

STOP WHINING — AND — START SELLING

**INSIDE: How to Start Crushing Your Sales Quota in
24-HOURS OR LESS!**



**GLENN
FALLAVOLLITA**

Consultant | Sales Strategist | Keynote Speaker

Stop Whining And Start Selling
How To Start Crushing Your Sales Quota In 24-Hours Less!

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Acknowledgments

This book is a culmination of 30+ years of interactions with thousands of business owners, sales leaders, salespeople, and marketing personnel.

Some of the people who have helped me along the way are:

- My Clients: I would like to send each one of my clients and past clients a warm and very sincere “thank you.”
- My Employees: A special thank you goes to my past and current employees. Your loyalty, insight, patience, and help have always been greatly appreciated.
- My Children: You will be taught many business lessons during your journey through life. Three lessons I keep near and dear to my heart. First, the faintest of ink will outlast the fondest of thoughts. Second, people grow short arms when they owe you money; therefore, keep an eye on your receivables. Third, no one, and I repeat no one, will have more of an impact on your business career than you. I love you to the moon and back! Dad

Glenn Fallavollita
December 2018

Preface

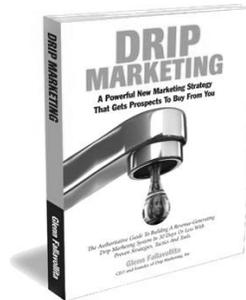
- Preface Word Count: **278**
- Time To Read: **1.1 minutes** @ 250 words per minute

Hi, my name is *Glenn Fallavollita*, and I am the proud founder and president of *Drip Marketing, Inc.* After spending exactly 20 years in the sales profession, I decided to start a sales and marketing consulting firm, Drip Marketing, Inc., to help business owners, sales leaders, and salespeople avoid the problems I've outlined in this book.

My Background.

Since starting my company, Drip Marketing, Inc. in 2002, I have personally logged 40,000+ hours helping 7,500+ of salespeople and businesses across our great country.

Not only that, my company has sent 85+ million (yes, million) e-mail campaigns and 300,000+ direct mail campaigns on behalf of our clients. I have also been a keynote speaker at many corporate sales and marketing events. I was even an on-air guest product host for QVC's private label line of home-related products.



You Will Discover By Reading This Book

- Sample sales letters, e-mail introductions, and scripts to land more sales.
- Powerful sales tips to supercharge your sales success...starting in as little as 24-hours.
- 50+ sales and marketing ideas winning salespeople use throughout the week.
- How to quickly separate your business from its competition.
- How one mistake almost cost this salesperson a \$2,000+ sale.
- How this one direct mail package generated a 90% open rate.

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- The one question a sales leader needs to ask his or her sales and marketing staff.
- The hidden truth about salespeople and what a sales leader needs to do to ensure his or her sales team's success.
- Why every business should have a sales training manual for their salespeople.
- Plus, so much more!

To your sales success that starts today,

A handwritten signature in blue ink, appearing to read "Glenn".

Glenn Fallavollita - President, Drip Marketing, Inc.

A Letter From A Salesperson To Himself

- Chapter Word Count: **259**
- Time To Read: **2.0 Minutes** @ 250 Words Per Minute

“Yep, I’m pretty much screwed.

After spending two weeks at this new sales job, I have determined it’s going to be a huge uphill battle to be successful here; I’ll be lucky to last six months.

What’s worse is my so-called sales leader is a financial guy who doesn’t know squat about sales or marketing – all he does is sit behind his desk and nag me about how many phone calls and sales I made each week.

On top of all this, he refuses to spend money on marketing as he thinks it’s my job to market the business by calling people. When I ask him to update the company’s website with new products and pricing, all I hear is ‘Yeah, I’ll get to it later.’ No wonder why the last salesperson quit after three months.

UGH, I’m totally jammed; my wife is going to kill me if this job doesn’t work out.

If there is a sales god out there, please help me!”

According to the Harvard Business Review, “Annual turnover among U.S. salespeople run as high as 27%—twice the rate in the overall labor force. In many industries, the average tenure is less than two years. While some attrition is desirable, such as when poor performers quit or are terminated, much of it isn’t—and every time a solid performer leaves, his or her company faces some direct and indirect costs.”

