

# Selling More Functions, Events, and Conferences Made Easy

## How to get More Gigs!



David Staughton

**MMS**

Making More Sales  
rapid profit growth

HOSPITALITY

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## Introduction

Cheers and welcome to Selling More Functions and Events Made Easy. In this book we're going to look at some of the techniques I've learned over the years that can make you and your sales team more efficient, more productive, and of course, more lucrative.

If you have ever read one of my books, you may know that I like to start things off by focussing on the positive. If there's anything that's been working for you, or if there's anything that has been happening that you'd like to celebrate, take a moment here before we get into it to think a bit about that.

What's working for you at the moment? What's the best thing that has happened for you recently? Have you experienced a significant improvement or a success in your life? What I have found over the years is that people change slowly and their habits improve slowly, ***but what gets rewarded, gets repeated, and what gets celebrated, gets achieved.***

So right here at the start, before we start doing the hard work, take a moment to reward yourself for what you've achieved! It will get you in the right mindset to reach the goalposts we're going to set in this book for you to maximise your selling and help your business succeed.

Good Luck!

David Staughton

# Chapter 1

## 7 Steps to Sales Success

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Okay, let's start out with a bang and look into something I call the "7 Steps to Sales Success".

Some of you already know me, but for those of you who don't know my background, I'm a geologist by trade. True story! I worked for five of Australia's mining companies before I left the industry and went into the hospitality business. At first — no surprise — I didn't know much about how to do it. I knew everything there was to know about rocks, but I didn't know much about selling and functions.

I had to learn the hard way. One thing I did right off the bat was pick up some books and begin to read. (See, you're already on the right track.) One classic I'd recommend to anyone looking to improve their sales techniques is, of course, *How to Win Friends and Influence People* by Dale Carnegie. Reading this book really clarified a lot of things for me and gave me a strong core from which to develop a lot of the techniques I still use today, of which I will be sharing with you.

One of the first things I learned to do in practice was *ask questions*. Once we established our business, people would ring up and they'd say, "Do you do weddings?" I'd go, "Yes", and they'd go, "How much is it?", and then I'd say, "It costs \_\_\_\_." Or they'd say, "Do you have Saturday, the 26th of November available?" and I'd go, "No, sorry. That day is booked."

It wasn't until I went along to some sales training courses that I learned 14 words that would eventually lead to my first million. The leader of this particular seminar said:

**"If you ask them *'Before I answer that, do you mind if I ask you a few questions?'* then you can just ask a whole series of questions."**

A light bulb went off in my head. Of course! Conversations with clients and prospects had been stagnant before. The prospect would ask a question, and I would give an answer. Full stop. No follow-through, no back and forth, no conversation. I was stopping the transaction before it even had a chance to start.



When you start asking questions, you can *double* your conversion rates. And that's what we did. We converted twice as many phone calls and the whole business started to boom.

I also learned to start thinking outside the little box I'd created for myself. A few years into the business, we had someone come in and ask for a Wednesday night wedding. I said, "You mean Friday?" and they said, "Wednesday", and I said "No, no. You mean Friday." And they said "No, no. We *want Wednesday night*." Up until then, it had never occurred to me and my team that Wednesday was a viable option. We had created a little box for ourselves, and until we sold that first Wednesday night, we had absolutely no belief in it. As soon as that sale went through, though, we started to believe that it was possible. We started asking people, "By the way, have you considered the Wednesday night, because..." and it turns out that there are a million and one reasons why you might want to get married on a Wednesday night, not even mentioning the fact that it's cheaper.

So we were able to sell 40 Wednesdays out of 52 weeks of the year. We were able to fill up the month of July, which was for us, a very dead month. And we did that by thinking outside the box and using questions to open our business opportunities.

### The 7 Steps to Sales Success

What asking questions and opening a dialogue does is allow a prospect to learn exactly why they feel drawn to you and what you have to offer. It's what is called "value before price" selling.

For me, it was an absolute miracle shift in my business, because prior to that I had been what is known as a premature price presenter. I just told callers what the price was, and they'd go, "Yup. Thanks very much. Send me a brochure." **Click.** Those phone calls lasted 15 or 30 seconds.

But once I began asking questions and starting a conversation with our prospects, a transformation happened. Those stagnant, 15 second calls turned into real dialogues, and out of those dialogues, our prospects started to see for themselves what we had to offer and, more importantly, why they were really intrigued with what we had to offer.

