

SellingPower

Tuesday, March 31, 2009

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Jeff Grill - Keys to Effective Marketing

DAILY QUOTE

"Courage is the first of human qualities because it is the quality which guarantees all the others."

Winston Churchill

READER POLL

How worried are you about the economy?

- I feel terrified
- I am anxious day and night
- I am sleep walking
- I feel uncomfortable

CURRENT ISSUE

» June 2009

The June issue of Selling Power has been mailed to all subscribers. The magazine is available on 2,200 newsstands nationwide (check at your local Barnes & Noble store). You can also order your single copy online now, or get your personal subscription today.

EDITORIAL

Why We Need to Stop Selling the Way We Sold in the Past
by Gerard Gschwandtner

As the recession drags on, I hear more sales leaders complaining about their inability to increase sales by relying on tried-and-true strategies for creating value for their customers. What they overlook is that selling has fundamentally changed, and pursuing the old tried-and-true tactics results in more of the same: higher stress and lower sales... ..cont.

ESSENTIALS

Manager's Corner Competition Pays Off
At MIT, an international sales contest puts MBAs to the sales test by Henry Canby

At a sales competition organized and hosted by MIT, top students from MBA programs around the world found out that selling is not a game for the theoretical or the faint of heart.

Skills

Words That Sell for You
How to choose and use the right words to close more sales more often

by Renee Houston Zemanaki

What if some expert told you the secret behind making or losing a sale is the words you choose? Now what if a hard-nosed sales rep who depends on the right words to close the sale told you the same thing? According to the experts who share their insights in this article, particular words can make a big difference.

Selling Tips

NOW IS THE TIME!

Enlist today and become a member. Help us to strengthen our programs and services and gain the exclusive privilege and advantage as a friend of the museum. [CLICK HERE](#)

CIVILIANS, Unionists and Secessionists

NATIONAL CIVIL WAR LIFE MUSEUM

Spotsylvania, Virginia

What was life really like during the Civil War for soldiers, civilians, enslaved and free blacks?

OUR MISSION THE BUILDING EXHIBITS DONATIONS MEDIA ROOM RESOURCES MUSEUM BOARD

Welcome to the web site of the National Civil War Life Foundation. We are dedicated to building the first Civil War Museum in the country to incorporate the stories and perspectives of ALL Americans.

Foundation News

Click here for our latest NCWL updates and announcements

OUR MISSION

To operate a national museum and research center that preserves and interprets the human story of the American Civil War and connects the lives of all people of that era to the Nation today.

OUR VISION

We will achieve our mission by building the National Civil War Life Museum in Spotsylvania Courthouse, VA. This facility will be home to The Civil War Life Museum, The War in Photography and The Civil War Remembrance exhibits. The museum will offer excellent Civil War study tours to youth and school groups. The facility will also include a 100-seat theater for our unique Civil War Life in 3-D theater program, a research library and study center, a conference center and a rotating exhibit gallery.

OUR FOCUS

DAILY FEATURES

- [Economy](#)
- [Management](#)
- [Motivation](#)
- [Daily Cartoon](#)
- [Weekly Quiz](#)

PinstripePress

Welcome to www.pinstripypress.net home of Christian author and historian Michael Aubrecht.

FRONT PAGE

BASISAL STUDIES

CHRISTIAN SOLDIER

CHRISTIAN CAVALIER

BOOK REVIEWS

COVER ARTICLES

CHAPTER SAMPLES

THE AUTHOR

AUTHOR Q&A

BOOK SIGNING

USEFULS

THE COLLECTOR

EMAIL ME

Book a personal tour with guide Michael Aubrecht

"It has been said that a good tour is one where you learn and take away more than you could ever learn in a classroom. The Southern Cross is a gem of a tour and gives you the most interesting and fun tour of Fredericksburg."

Cliff & Lizette Ross Savannah, GA

"On our second trip to Fredericksburg, we had a great time with Michael."

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My Blog News & editorials

Facebook Online community

Jefferson Project Multi-racial essays

CURRENT EVENTS

2009 Calendar Appearance schedule

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UPDATES / UPCOMING

You Sink! Baseball book project

Conflict Video content entry

Op-Ed Wilderness vs. Wild West letter

Interview Pittsburgh Writers Project

Mort Kunstler comic's latest print essay

Campfires at the Crossroads two books

SPEAKING TRANSCRIPTS

For God and Country CIVIC Chpt 1

Historic Churches CIVIC Chpt 2

Faith Under Fire SPC Sher's Ministry

Battlefield Blessings Walking tour

Backyard History w/e's Hill '88 Club

Historic Churches SPC Lecture Series

Richard Kirkland Young Civil War historian

The Great Revival Manassas Museum

Writing History HBO Women's Society

Chapel in the Camp Christian Classics

Houses of the Holy Manassas Museum

RADIO APPEARANCES (MP3s)

Chess & Baseball Voice America Radio 1

Civil War Baseball Voice America Radio 2

Digital Devotions 89.5 Bluegrass FM

Houses of the Holy History Minute 1230 AM

Radio Pyramids History Minute 1230 AM

Radio Spots Sample Reading

NEWSPRINT & MAGAZINES

CW Book Reviews The Free Lance-Star

Baseball Bookshelf Recommended reading

Lincoln in Stafford Author Jane Connor

Stonewall's Street Little Sales Institute

INTERNET VIDEOS

Join local historian Michael Aubrecht as he leads viewers on a virtual tour of the area's frequently forgotten historical landmarks.

