



**MAX-INE
OPPORTUNITY**

VS.

**MISS(ED)
TARGET**

A cartoon illustration of a man in a suit sitting at a desk, smoking a cigar. He has a large, round face and is looking slightly to the right. On the desk in front of him is a laptop, a pen, and a small yellow object. A speech bubble points to him from the right. In the foreground, the backs of two people's heads are visible, one with red hair and one with black hair.

***FACE IT - SELLING AIN'T EASY.
EVEN THE BEST SALESPEOPLE
FEEL PRESSURIZED &
DON'T HIT TARGET.***

***PRESSURE SPAWNS
EXCUSES...***

***I
HATE
EXCUSES!!!***

***IT FEELS LIKE PEOPLE ARE TRYING
TO BLAME OTHERS RATHER THAN
ACCEPTING THEIR OWN FAILINGS.***



WHAT ARE THE



YOU'LL HEAR FROM A SALESPERSON?

1. "WE'RE NOT COMPETITIVE ON PRICE"

**WE'RE TOO
EXPENSIVE.
HOW CAN I ARGUE
AGAINST PRICE?**



**I NEED TO SELL
VALUE NOT PRICE.**



**IF ONLY MISS(ED) TARGET
THOUGHT ABOUT THE
ADDED VALUE SHE CAN
OFFER SUCH AS SERVICE &
TRAINING!**

**MAX-INE OPPORTUNITY
DID HER NOTES AFTER
EACH CONTACT. HER
QUICK NOTE TAKING MADE THE
JOB LESS DAUNTING – AND SHE
HAS LOTS OF LEADS!**

**2. "I DON'T HAVE TIME TO COMPLETE
SALES REPORTS OR UPDATE THE CRM"**

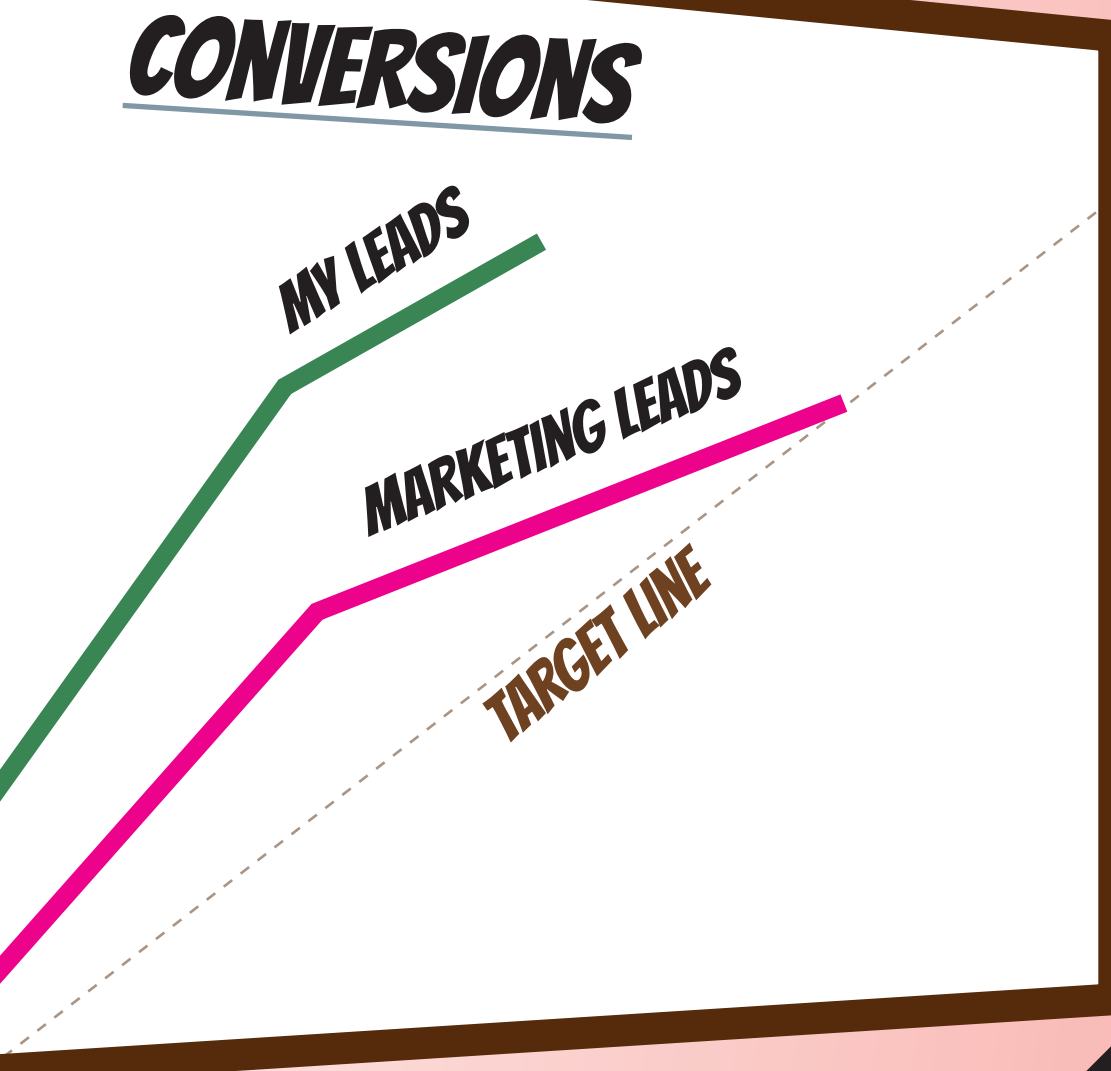
MEANWHILE ON FRIDAY AFTERNOON...

