



**Jim Pancero** The Powerhouse of Sales  
Helping increase your selling advantage

Advanced Sales & Sales Leadership Training & Consulting



**Present**

***“You Can Always Sell More – Are You  
Ready to Get Even Better?”***

Questions? You may contact Jim at:  
952-913-8998  
[jim@pancero.com](mailto:jim@pancero.com)

Name \_\_\_\_\_

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[www.pancero.com](http://www.pancero.com)

## ABOUT JIM PANCERO



If you are interested...open... and ready to improve your team's success, then Jim Pancero has answers for you. The proven selling philosophies, processes and structures Jim shares all have just one goal...to increase your personal "Powerhouse Selling Advantage." The leading-edged ideas Jim shares have been researched, validated and fine-tuned through his over 30 years influencing and guiding top performers selling higher priced and/or competitively complex distribution materials, large equipment, or business services. Jim has conducted extensive work within the agricultural industry including training over 3,500 John Deere dealer team members in the US and Canada.

Even during a sixty-minute keynote, Jim's combination of humor and real-world examples provides even experienced audience members who think they've heard it all before and are convinced there's nothing new in sales with immediately implementable concepts that work. Jim's proven concepts center on showing you ways to strengthen the messaging and positioning of your uniqueness and value, gaining more control of your selling processes, and strengthening your leadership team's abilities to coach and lead in today's hyper-competitive economy and global marketplace.

Jim's background includes being a top performer selling large computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career he earned several awards including the coveted "Golden Circle" designation annually awarded to the top 5% of their international sales force.

Since founding his sales training and consulting company in 1982, Jim has conducted over 3,100 speeches, in-depth seminars or consulting days for more than 600 companies in over 80 different industries. Over 90% of Jim's clients have utilized his ideas and services more than once. Jim has also been recognized by the National Speakers Association having earned their CSP (Certified Speaking Professional) designation and been inducted into their Speakers Hall of Fame. This combined honor has only been awarded to less than 3% of their 3,500 professional members.

For more on how to increase your competitive selling advantage visit Jim's [www.Pancero.com](http://www.Pancero.com) website and check out his video clips on YouTube® (YouTube channel "2Sellmore").



**"We know you're good. Now the only question is...are you ready to get even better?"**

## **THREE MOST DISRUPTIVE SHIFTS IN SELLING TODAY**

### **Shift #1 – Generational Shift**

- Millennials replacing Baby Boomers

## LET'S MAKE SURE WE ARE ALL USING THE SAME TERMS...

### - Your age tends to define your philosophy

- Over 91 - "The Greatest Generation" (Born before 1925)
- 73 - 91 - "The Silent Generation" (1923 to 1944)
- 53 to 72 - "Baby Boomer Generation" (1945 to 1964)
- 40 to 52 - "Generation X" (1965 to 1977)
- 17 to 39 - "Generation Y / Millennials" (1978 to 2000)
- Under 17 - "Generation Z" (2000 to 2015)

### - Dominant generations that significantly changed (or will change) our culture and the way we do business

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### - Now is a time of major change...a changing of the leadership guard

- Over 50% of U.S. workforce are millennials
- Last 30 years was ruled by Baby Boomers and their philosophies
- Next 30 years will be ruled by Millennials and your philosophies

## WHAT DIFFERENCES DO YOU SEE BETWEEN BABY BOOMERS AND MILLENNIALS?

### BOOMERS

### Millennials

**Sports played as kids**

Independent neighborhood games

Team games with rules, coaches and uniforms

**View of Technology**

Resistant and unresponsive

Center of their life

**Communications with friends**

Infrequent with selected few

Ongoing dominated by “group talk”