These conversations naturally segue into the “7 Steps of Sales Success”:

1. *I love you.*
2. *I love the brand.*
3. *I love the product.*
4. *I love the value.*
5. *I love the deal.*
6. *I love the delivery.*
7. *I love the follow-up.*

Just by asking a few questions of your prospects and going past the dead-in-the-water “Question/Answer” scenario, you have the potential to increase your client base and your sales numbers. ALWAYS ASK! Eighty percent of the sale is based upon a prospect discovering that he or she loves you out of the relationship that they have built with you. From that stems love for your brand and reputation, your product and the way it looks, the presentation, all of your brochures, and all of the pictures. All these things become clearer for your prospects with just a clear and vibrant conversation.

### **ASK QUESTIONS!**

# Chapter 2

## A Fast Changing Future

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What everyone in and out of the hospitality business knows is that the marketplace is toughening up big time. It's been the toughest last month that I've ever seen; the toughest last six months. We're starting to see the effects of the global financial crisis. Australians were sort of sheltered from it for a few years, but this last year or so, things have started to become very tough.

A lot of the people I interact with and do business with are all asking about benchmarking. What that's telling me is that prices have come down a little, but food costs are a bit out of control, as a result of which, the chefs are getting into trouble. It's become a highly competitive marketplace.

The result of this transition? For the first time in 20 years, there's this new thing called "selling". We haven't seen it for 20 years, and it's back with a vengeance. Just waiting for the customers to come in is not working. We have to go out and get them and land every single bit of business that you can possibly get.

What I'm seeing at the moment is a battle for a share of the market. We have too many function venues being built. There's a whole bunch of new ones that are just opening. Everybody's after a piece of the pie. Only people like you, who are proactively out there looking for solutions, are going to get the best ideas and the best results.

So what are some things you can do to cope with this tightening marketplace? Here are a few techniques to get you started.

### Maintaining a Sales Mindset

I've been in functions for over 26 years, and I've seen more than a thousand different ways to improve your function sales and profits. The best approach of all that I've seen is refining your sales mindset.

I have hired more than 500 function coordinators in my time for other people and for myself. Again and again, I see some people who will sell three times as much as other ones. What is happening for them that are not happening for others? It all comes from how *keen* they are.



If you're feeling flat and your boss isn't very nice to you, you're halfway out the door, and you spend all your time playing Solitaire, then generally speaking, you don't *sell*.

There are also, occasionally, some people that I find who are what's called "7-11". These people never get down to the point — they never close. They'll talk for hours, and hours, and hours, but at no point do they ever go for the trial close, or get the deal, or land the sale.

In this market, you have to maintain a sales mindset. This means staying keen and engaged in the sales process, keeping your eye on the prize, and going in for the close.

### Maintaining a Positive Outlook

Your attitude really is in paramount, especially in these tough times, because your sales results may not be going as well as they could at the moment. Some people in these situations can become, well, not very happy; as a result, the only thing they do is just sell cheap stuff. They sell really, really cheap deals (not particularly good) and tend to stuff the market for everybody else.

You have to remain positive and, as an extension of that, remain focused on quality. You have to be a beacon of positivity and optimism. This doesn't mean that you need to get all sloppy and silly. In fact, I advocate for "tough love" in tandem with this positive approach - A disciplined, steel fist in a velvet glove, if you will. It is, after all, still business... and a highly competitive marketplace!

There's also something called "mood contagion" that you have to consider in this. If you're the boss and you're not very nice, guess what? Within 15 minutes, all of the staff have that mood... and that passes through to the customers. If the boss beats up the staff, the staff will provide poor service to the customers, which leads to our next technique for dealing with a tough marketplace - quality customer service.