**THE NEW BI
MOBILE APP IS
A TIMESAVER!**

**I'M DROWNING IN MY NOTES I
– I DON'T HAVE TIME FOR THIS!**



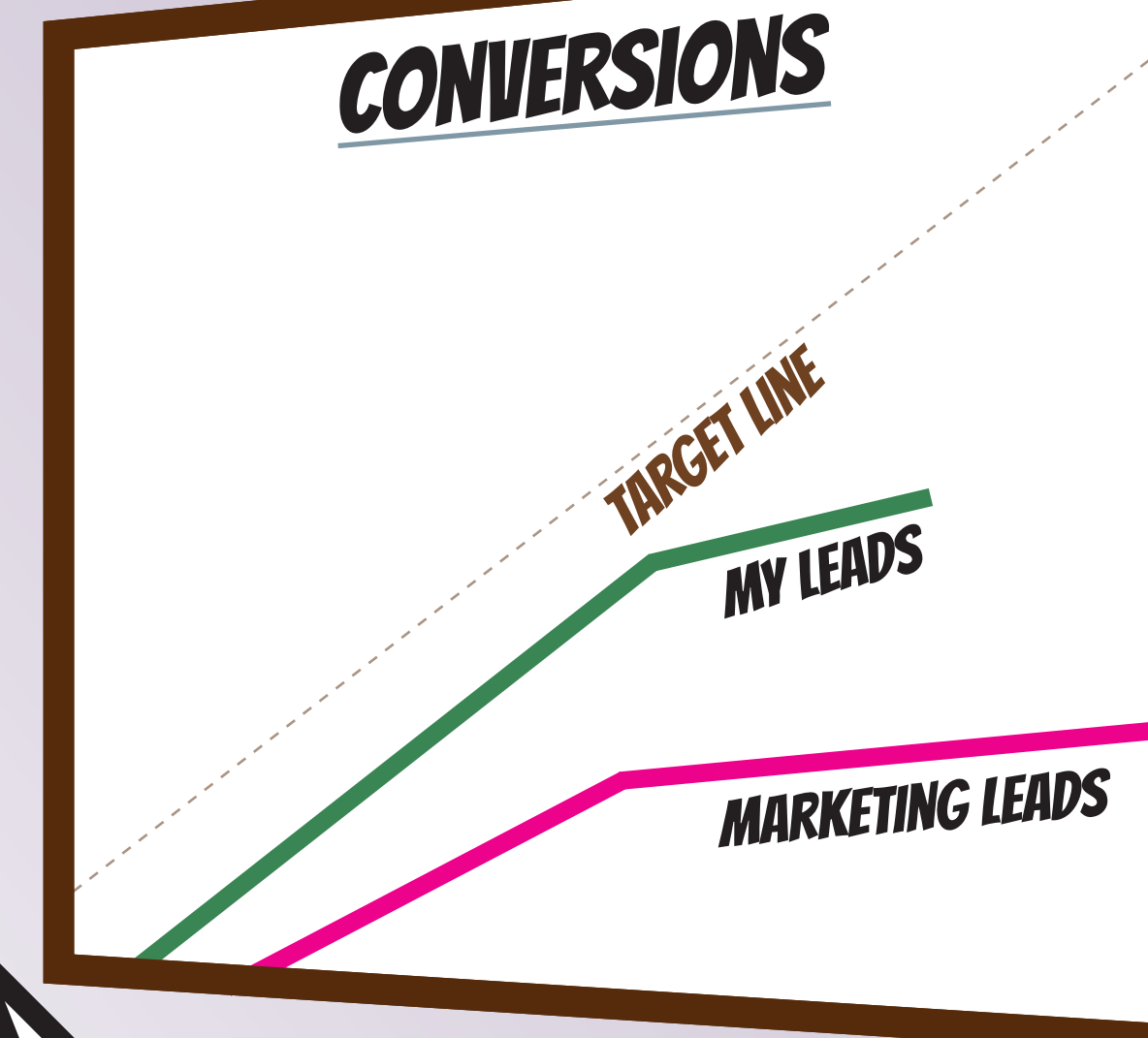
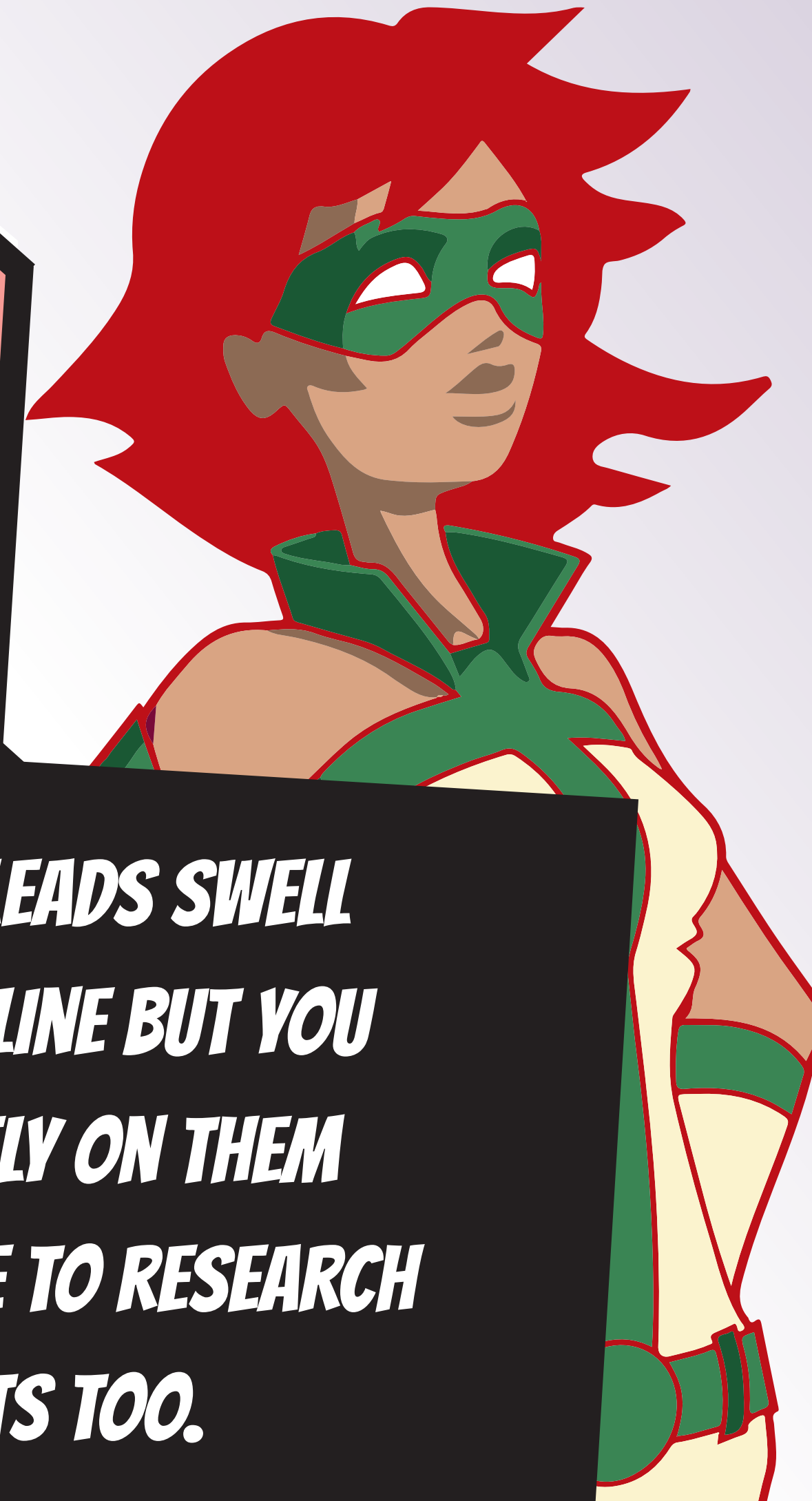
3. "MARKETING ISN'T PASSING ME ENOUGH LEADS"