Why Most Salespeople Fail

- Chapter Word Count: **654**
- Time To Read: **2.6 Minutes** @ 250 Words Per Minute

During my 30+ years in business, I have found 33% to 50% of all newly hired salespeople are fired or quit within their first 12-months of employment; this is especially true for small, privately held companies with less than 50 employees.

20 Reasons Why A Salesperson Is Partially Responsible For His Or Her Demise:

1. They don't have any written sales goals.
2. They either don't know how to create a sales pipeline or have no discipline when it comes to maintaining their "sales pipeline."
3. They didn't follow their sales leader's advice.
4. They didn't build a large enough database of prospects and/or referral partners to leverage.
5. They didn't know how to prospect for new business or develop partnerships with people who could recommend his or her company to someone they knew.
6. They didn't know what made their company unique in the marketplace.
7. They didn't know the type of business questions to ask during a sales call/prospecting phone call.
8. They didn't use (or know how to use) technology to help leverage their sales process or selling time.
9. They didn't have the respect (or like) for their sales manager.
10. They lacked the discipline to do the little things day-in-and-day-out.
11. They lacked sales urgency, i.e., closing a sale or following-up with a prospect/sales lead.
12. They had poor closing skills, i.e., they didn't ask for the order.

13. They had poor time management skills.
14. They procrastinated when it came time to making cold calls to his or her database of prospects and/or referral partners.
15. They sat back and waited for the phone to ring.
16. They sold their product/service strictly on a “quote and hope” situation.
17. They stopped contacting a prospect(s) after their first “*No, we are not interested.*”
18. They took a sales job to make some quick money or to try a “new profession.”
19. They were burnt-out from the sales profession.
20. They didn’t work at being a better salesperson (by taking sales courses or studying the art of selling).

14 Reasons Why A Sales Leader Is Partially Responsible For A Salesperson’s Demise.

1. The sales leader did not create a drip marketing system to support his or her salesperson’s prospecting efforts.
2. The sales leader did not create a sales training or product manual or, for that matter, have any post-employment sales training.
3. The sales leader did not have a database of past customers, prospects, or referral sources for the salesperson to leverage.
4. The sales leader did not have a defined target market (database) for his or her salesperson to target.
5. The sales leader did not have a formal (written) sales and marketing plan.
6. The sales leader did not have a new salesperson onboarding or training process.
7. The sales leader did not track the right sales metrics for his or her salesperson.
8. The sales leader did not train his or her salespeople on the things that made their business unique in the marketplace;

therefore, the salesperson sold on price more times than not.

9. The sales leader set the "sales performance" bar/quota too low or too high.
10. The sales leader's compensation plan was poorly constructed and/or rewarded the wrong behavior by a salesperson.
11. The sales manager ran his or her sales team like a dictator and not as a sales leader.
12. The sales manager was an absentee sales leader.
13. The salesperson was a bad hire/match for the company.
14. The sales manager lacked sales pipeline discipline (by not challenging his salesperson on what they had, or didn't have, in their sales pipeline).

Winning Salespeople Know It's Up To Them To Be Successful.

Winning salespeople know their sales success is genuinely up to them. And this is especially critical to understand when you consider a large percentage of businesses that:

- Don't have a formal onboarding process for their newly hired salespeople.
- Have a less-than-adequate sales leader.
- Lack of a formal lead-nurturing system for their database of clients, past clients, prospects, dealers, referral partners, etc.
- Don't provide its salespeople with any type of sales training on the nuances of the industry and/or things that make a sales call successful.

Words Of Tough Love

- Chapter Word Count: **1,156**
- Time To Read: **4.7 Minutes @** 250 Words Per Minute

To help get your sales and marketing efforts jump-started, I have listed below a few words of tough love.