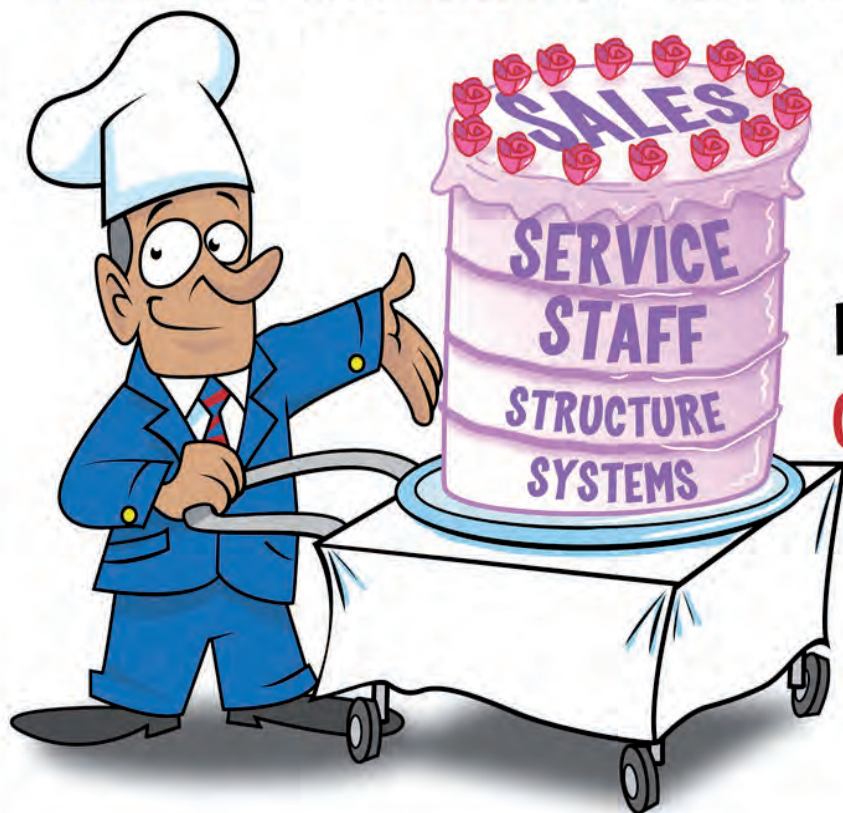
### Focussing on Good Service

Some people call me in to look at the sales at their organisation. What I see surprises them. Sometimes, sales are not actually the problem.

These types of organisations may have a good sales team on board, which is to say that they're getting eyes on their storefront and feet in the door, but they're not delivering on their promise. They have ***no quality of service***. If your service isn't very

good, selling won't help. Selling is the **promise**, and the service and everything else is the **delivery**. If you're not delivering, then you can promise as much as you like, but in the end you'll just keep struggling.

### **SALES IS THE ICING ON THE CAKE!**



**CONSISTENTLY  
GOOD SERVICE  
BEATS  
INCONSISTENTLY  
GREAT SERVICE!**

Consistency is key. Consistent good service beats inconsistently great service. Sometimes, this is a matter of working on service levels. There's now no excuse (and nowhere to hide) if your customer service isn't good enough, because people will write about you on social media, such as Facebook, and on online review sites like TripAdvisor, Total Travel, etc. To counter this, work across all your service levels, improving your services from top to bottom: recruitment, induction, training, motivation, systems, policies, and procedures. The more effort you put into all of these components, the better your customer service will be.

So focus on making your customer service top-tier before worrying about sales. Sales are the icing on your productivity! Build the bold and beautiful layers of your cake before addressing this finishing touch!

# Chapter 3

## The Fastest Ways to Increase Profits

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How do you make more sales and thus increase profits? I've whittled it down to a "three-point plan":

- Get them to spend more
- Get more customers
- Get them to come back more

Sounds pretty straightforward, right? Well, you have to employ a lot of creative thinking to make these things happen, so let's get into the nitty-gritty and see how the "three-point plan" can each happen in practice.

The easiest and fastest way is to get people to **spend more money with you**. McDonald's, as you know, are the masters of the upsell. Every time you go there, someone says to you, "Would you like fries with that?" Here's the thing— *37% of people say "yes"*.

Remember what we talked about in the very beginning of this book? Asking questions? Well, asking some questions around add-ons, extras, and up-sells from the bronze package to the silver to the platinum to the diamond package, can all help get people to spend more money with you. The trick is to obviously land the deal first and then sell all the extras on top. Lots of people like a big package, but if you can sell extras, you can make more money.

Also, go on a margin hunt at your business and focus on selling the higher margin products. In all the things that you sell, there are things on which you make a lot of money and things on which you don't. Go through your menu and offerings and take notes on what items are high margin. If you have a chef or caterer, go through the menu with him or her and figure out what's profitable, then sell an awful lot more of that. So, margin hunt is very important.

Next, we have getting more people in the door, which is related to getting more repeat business. Easier said than done, right? You have to do the classic work here: phone calls, emails, and engaging people you meet at events. This can convince them to get in on your deal. Also, focus on getting your walk-ins immediately engaged. Do you have materials and brochures displayed and in easy reach? Are you making people feel welcome and engaging them in conversation that goes beyond question/answer scenarios? Working on your conversion rates is a critical step in increasing your profits.