**I AM MAKING STEADY
PROGRESS BY
GENERATING LEADS
MYSELF AND WORKING
ON MARKETING LEADS**



**YES INBOUND LEADS SWELL
THE SALES PIPELINE BUT YOU
SHOULDN'T RELY ON THEM
ALONE. YOU HAVE TO RESEARCH
PROSPECTS TOO.**



**IT'S MARKETING'S FAULT
I WON'T HIT TARGET -
I JUST DON'T HAVE
ENOUGH PROSPECTS**

**EXISTING AND NEW
PROSPECTS HAVE
NO MONEY FOR
NEW SYSTEMS.**

**NO
BUDGET**

RESISTENCE

PROBLEMS

**4. "THE ECONOMY IS CRAP, THAT'S WHY
MY SALES ARE CRAP!"**

**PROSPECTS MAY BE
TIGHTENING THEIR
BELTS - HOW CAN
MY PRODUCT HELP
THEM DO THAT?**

LOOKING FOR OPTIONS

**NEED
SAVINGS**

CHALLENGES



BE A SALES SUPERHERO

Superhuman data analysis



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5. "MY TERRITORY IS WEAKER THAN EVERYONE ELSE'S"

**YOU CAN STILL BE SUCCESSFUL
WITH SMALLER CITIES, REGIONS
OR RURAL TERRITORIES.
A LITTLE RESEARCH WILL
HIGHLIGHT QUICK WINS.**

**IF I HAD THE
CITY IT WOULD
BE EASY TO HIT
TARGET!**



6. "IT'S NOT ME, IT'S THE PRODUCT"

WOW

**RRRROUGH
COMMENT!**



**ARE YOU REALLY SELLING SOMETHING THAT BAD?!
THEN HOW ARE YOUR COLLEAGUES HITTING TARGET WHILST YOU FAIL?
YOU NEED TO BELIEVE IN WHAT YOU'RE SELLING, UNDERSTAND HOW YOUR HIGH
PERFORMING COLLEAGUES ARE SELLING IT AND REALLY GET TO THE ROOT
OF THE PROBLEM THAT THE PRODUCT SOLVES SO YOU CAN PITCH IT
BETTER TO YOUR PROSPECTS.**

**7. "MY PIPELINE IS STACKED FOR
NEXT MONTH"**

**DON'T CONCENTRATE
SOLELY ON THE BIG
DEALS THAT HAVE A 10%
PROBABILITY OF CLOSING**

**MIX UP YOUR STRATEGY AND PICK THE LOW
HANGING FRUIT. THESE WILL HELP YOU HIT YOUR
TARGET; THE BIG DEALS WILL JUST MAKE YOU
LOOK LIKE A SUPERSTAR.**





***STOP FIGHTING ME MISS(ED) TARGET!
JOIN ME AND WE CAN BOTH WIN!***

***MAYBE WE AREN'T ENEMIES
AFTER ALL MAX-INE OPPORTUNITY.
CAN YOU HELP ME OVERCOME
THE 7 EXCUSES?***

***OF COURSE I WILL!
TEAMWORK MAKES THE DREAMWORK!***





***FIND YOUR SALES
SUPERPOWERS***

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