- **Stop Your Damn Whining:** It's time you stopped whining about your sales dilemma as it only prolongs the issue. I want you to tell yourself right now, "*I am going to take ownership of my sales results.*" After that, give yourself a reality check and admit that change is needed – whether the sales profession is right for you, taking a sales training course(s), working more efficiently, or for that matter, changing companies. It's time you took ownership of your sales results.
- **Give 100% As 90% Won't Cut It:** Selling is easy when you give 100% to the profession. If you are giving anything less than 100%, the sales profession (and your sales leader) will eat you up.
- **Power Off Your Damn Smartphone:** You and I both know your smartphone is a massive distraction to you – especially when you are making cold calls or at a meeting. Stop texting your friends, spouse, kids, or girlfriend(s)/boyfriend(s) throughout the workday. They can wait.
- **A Sales Pipeline Is YOUR Life:** Starting today, you will fill your sales pipeline with more sales opportunities. Remember, it is NOT about what you sold yesterday; it is about what you sold today. After a sale, do your happy dance and then go back to building your sales pipeline. Your bank account will thank me for this advice to you.

- **Keep Score Of Your Sales Results And Sales Activities:** As the great Vince Lombardi said, *"If it doesn't matter who wins or loses, then why do they keep score?"* The reality is that you need to track what you are doing on a day-to-day basis. This should include the number of calls you made to your database of prospects, proposals you have sent and closed each week, your proposal close rate, number of NEW appointments you had each week, etc. And once you start keeping score, you will see what is and isn't working.
- **Invest In Yourself Because No One Else Will:** Since no one, and I repeat no one, will care more about your sales success than you, I recommend that you take a few sales training classes and read as many books on the subject of sales and marketing as possible. By the way, this book may not be the silver bullet to your sales success, but it will be an excellent first read to get you jump-started.
- **Stop Being A Mind Reader:** I have 100,000+ phone calls to all types of prospects in my career. One thing I have learned about cold calling is this: You cannot look at a prospect's name and say, *"I'm not going to call this person as they're probably not interested in buying what I am selling."* Now read the following bullet point.
- **Pick Up Your Phone More Often:** One of the top ways to increase your sales is to make more phone calls to your database of contacts. Sure, you can use social media to post articles and motivating pictures, but you still need to talk with people. It's amazing what can AND will happen when you pick up the phone and start calling your database of customers, past customers, prospects, and referral partners.
- **Set Sales Goals For Yourself:** Make a list of what you are going to do differently as doing better is the result of taking action on that decision. By the way, all experts agree that writing your sales goals is the number one way to make them happen.

- **Work Continuously On Building Your Database Of Customers, Past Customers, Prospects, Referral Partners, Etc.:** Your marketing database(s) represents 50% to 60% of your sales success; therefore, make it a priority to build and update your database of contacts (e-mail addresses and physical mailing addresses). As I advise all salespeople, business owners and marketing pros, *“Show me your marketing databases, and I’ll show you your sales future.”*
- **Go Old School:** If you read something of interest in a magazine, scan it/take a picture of it and e-mail it to the people you have in your database. If you want to stand out from your competition, send a handwritten “thank you for your time” and “thank you for your business” note to the new people you meet and who buy from you, respectively. They will remember you for this simple act of kindness.
- **Send More Than A Generic e-Newsletter To Market Yourself Or Your Business:** If you and/or your company are only blasting a generic, one-size-fits-all e-newsletter to everyone in your e-mail database, you are committing marketing suicide.

Here’s why: 1.) Only 15% to 20% of your prospects are reading your newsletter (80% to 85% are not). 2.) The time spent reading an e-newsletter is about 17 seconds. Be smart and develop specific campaigns for each database you have on file, e.g., customers, past customers, prospects, referral partners, etc. The leads you will generate from these types of campaigns can be staggering.

- **Schedule Phone Blitz Sessions Each Week:** Start scheduling time each week to have 90- to 120-minute phone blitz sessions. Depending on whom you sell to and what you sell, plan on making 15 to 20 dials per hour.