**Project or selling philosophy**

Gun fighter

SWAT Team

**Research & Info collection**

Few but deep

Wide but shallow

**Success goals at work**

Win...be the competitive best

Be the greatest contributor to team’s success

**Expectations of their manager**

Independence – Left alone until they ask for help

Direction – Pulled into ongoing coaching and planning support

## **ARE YOU SELLING LIKE AN “INDEPENDENT GUNFIGHTER?”**

### **- WHAT IS YOUR DEFINITION OF A PROFESSIONAL?**

- My definition...A professional is defined by their consistency of performance

### **- WHAT IS THE PHILOSOPHY OF YOU AND YOUR SALES TEAM?**

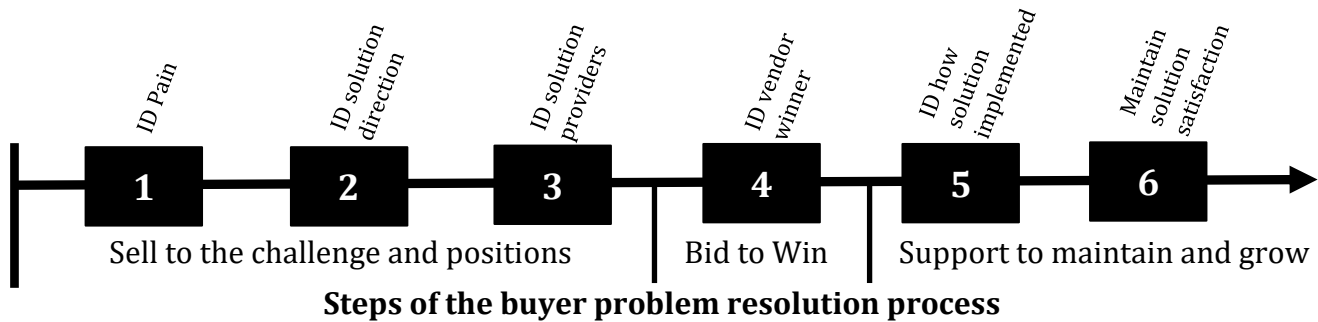
#### **- *“Independent Gunfighters” – Old school “baby boomer” style***

- Like a gunfighter in the old West, treats each customer or selling situation as a unique selling opportunity or challenge
- Each customer gets a unique selling message of value to best fit what they said they wanted (no matter what they said they wanted)
- Each customer is sold in a different way or approach...no consistency of their multiple stepped selling process
- Nothing is learned or gained from either a win or loss since the next customer will get their own unique approach anyway
- Sees themselves in direct competition against all the other reps on their team.
- Manager only learns about a new selling opportunity after a proposal or quote is delivered
- Wants as little management attention as possible. Only wants to use their manager for special pricing, expediting, problem solving, or customer visits

#### **- *“Selling SWAT Team” – More competitive “Millennial” style***

- Sales team defines, and then follows a consistent multiple-stepped selling process and message of value and uniqueness
- What is learned through the win or loss of an individual sales provides learning, input and value to the entire sales team helping all make the next selling opportunity even more efficient and successful
- Encourages an “Us against the rest of the world” team philosophy so team members encourage and support each other
- Manager involved from the beginning of the sales planning efforts so the first positioning efforts are effective and successful
- Active involvement with their sales manager to help develop account plans and next best steps to be taking

## SHIFT #2 – SALES REPS BROUGHT IN LATER IN THE BUYING PROCESS



### 1<sup>st</sup> Step – Agree on pain

- “Is this problem big enough that it needs to be fixed?”
- Successful sales reps identify and uncover problems buyers do not know they have (or do not understand the severity/consequences)

### 2<sup>nd</sup> Step – Agree on solution direction

- “Is it better to solve this with more automation...or more worker training?”
- Successful sales reps develop inside buyer champions to their solution direction before buyers realize they even have a problem that needs fixing

### 3<sup>rd</sup> Step – Agree on potential solution providers

- “Who do we want to consider fixing this?”
- Successful sales reps position their company, products and services in advance of any bidding so they get the chance to propose and be heard

### 4<sup>th</sup> Step – Agree/select final vendor(s)

- “Who is the best choice to fix this?”
- Successful sales reps win business by positioning and proving (from the beginning) how you will be a lower risk and lower total cost to your buyers (even when you are a higher price)

### 5<sup>th</sup> Step – Agree on solution implementation process, timeframes and responsibilities

- “Who will lead (or support) this solution implementation?”
- Successful sales reps sell a more proactive, vendor-led solution to create (and provide) more value, a lower risk, and ultimately a lower total cost to their buyers

### 6<sup>th</sup> Step – Agree on who will take responsibility to maintain this solution

- “Who will maintain this solution and make sure it never happens again?”
- Successful sales reps position their company as a proactive provider of solutions and support so you will be first-in-mind for any reorders and/or additional solutions