Helping to Make History Their Story

Orders came to withdraw the pickets from Fredericksburg. I was in the church street, and had been forgotten. When I came down at night, and went to my old position in the rifle pits, I found that my whole company was gone. I was holding the town myself.

Lookout stationed at the tower of St. George's Episcopal Church

Visit www.civilwarlife.org.

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ESSAY OF THE MONTH

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Site of the Day!

Selling Power's Sales site of the Day has been hand selected as a valuable resource for success. Come back each day and arm yourself to be the best.

[American Airlines](#)

Make a leap

SALES DRIVER

Incentive Solution

COVER STORY

Tap into the Seven Qualities of the Best Sales Managers

Improvement isn't optional, it's mandatory (if you want to survive). [READ MORE](#)

PLUS Temp Reps, Make Seasoned Reps Bloom, Customer Magnets, Open Up Prospects, Gifts That Give Results, A Guide to CRM Success

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Quote of the Day

"Change is the watchword of progression. When we tire of well-worn ways, we seek for new. This restless craving in the souls of men spurs them to climb, and to seek the mountain view." - Ella Wheeler Wilcox

Weekly Quiz

Win Prizes!

Test your sales skills with our Weekly Quiz

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On Sale Now!

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ONE MINUTE TIP

Boosting Sales By Calling Your Inactive Accounts

Everyone is seeking strategies on how to boost their sales during down times or slow times. One simple way to do it is to call your inactive customers. [READ MORE](#)

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Sales Management Off on the Right Foot When new reps come on board, a quick office tour and a list of prospects isn't enough. Manager... [READ MORE](#)

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Meetings Everyone Available? Let's Meet Now! Do you struggle to get your team together in one place for a meeting? Sure you do... [READ MORE](#)

Presentations Presenting on Your Home Court How many times have you sat in your car on the way to give a presentation at a client... [READ MORE](#)

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Advertising Rates (PDF) - Production Specifications (PDF)

Editorial Calendar (PDF) - 2009 Reader Survey & Market Study (PDF)

[Click here to download the latest Acrobat Reader](#)

Here is a quick preview of the editorial highlights:

Click thumbnails for a preview (PDF format)

THE SELLING POWER 500

Every year, the Selling Power research team identifies the largest sales forces in America and ranks them according to the number of salespeople they employ. These companies buy for over 15 million salespeople and these are the best prospects for your product and services!

Demographics: Average household income: \$174,192, median age: 45 years

SPECIAL EDITORIAL FEATURES:

SALES TRAINING

Selling Power is launching a new, special sales training insert that focuses on closing the sale. It is designed to help sales managers plan, organize and run an effective sales training session on the subject of closing more sales.

Demographics: The average sales training budget per Subscriber Company is \$354,000.

ONLINE CONFERENCING

This article reviews how the major online conferencing solution providers added a host of useful functions that dramatically improve meeting productivity. A side bar compares conferencing cost and services of major vendors.

SellingPower SALES LEADERSHIP CONFERENCE
Request an Invitation | Chicago, IL - Wed. October 11, 2009

"If you want to go from a VP of sales to a CEO, just practice in the job you have now... Thinking like a CEO is the first step in ultimately becoming a CEO."

FEATURED SPEAKER

Bill McDermott, President and CEO, SAP America, Inc

Speakers
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The Sales Leadership Conference series is reserved for sales leaders from companies with \$30 million in annual revenues and a minimum of 25 salespeople employed. [REQUEST AN INVITATION](#)

FEATURED SPEAKERS

Bill McDermott, President and CEO, SAP America, Inc

Patrick Sweeney, Senior VP of Marketing, Calliper

Gerhard Gschwandtner, Founder and CEO, Selling Power, Inc.

Mike Bosworth, Founding Partner, CustomerCentric Systems

Jim Dickle, Partner, CSO Insights

Ian Gilvart, Senior Vice President, Direct Alliance Corporation

WHAT PAST PARTICIPANTS SAY:

"We were so inspired and motivated to rethink our business and we decided to rebuild our sales process."

Diego Mazzone, VP of Sales Paladyn Laboratories

"The talent you gathered was outstanding and they offered applications and insights that we may apply to all business."

