Add flexibility to scheduling
- Create shortcuts to get the sale

Implementor



Imagine

Seek selling opportunities that use your **Implementor** strength to:

- Sell the benefits without having to show the mechanics
- Communicate with clients without needing to be face-to-face
- Imagine or visualize solutions to meet clients' needs
- Focus on concepts of quality



Prospecting/Cold Calling/Sales Development

At some point the only way to keep a business going is to grow it; that means finding ways to make new sales or get new clients/customers. The way you go about doing that element of sales has a real connection to your conative method.

You naturally take the risks necessary to create sales opportunities. When you believe in what you're selling, you're on a mission to tell the world about it - anytime, anywhere. It's not the percentage of people who buy that matters, it's the bottom-line sales figures that you should tally. If that weren't true, the number of what might be considered rejections could discourage you.

Gary, target opportunities to:

- get engaged in a discussion of your product or service
- hand out your business card
- get a referral
- promote your product, or send prospects to your website

Celebrate these as signs of successful prospecting only when they lead to done deals. Also, don't confuse a person being polite enough to take your card as being a bonafide lead. Realize the difference between your being a pest and artfully keeping the pressure on. That all comes with your ability to read others' reactions.

Following a "Script"

How you interact with the systems in your department or organization is going to be reflected by your talent in the Follow Thru Action Mode.

What script? That dialog in the selling guide that was given as an example? Oh...you didn't realize you were supposed to actually follow it just the way it was written?

Surely not. Not for you, Gary.

You need to negotiate to use the parts of the script that fit your natural rhythm – your MO. With permission, as you're talking with a prospect or current customer, put together other ways that could work better for you.

Remember, someone found this script worked, or it wouldn't be recommended. So adjust it to fit you with as few changes as possible – but don't get stuck in a situation in which you have to use it over and over in exactly the same way. That would rob you of your instinctive or natural advantage.



Handling Objections and Negotiations

Control yourself, Gary. Don't disregard his objections even if they sound unreasonable to you. Avoid rolling your eyes and ask:

- What would it take to convince him/her?
- How would they like you to correct the problem?

What's an example of something that has been successful for them previously or could solve their current problem? Be sure you let them do the talking. Only answer questions so that you stay focused on removing the obstacle – and don't open the door for additional objections.

If there are multiple objections, check on whether the customer has made accurate comparisons. Offer written details. Your job is to summarize during a sales call, not educate. Your tendency to overexplain could become the unspoken objection of some potential buyers.

Demonstrating a Product

Use your imagination, Gary.

Paint a word picture of how you see buyers using your product or service. Point out how they will benefit from it.

Have a portfolio of photos that show exactly what you're talking about, or a prototype or walk-through readily available.

After your buyers experience your product or how your services play out:

- Have them give you feedback on all of the positives.
- Question them on whether it "feels" right for them.
- Give those who need more tangible involvement than you need a chance to get it.
- Step back and let them take all the time they need with that interaction.

They may also need quiet in order to take it in through their MO.

Check out the potential of working with a partner who demonstrates or does on-site sales calls for or with you. Figure out how to make it a win-win by comparing notes regarding their methods of demonstration. Too often, the power of conative synergy is overlooked. You can be the person who visualizes the differences it could make in mutual successes.



Gary Bernier Kolbe Sales MO+™ Report



Special Offers, Promotions, and Incentives

When your instincts tell you it's appropriate, Gary, you should be able to offer special clients and prospects more favorable pricing/terms than is typical. If you have to, go to bat for them with internal decision makers. A significant part of your natural advantage with customers is your strength in building relationships, and an excellent way to prove your loyalty to them is by getting terms for them that are not generally available.

Let your customers know that you have the kind of solid reputation within the company that lets you know when a new offering or product will be coming available, or a style is going to be discontinued. Any way you can make it clear that you are in-the-know is to your benefit. Be sure your manager approves your strategy and that you adhere to the rules, but stay on top of the details because every special bit of information makes you seem like a "partner."

