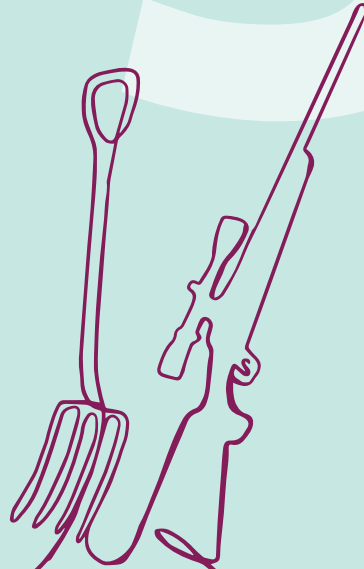


Jacqui Perkins.

With you all the way

Hunting and Farming

How to achieve sustainable sales results



How to keep your sales pipeline full by simultaneously 'farming' the clients you have to become advocates of your business and purposefully and courageously 'hunting' for new business.



Every sales team is made up of "hunters" and "farmers". The road to success is to empower and train our teams to be equally successful at both.

We need to know how to prioritise our time and create strategies to get out and 'hunt' our target clients whilst simultaneously managing our time to 'farm' our clients. We do this by journeying with them through the entire pipeline, creating warm introductions to every stakeholder, so that we keep them "warm" from the signing of the contract all the way through to them becoming advocates of our business and becoming a referral partners.

In this program you will learn

- To sell is Human! Everybody is selling something to someone
- Three methods of keeping your sales pipeline full
 1. Magnetise your clients – through your website, social media publicity and speaking engagements
 2. Hunt you clients - actively go after your targeted clients with a rifle not and AK 47
 3. Farm your clients - nurture the clients you have and create advocates from them
- To examine your internal dialogue – is it healthy, helpful and productive to create a confident first impression?
- To examine your physiology
- To create an elevator pitch that will draw your prospect in within 7 seconds so that they say “ tell me more ..”
- To ask the right questions to truly understand the needs of the client
- To meet and address their human/emotional needs that drive all buying decisions based on Dr David Rock’s SCARF Concept
- To create common understanding so that the client knows and trusts that you truly understand their perspective and their unique situation
- To present the information as a “trusted advisor” and industry expert as opposed to a “salesperson”
- To welcome and address objections that gets a commitment from the client to the next step – see objections in a whole new light that will transform the way you sell for the rest of your career
- To ask strong closing questions to get the negotiation across the line
- To create long term advocates by “farming” the client throughout the journey – remember – the sales is not over until the fat lady sings!

