



Jim Pancero The Powerhouse of Sales
Helping increase your selling advantage

Advanced Sales & Sales Leadership Training & Consulting



Present

“We Need Arsonists...Not Firefighters”

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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 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?"

WHAT SKILLS DO YOU WANT IN THE NEXT SALES REPS YOU HIRE?

WHERE DOES YOUR SELLING POWER COME FROM?



SELLING SKILLS REQUIRED FOR SELLING SUCCESS

Strategic *Focus and Positioning*

- **Communicating Your Philosophy and Market Position**
- **Answering the Question "Why, based on all of the competitive alternatives available to me, do I want to buy from you?"**

Tactical *Tools and Controls*

- **Understanding and Controlling Your "ID to Close" Selling Process**
- **How to Call "Higher and Wider" Within a Customer's Organization**
- **How to Utilize the Rest of Your Team in Your Selling Process**
- **Time and Territory Management Skills**
- **Effective Negotiation Skills**

Operational *Skills and Abilities*

- **Steps of a Sales Call**
- **Personality Awareness Skills ("Why people buy")**
- **Persuasive Communication Skills**
- **Product and Industry Knowledge**

Attitude & Energy

INCREASING YOUR SALES TEAM'S SELLING SKILLS

- What to expect from strengthened strategic selling skills

- The ability of your sales team to sell at higher margins because they understand you are *not* in a price driven market
- The ability to answer persuasively a customer asking them *"why, based on all the alternatives available to me do I want to buy from you?"*

- What to expect from strengthened tactical selling skills

- Sales professionals planning their daily and weekly activities or travel schedules in advance and in a logical way that is visible to everyone within your sales team.
- Sales professionals better able to answer where any customer currently is and what they have planned to maintain or grow their business
- Sales professionals being more proactive and initiating competitive protection activities sooner and with a higher degree of effectiveness
- More ongoing new business prospecting efforts

- What to expect from strengthened operational selling skills

- A more consistent and persuasive sales professional able to handle a wider range of customers, their concerns, their needs and expectations.
- A sales team who will come across to your customers as more customer focused, more professional and of more value than your competition.

- What to expect from strengthened attitude and energy selling skills

- A sales team who has earned customer's loyalty due to their proven professionalism, values, and commitment to helping.
- A more energized, excited and harder working sales professional.
- A "coachable" sales team open to your suggestions and guidance.

INCREASING YOUR TACTICAL SELLING EFFECTIVENESS

- **With prospects and new selling efforts.**



- **With existing customers, you want to maintain and grow.**



- **Within your larger customers.**

- How do you get "*Higher, Wider, and Deeper*"?

SALES EVALUATION

You make take this free evaluation *online* at <https://pancero.com/sales/sales-pro-evaluation/>

Rate your skill on a scale from 1 to 5. 1 = non-existent; 2 = weak; 3 = Just average; 4 = Leading; 5 = Best practice.

Evaluating Your Operational Selling Skills and Abilities

Understanding the technical side of your business

- 1 2 3 4 5 #1 - Your technical knowledge of your products/services and how they relate to your industry?
1 2 3 4 5 #2 - Knowledge of your competitor's products and their customer success stories?

Understanding the Fundamentals of Selling

- 1 2 3 4 5 #3 - Your knowledge and daily usage of the steps of a sales call?
1 2 3 4 5 #4 - Your understanding of personalities, ability to identify, then mirror your customer's communication style?

Understanding How to Manage Your Time and Information

- 1 2 3 4 5 #5 - Your personal "time and territory" organizational skills?
1 2 3 4 5 #6 - Your ability to utilize technology to increase your productivity and effectiveness?

Evaluating Your Tactical Selling Skills and Abilities

Maintaining and growing your business

- 1 2 3 4 5 #7 - Your ability to proactively manage, control, and resolve customers' problems?
1 2 3 4 5 #8 - Your ability to keep your existing accounts stable and under control?
1 2 3 4 5 #9 - Your ongoing new business prospecting process?

Managing Your Selling Process

- 1 2 3 4 5 #10 - Your ability to think and plan multiple moves ahead with each of your customers and prospects?
1 2 3 4 5 #11 - Your knowledge/understanding of competitors' pricing practices?
1 2 3 4 5 #12 - Your ability to utilize company support resources in your territory?

Maintaining and Controlling Your Customer

- 1 2 3 4 5 #13 - Your ability to communicate what your customers want to buy instead of just what you have to sell?
1 2 3 4 5 #14 - Your understanding of the political environment and decision process of each of your accounts?

Evaluating Your Strategic Positioning Skills and Abilities

Ability to manage the strategic aspects of your selling process

- 1 2 3 4 5 #15 - Your ability to communicate what your competitive uniqueness and value is?
1 2 3 4 5 #16 - Your knowledge of your competitors' strongest "value points" they use to sell against you?
1 2 3 4 5 #17 - Your ability to win business at a higher price/margin by communicating your stronger value?

Your Philosophy Toward Ongoing Personal Development and Improvement

- 1 2 3 4 5 #18 - Ability to represent yourself in a professional, truthful, and ethical manner?
1 2 3 4 5 #19 - Your ongoing commitment and efforts to grow and improve your selling skills and awareness?
1 2 3 4 5 #20 - Your ongoing use of one or more coaches or mentors to help you get better?

WHERE DO YOUR CUSTOMERS SEE YOU?

Trusted Advisor

- Increasing customer order size and loyalty

Customer seeks your advice before taking action

Business Growth and Profit Generator

- Offering new ideas and suggestions

Important and key vendor to do business with



PROACTIVE (Loyalty to sales rep and company)

REACTIVE (No loyalty to sales rep or company)



"Specials" Presenter

- Covering as many *"special deals"* as possible

Helpful to do business with

Order Taker / Problem Solver

- Taking care of your customer's problems

Convenient to do business with

WHERE ARE YOUR CUSTOMER'S SUPPORT LEVELS NOW?

- Write down the five best "things" your customer services team are doing now to contribute to your customer's experience

1. _____
2. _____
3. _____
4. _____
5. _____

- The four levels of customer service

4. _____
3. _____
2. _____
1. _____

- The evolution of customer service and support as a competitive advantage

1st – (Oldest) – Service based on responsiveness

2nd – Service based on preventative efforts

3rd – Service based on predictive efforts

4th – (Newest) – Service based on "condition based monitoring"

KEYS TO COMPETITIVE ADVANTAGE AND INCREASED SALES

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.

VISIT *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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