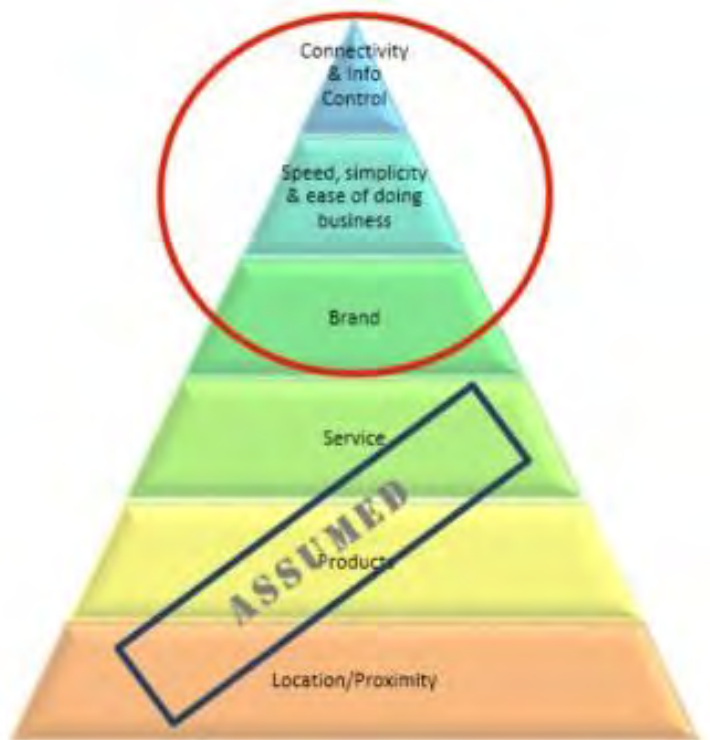
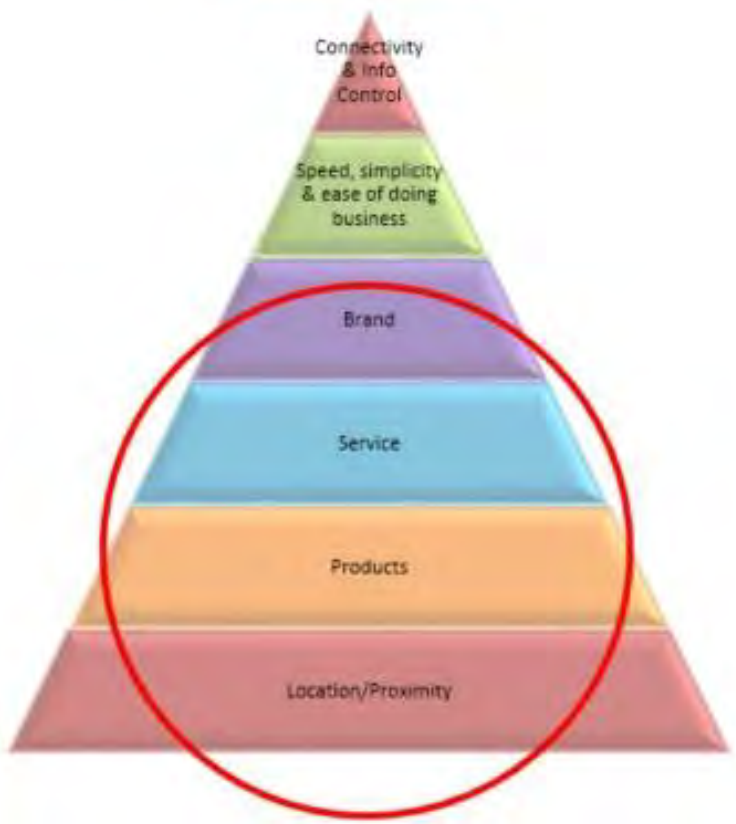
- **What can you and your team do to get in front of your buyers earlier in their problem resolution process?**

# SHIFT #3 – THE EVOLUTION OF A COMPETITIVE ADVANTAGE



**BOOMERS  
Most Value**

**MILLENNIALS  
Most Value**





## **KEYS TO COMPETITIVE ADVANTAGE AND INCREASED SALES IN TODAY'S DISRUPTIVE ENVIRONMENT**

**1) Strong response to “*Why buy from you?*” consistently delivered by your entire team.**

**2) Defined (and coached to) “Selling Process Best Practices.”**

- Steps of a Sales Call
- “*ID to Close*” new business selling process.
- “1/1 to 12/31” processes to support your best customers.
- Operational “*Steps of a Sales Call*” and “*personality flexibility*” skills.