Documenting or Forecasting

Think of documenting or inputting customer data in the same way you thought of having to eat your vegetables as a kid. It's the only way to get authority figures off your back. Do it or find a substitute for them.

Your problem isn't necessarily with gathering the information - it's losing it once you have it. So, pass it on as soon as possible to someone who will retrieve it for you when you need it. Of course, sometimes you have to do it for yourself. In that situation computer folders can be filled on the spot and are easily retrievable. Try creating one-word topics for that purpose. Always copy someone else when possible.

Better yet, use a recorder and as soon as you leave a client, record the key points. Then turn the recorder over to someone else who is actually pleased to have a job where he/she doesn't have to sell – but can support an outstanding performer such as yourself.

Reward such people with lots of praise and lots of whatever else it takes to keep them on board, because the person who keeps track of your deals and knows the background (or where to find it) for your clients is worth plenty to you.

It's all about finding ways to spend your time and energy doing what you do best – and finding ways to get someone or something else to handle the rest.



Gary Bernier Kolbe Sales MO+™ Report



Closing

You walk in the door ready to close the sale. That's great if you're selling an impulse product or service – or to another person with a long green line in Quick Start.

Gary, you need to time your closing to the customer's pace, which you can do by:

- giving a couple of “hot deals” or immediate options and ask which the buyer prefers (then, listen and watch to see if the buyer needs more information before making a decision)
- asking how soon the buyer needs what you offer
- telling the buyer about a special offer you can give in return for an immediate decision
- having a fallback response ready

If these techniques don't lead to a natural close, let the buyer tell you what information will help make the decision. Don't lose a sale by assuming the lack of a quick decision is a “No.” That would be judging others by your own style!

Providing Service

Your marvelous ability to imagine solutions allows you to see an accident that's waiting to happen and a faulty product that someone else needs to fix. Keep after those responsible for offering service by drawing word pictures of the disaster that could await you if excellent service isn't available to your client.

Don't set yourself up as having to be in charge of putting the product together or transporting it. Think of yourself as the person who knows how to find the people who can help do whatever needs to be done to fulfill a client's needs after the sale is made.

Your best way of getting high marks from customers for the service you provide is not only knowing how to get them what they need, but also your ability to visualize potential situations so you can prevent them from happening.

Know your strengths, Gary, and play to them. You score points for making sales, and need to work with teammates who play defense if the play breaks down, or something goes wrong.



Gary, this tip is for dealing with the MO of your toughest kind of customer:

Just because you sense where buyers are headed doesn't mean they'll short cut their decision-making path. Focus on other things while they're making up their minds – anything to avoid showing impatience or seeming to rush them.

Odds of getting long-term clients improve greatly when you know how to provide exactly what they need – the way they need it.

Kolbe Strengths are long-term assets.

How are you known? A nick name? Clothing style? Your laugh? Your home town. Or by your Fact Finder strength? Your Quick Start solutions?

Build your personal brand by becoming known for the conative strengths others can count on you to contribute.

Highlight personal assets that make you memorable.

"My Quick Start creates innovative solutions to overcome obstacles."

Your
Kolbe Strengths



Specify



Adapt



Improvise



Imagine



Gary Bernier Kolbe Sales MO+™ Report



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Dear Gary,

Selling allows you to introduce others to products and services that they might not otherwise know are available. Your contribution to peoples' quality of life, to the economy, and to communication of ideas and innovations is significant.

Selling requires your determined effort and skills of persuasion. Top performers usually are compassionate about the needs of the buyer, and work hard to meet them.

Kolbe Corp values what you do, shares many of your challenges, and hopes we have developed a product that will help you minimize stress and maximize success.

Please let us know how we can be of further assistance by contacting us at info@kolbe.com.

David Kolbe

David Kolbe, CEO
Kolbe Corp