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Sent: Tuesday, May 04, 2004 4:11 PM

Subject: BIZ BANK: OBJECTIONS GIVE DIRECTIONS...& THAT'S A GOOD THING ! FROM SAM PARKER

Dear Aquathin Dealer OnLine;

This is a timely newsbulletin from Sam Parker in that over the next few weeks, your weekly AQUAQ's will be covering CLOSING TOOLS AND OVERCOMING OBJECTIONS.

Embrace the objections of your prospects and customers....and never, ever be afraid...BE PREPARED !

Right now and over the next several weeks, position the regular objections you hear as not only an inevitable step to bringing in more business, but also a positive step. Objections confirm a level of need or desire for your product or service and help you better determine the direction and next steps you should take in a sales process. For the prospect, it's your responses to the objections that help validate or support their buying decision.

This is the reason the responses to your top objections (those you and your team hear most often) must be **planned and prepared with a professional's level of attention.**

What makes the best response to an objection?

Be sure your responses show an **appreciation** for the objection in a way that **validates** the prospect's concerns and then **addresses the issue** very directly. Any response that could be misinterpreted as defensive, evasive, manipulative or sarcastic should be eliminated. Leave slick and cute lines to your competition (you're going to love how we treat this in the AQUAQ? for the week of May 10).

Once prepared, work through the delivery of each response with those on your team as well as some individuals outside your sales department. Get genuine feedback, make appropriate changes and then practice the delivery of your responses until you have them as tight as your opening prospecting statements.

Selling is about helping your prospects and customers solve a problem. Be non-abrasive. Think appreciation and validation. Be direct.

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

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25 Years Pure Excellence*

*Think Aquathin...AquathinK !!
(visit the allnew www.aquathin.com)*

"Sam & Alfie"

*P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Biz Bank, Tech Bank and Quote Bank... **ARE ALL FREE** services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.*

Sent: Friday, April 02, 2004 11:18 AM
Subject: BIZ BANK: PRESENTING WITH STYLE

[The Spin Doctor is a marketing group that Aquathin subscribes to]

Dear Aquathin Dealer OnLine;

Presenting with Style

The SPIN Doctor once sat behind a senior vice president during an informative - an overly informative - presentation. At the end of the first hour, the SVP turned to the person next to him and said, "I feel like I've been in here so long that I need to go home and change my clothes."

Sound familiar? When it comes to boring presentations, many of us have been both victims and perpetrators. Few people are "naturals" who can effortlessly stand up at the podium and take command of the room. But making successful presentations is a skill that can be learned.

If you'd like to become a better presenter, first take stock of your personal style. See if you fit one of these types:

The General - stands stiffly, speaks very carefully and radiates tension.

The Slouch - the opposite extreme from the General; the Slouch is ridiculously relaxed.

The Professor - has far too much data and thinks "presenting" means "details, details, details in a monotone."

The Pitchman - makes exaggerated gestures and dramatic vocal changes; uses a style appropriate for late-night TV ads but not for corporate boardrooms.

What all of these types are lacking is balance. A good presentation is relaxed, but not too relaxed; enthusiastic, but not too enthusiastic. How do you achieve a balanced presentation style? Here are six quick tips:

1. **Know your material.** Don't try to wing it - you can't project complete confidence unless you really know what you're talking about.
2. **Maintain eye contact.** Don't stare them down; just look at everyone in the room at regular intervals. Absence of eye contact may be interpreted as untrustworthiness.
3. **Control your voice.** Not too fast, not too slow; not too high, not too low. Make sure the people can hear you.
4. **Avoid distracting mannerisms.** If you're in the habit of saying "you know" or any other meaningless phrase like "well", "basically", "uh", dozens of times whenever you talk, practice not doing it.
5. **Use silence as an ally.** Pauses allow you to breathe, they help you add emphasis, and they give the audience a chance to read visual aids and to make notes.
6. **Use movement.** In moderation, movement reduces tension, injects energy, and removes barriers between you and the group. Changing to leaning toward the table everyone is sitting at heightens their "listening". Leaning back from the table, causes a relaxation. For example, when prescribing the Aquathin that best meets their needs, lean forward. When discussing cost, lean slightly back.

A presentation won't prove which competitor has the best offering...but clients don't always choose the best offering. Wouldn't you hate to lose a sale knowing that "No One Does It Better Than You", because the other guy had a better presentation with an inferior product?

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

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"The Spin Doctor & Alfie"
Alfred J. Lipshultz, President

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