**3) Proactive “*Selling Process*” coaching to all team members.**

- One to four hours a week, (for each assigned sales person), discussing “*Future Focused*” account and territory planning and strategy.
- Free up time to coach.
- Each sales person prepares written plan for his or her five most important accounts.

## **YOU ARE NOT IN A PRICE DRIVEN MARKET**

**- Price is never the primary determinant in a customer's competitive buying decision**

**- #1 Determinant - \_\_\_\_\_**

**- #2 Determinant - Price Differential**

## **IF I'M NOT IN A PRICE DRIVEN ENVIRONMENT...THEN HOW COME THERE IS SO MUCH PRICING PRESSURE?**

**- Buyers will negotiate:**

**1) Because they can.**

- The more vendors calling on me the more I'll try negotiating better terms or a better price.

**2) When they see little to no value differential between vendor alternatives.**

- The greater the differential in value perceived then the greater the differential in value that will be paid.

**3) When they receive demands or pressure from their bosses.**

**4) When they are not getting what they really want or need.**

**5) When your price is significantly higher than what they have paid in the past.**

**6) When they perceive weakness in the seller.**

**7) When they personally view negotiating with a vendor as a sport or game.**

**DO YOU HAVE A STRONG STRATEGIC MESSAGE OF  
COMPETITIVE UNIQUENESS?**

- How are you answering the question, *“Why based on all of the competitive alternatives available to me, do I want to buy from you?”*

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

## **THE FOUR CONSISTENT PROBLEMS WITH A SALES TEAM'S MESSAGE OF UNIQUENESS**

### **Problem #1 – Everyone's saying the same thing...**

- Four most common answers:
  - *"Our high-quality products or services"*
  - *"Our strong level of support"*
  - *"Our competitive prices"*
  - *"You get me"*

### **Problem #2 – Everyone has different answers (when they aren't saying the four same points).**

- How many different responses did your team generate?

### **Problem #3 – Sales reps only talk about themselves.**

- Give your answers the X's and O's test...
  - "X" out every time you say "us," "we," "our," your name, your company name or your product/service names
  - "O" circle every time you say "you," "your," or mention the customer by name or use their company name
  - What is your balance of "X's" to "O's"?

### **Problem #4 – Your answers assume you are alone in the world.**

## **USING THE “FOUR CORE VALUES” ON A DAILY BASIS TO INCREASE YOUR COMPETITIVE ADVANTAGE**

### **- Focus on core values, not just product intangibles**

- Why do your customers really buy?
- The closer you identify to your customer's core values, the stronger your position of uniqueness.

### **- Positioning your product vs. your competitors**

### **- How can you incorporate the four most critical core values into your selling message?**

- *“Lower my risk”*
- *“Make my life or work easier”*
- *“Lower my total costs or increase my profitability”*
- *“Increase my competitive advantage”*

## VISIT [PANCERO.COM](https://pancero.com) TO ENHANCE YOUR SALES AND SALES MANAGEMENT TRAINING

- **Articles** for Sales Pros and Sales Managers to help you with In-House training

<https://pancero.com/articles>

- **MP3's** - MP3 audio training by Jim that you can listen to while on the go, can be played from your phone or tablet.

<https://pancero.com/videos/audios/>

- **60+ Videos** - Watch training videos from Jim.

Sales and Sales Management topics are covered, including new videos covering SWAT Team Selling and more coming so bookmark the site. <https://pancero.com/videos/>



### ***“Managing & Coaching the Sales Team”*** ***“You Can Always Sell More”*** Online Sales Leadership Training

- 14 Classes
- 15-20 minute video & test per class



Sample video clips and class agenda at:

<https://pancero.com/virtual-training/>

### **Evaluate Your Skills! Free 20 Question *Sales* and *Sales Leadership* Tests!**

The 20-question multiple choice ***Sales Evaluation for sales reps*** is a comprehensive analysis tool designed to help you as a sales rep increase awareness of your strongest selling skills, as well as the skills that, if improved, could most help you increase your selling abilities. <https://pancero.com/sales/sales-pro-evaluation/>

The goal of the 20-question multiple choice ***Sales Leadership Evaluation*** is to help improve your ability to lead a sales team. By answering these evaluation questions, you can learn specific skills that could improve your leadership success. <https://pancero.com/sales-leadership/sales-leadership-evaluation/>

Both tests can be taken multiple times to see how your skills are increasing and all tests results and analysis are instantly available online and emailed.



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