Bill Magee, VP of Commercial Sales Shaw Industries

CONFERENCE TOPICS

People - Learn how to select, build and retain a successful sales team

Process - Find efficiency leaks, boost effectiveness and close more sales

Leadership - Learn how top sales leaders fully engage their organization

Technology - Discover how to select and implement technology

Sales and Marketing Alignment - Create a winning organization

LOCATION

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Don't Hesitate... Motivate!

MOTIVATION

newsletter

JANUARY 6, 2003 THE NEWSLETTER THAT DRIVES SUCCESS 1-800-752-7355 (USA) 1-540-752-7000

MENTAL GROWTH
The Garden Analogy
 By Gerhard Gschwandtner

Do you like home-grown vegetables? Like fresh string beans or carrots? Or a ripe, home-grown tomato? Remember their taste and color? The smell of the garden... Growing happy in life is a similar process. Happiness grows in our garden of ideas. Take a look at your garden today. What ideas have you planted? What seeds have you brought home from the store? Take a look at your stock of ideas. Are they fresh? [READ MORE](#)

"There is nothing more exciting than an idea that has grown from a fleeting thought to a concrete tangible reality."

MOTIVATIONAL TO DO LIST
Happiness Pays
 By Steve Simms

Here is the key to lifelong happiness: Persuade yourself that you are happy. Brainwash yourself into the belief that you are happy. Talk yourself into it. If you have ever tried to convince yourself that you are happy, you know it can be difficult. But it is worth it. Now here's another thought on happiness: If you have to work, you might as well enjoy it. Why be unhappy for 40 hours per week? Here are eight ways to enjoy your work: [READ MORE](#)

SALES IDEAS
Please Wait
 Years ago when I began my selling career, one customer used to keep me cooling my heels in the lobby for 45 to 60 minutes before every call [READ MORE](#)

"Remember a dead fish can float downstream, but it takes a live one to swim upstream."
 W.C. Fields

"A person usually has two reasons for doing something:

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Enlarge

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Client: Polycom
Enlarge

Rewards Inspired by the Great Outdoors

Client: Bass Pro Shops
Enlarge

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Take your Candidates for a Test Drive Before they Take You for a Ride

Targeting a million?

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SALES 2.0 **How To ACCELERATE SALES IN A SLOW ECONOMY** [Advice](#) | [Documents](#) | [Users](#) | [Advanced](#)

Home Ask Questions Add Advice Questions & Answers

WELCOME LB

Points: 1,250 Ranking this month: 13

RECENT TOPICS

- Tweets about Sales 2.0
- Latest trends in Sales 2.0
- Sales 2.0 Conference Recap

HOT TOPICS

- Use your marketing dollars more effectively in a down economy
- Sales Lead Generation Checklist
- B2B Lead Generation Benchmark Study shows lead generation is critical to sales
- Creativity at Hewlett Packard Helps Reps Connect with Customers
- CustomerThink - What is Sales 2.0?

BEST PRACTICES

- Best Practices in Measuring and Managing a Sales Force
- eBook: Don't cold call. Social Call.
- Lead Management at Ariba

WHAT'S NEW?

- RT @steve_dodd: Three basic cold calling techniques-elegant!
- Awards won by Sales Enablement apps/sites so far?
- Three basic cold calling techniques! http://bit.ly/127GHF #sales20
- If mfr w/ very technical customer can succeed w/ SM, we can too
- RT @medelaha: Great discussion on Sales 2.0 LinkedIn gr

FEATURED POST

Sales 2.0 Photos
 By Lisa Leonard
 Many thanks to Robert Lesser for sharing his pictures from the Sales 2.0 Conference in Boston. Looks like a good time was had by all. [FULL STORY](#)

SUCCESS STORY

Process to Consider for Lead Distribution
 by Dave Batt
 There are a couple ways of addressing the questions. One answer could focus around planning and implemented best. Share your story - 100 pts

ONLINE POLL

Are you feeling the recession?
 YES 80%
 NO 90%

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Why sign up for Selling Power's Sales Management Newsletter?

Get a steady supply of valuable sales management ideas designed to help you and your team get to the top.

Every issue contains practical tips to help you improve people and processes so you can meet your ambitious goals.

Why sign up for the website?

By becoming a registered user, you'll have access to the Selling Power 500, our exclusive ranking of the 500 largest sales forces in America. These 500 companies purchase incentives, CRM solutions, sales training, presentation products, fleet cars and other sales management tools for 14 million salespeople! You'll also have access to our annual Sales Manager's Sourcebook: a comprehensive listing of businesses that offer tools sales managers need for success!

Customer Service Profiles: [SHOW MORE](#)

"The e-mail delivery of ideas and stories is especially effective for me, as it is sometimes difficult to find the time to read a hard-copy magazine."

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 SunTrust Securities

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 Email address User name Password Company Select industry

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 Closing & Follow up
- Motivation**
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 Persistence
 Positive thinking
 Adversity

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This issue contains the best resources for training, motivating and leading a sales team to higher sales and profits.

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