- **Look At What Your Company's #1 Salesperson Is Doing:** If you want to become better at what you sell, blueprint what your company's top salesperson (which is often the business owner) is doing, what they say, whom they say it to and how often they say it. If this salesperson isn't selfish, ask to shadow him or her on a few sales calls. If and when you ride shotgun on a sales call with this person, pay close attention to what they say and how they say it (and take great notes).
- **Don't Give Up:** My extensive research has confirmed ~50% of all salespeople stop calling a prospect, for at least 9- to 12-months or altogether, after their first unsuccessful attempt at moving the sales process forward. Sadly, this percentage skyrockets to about 99% after their third unsuccessful attempt at moving the sales process forward. Just because a prospect said "no" today, it does not mean a "no" tomorrow. Remember, things change.
- **Start Taking Action:** If you want to win more sales, start improving your sales and marketing skills today not tomorrow. Successful salespeople don't wait until their selling season starts to take action.
- **Start Thinking Strategically On Who You Talk To:** Most salespeople play the "let's see who we can call" sales stalking game with little to no strategy. Map out your objectives and stick to a plan. Do this, and you will be fine.
- **Deliver Every Proposal (With 2 – 3 Options) In Person:** When giving a proposal for what you are selling, provide a prospect two to three options either in person or via a screen share program. Do not send them the proposal and wait for their response. By the way, if the person isn't "engaged in what you are selling," the odds of them buying from you is relatively slim.

One Last Piece Of Advice.

- **It's Called "Selling" For A Reason:** I have been around salespeople my entire professional career. Unfortunately, many underperforming salespeople lie to their sales leader about the number of sales calls they had each week, how robust their sales pipeline activity is to even where they were on a particular day. Today is the day you will start taking ownership of your sales pipeline/results and your time management skills.

Until a device is invented that can predict the exact moment in time when someone will buy what you sell; you need to have a game plan for your sales and marketing efforts. This book is designed to do that for you.

P.S. #1: Remember, no one, and I repeat no one, will care more about your sales success than you will.

P.S. #2: The answer is always "no" if you don't ask the question.

P.S. #3: If you give anything less than 100% to the sales profession, there is a good chance you will fail at selling and/or not maximize your net worth.

Keys To YOUR Sales Success

- Chapter Word Count: **890**
- Time To Read: **3.6 Minutes @** 250 Words Per Minute

If you are serious about becoming a sales rock star, I have outlined below a few key suggestions to help you achieve greater sales success.

- 1. Change Your Mindset** – It's time you stopped making excuses about your sales territory, the economy, your company's prices being too high, or that no one knows your company's name. Poor performing salespeople live in a constant state of excuses while top performing salespeople live in a constant state of discipline, accountability, drive, and passion.
- 2. Write Down Your Sales Goals** – All experts agree that sales success is directly related to writing down one's sales goals. To help you complete yours, I have included a free goal-setting template in the latter part of this book. After your goals and strategies have been completed, hold yourself accountable for hitting them.
- 3. Don't Put Off Things Until Tomorrow** – The worst thing you can do is to delay any action – from calling back a prospect, to not calling a prospect after a lead comes in. I am blown away every time I hear, *"Glenn, your phone call is perfect timing."*
- 4. Know What Makes Your Business Unique In The Marketplace** – If you don't know the things that make your business and/or you unique in the marketplace, you will find yourself selling on price more times than not.

5. Duplicate What Your Company's Or Industry's Top Performing Salespeople Do – The reality is that top performing salespeople rarely go on the most sales calls or make the most phone calls. The reasons why:

- They are disciplined with their time.
- They have created a network of referral partners.
- They have great people skills; and people just like them.
- They are self-motivated and driven.
- They have efficient prospecting and people skills.
- They know their competition cold.
- They ask prospects great business questions.
- They have top-notch closing skills.
- They have complete confidence in what they are selling.
- They ask for the sale.
- Lastly, they get the most sales leads from the owner/sales leader (since they know they will get closed).

Many salespeople (and sales leaders) still employ the same flawed logic that making more phone calls equals higher sales performance. Smart salespeople blueprint what top performing salespeople do and wining salespeople refuse to lose.

- 6. Create A “Business Development Center” Folder On Your Desktop** – To help make the sales process easier and more organized, create an electronic folder on your desktop. This folder should contain your “presales sales tools” you can use during the selling process.
- 7. Create Your Own Sales Manual** – Sadly, few owners and/or sales leaders will ever take the time to create a sales manual for you; therefore, it is up to you to create one. Add it to the folder mentioned above.
- 8. Ask Your Sales Leader To Invest In You** – Unfortunately, few companies invest in any type of sales training for their salespeople. Because of this, it is up to you to walk up to your sales leader and ask him or her to pay for a sales training class. Show them what is available, why you want to take it, and the price for the class. Additionally, I recommend buying as many sales-related books you can afford.
- 9. Get Better At Prospecting AND Developing A Referral Partner Network** – Successful salespeople focus on developing niche markets for themselves. They also work hard on building their prospect database as well as developing a network of referral partners.
- 10. Create A Drip Marketing System** – If your company doesn’t have a drip marketing system (AKA lead nurturing) for its database of clients, prospects, referral partners, dealers, etc., it will be up to you to create one. If not, it will never be done. Remember, maintaining contact with your database of customers, past customers, prospects and referral partners is your/your company’s responsibility NOT theirs.

11. Schedule Time For Your Phone Blitz Sessions – After certain marketing campaigns are either e-mailed or mailed, don't wait for the phone to ring. If you want to supercharge your sales activity, pick up your phone and start calling the prospects who received a campaign. The results will be staggering if you are proactive in calling someone.

12. Use A Contact Management Program AKA CRM System – Although Excel or recipe cards are a simple way to keep track of your database of prospects and/or referral partners, you should consider using a contact management program/CRM system to track your sales activity and call back dates, pipeline reports, printing labels for envelopes, etc.

13. Upgrade Your e-Mail Marketing And Copywriting Skills – If your sales leader or owner is too cheap to hire a professional to help write and design a marketing campaign, considering taking a few courses on e-mail marketing, copywriting and design. These skills will serve you well for many years to come.

14. Learn More About The Following Subjects:

- Sales closing techniques.
- How to set sales goals.
- How to build a database of prospects and referral partners.
- How to prospect for new business.
- How to handle objections during a sales call.
- How to write better proposals.
- How to better manage your time.
- How to ask better questions during a sales call.

15. Network, Network, And Network Again – The most successful salespeople I know are excellent networkers – both at a customer's business as well as in the field. Always ask someone for his or her business card and give one back in return.

Stop Chasing The Wrong Shiny Objects

- Chapter Word Count: **647**
- Time To Read: **2.6 minutes** @ 250 Words Per Minute

Most salespeople live in a reactionary state of prospecting for new business; sort of like a school of bluefish chasing all the shiny fish in the water. Who can blame them (the salespeople, not the bluefish) as their sales leader have them prospecting 24/7.

Are You Chasing The Wrong Shiny Objects?

Do me a favor, look at your weekly schedule and tell me what you see.

If you are like most salespeople, your schedule has a list of people to call, scheduled sales calls to maybe even your child's schedule or pickup times.

What You Didn't Find Was Time Blocked Out To:

- Make phone calls to your database of prospects/referral partners.
- Think strategically and tactically about what you are doing.

I recently read a few blogs about some top performing business people like *Tony Robbins*, *Bill Clinton*, and *Richard Branson*. What they do is this: Block out times, typically 1-to 3-hours, to "just think."

As mentioned above, salespeople are always in sales mode. What they don't do is look at how they can better themselves by thinking about their sales and marketing activities on a more strategic level.

Take these examples:

- **Want more appointments?** If you do, spend more time calling your best prospects, past customers, and referral partners. And don't forget to call your customers and ask them for a referral.
- **Want a larger database of e-mail addresses for prospects and referral partners?** If you do, then spend more time scanning business cards and then importing the list into a contact management system, going online and copying e-mail addresses of prospects and/or referral partners to buying e-mail lists.
- **Want more sales?** If you do, start tracking what you are doing from closing new prospects, units or sales dollars, appointments per week with qualified prospects and/or referral partners to taking sales courses. Additionally, you most likely need to increase the size of your prospecting database or find a niche in the marketplace.

Do This Simple Exercise.

Go to an empty conference room and start writing down on a pad of paper some big ideas to improve your sales performance. After you have a few ideas written down, go to a whiteboard and start answering your questions.

Here are some examples:

- How can I improve my closing ratio from X% to Y%?
 - Do I need to ask better questions during a sales call?
 - Do I need to do a better job of listening during a sales call?
 - Do I need to do a better job at closing a prospect?
 - Do I need to send more proposals to qualified prospects?
 - Do I need to do a better job of tracking my proposals?
 - Do I need to create a better, more compelling proposal?