Make your fly paper sticky by working with what you already have. Advertising, word-of-mouth, events, and going to meetings can be very, very expensive in the long run. Before you go after those leads, **do the most you can with what you have**. Build relationships with your existing clientele. Then, it's a matter of getting them to come back again — "Ring me up and give me another offer." If you abandon your existing relationships, you're abandoning potential repeat business.

### DO THE MOST YOU CAN WITH WHAT YOU ALREADY HAVE

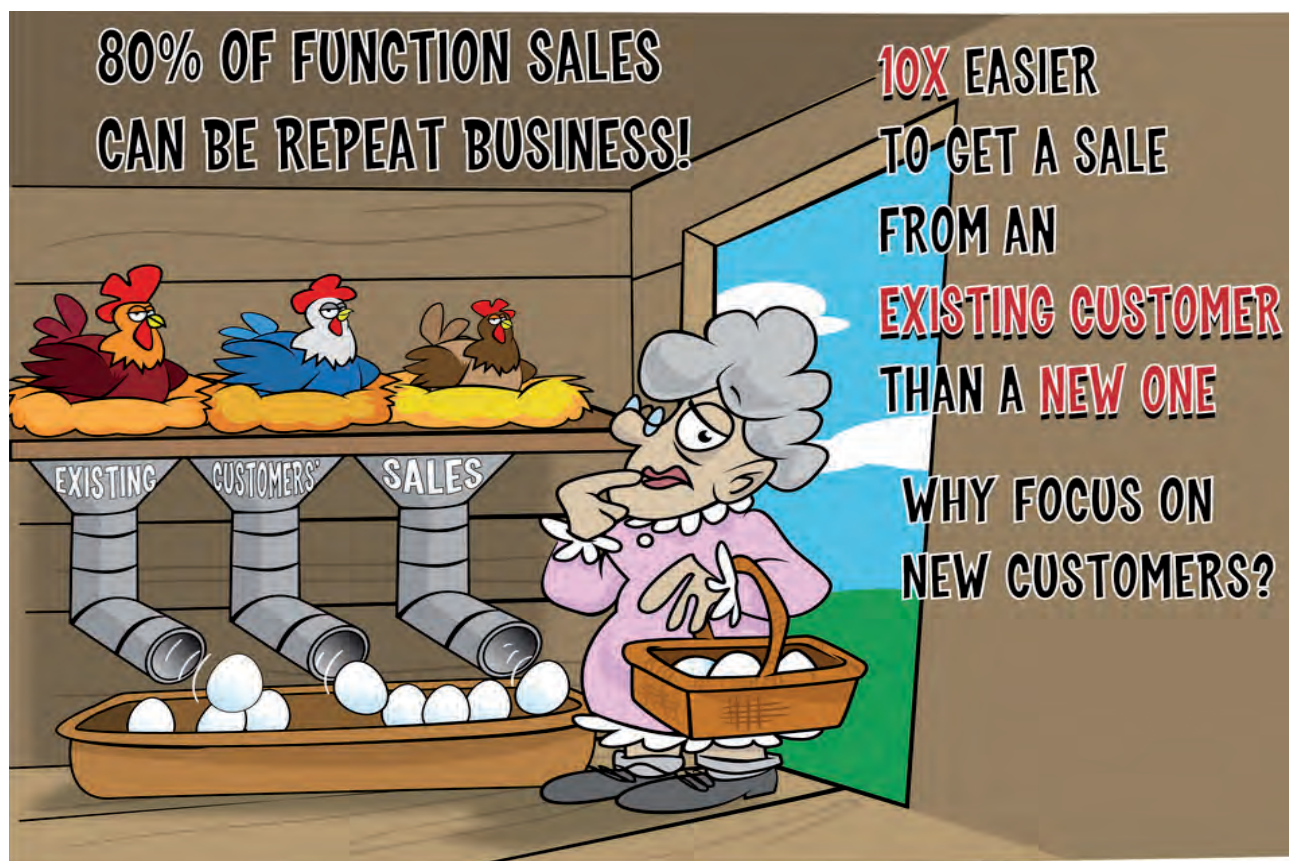




The trick at the moment, in terms of finding more prospects, is trying to get fish to jump on the hooks. For example, there are more than 2,000 function venues that I found in Melbourne alone. The fish can go and have a function anywhere they like. What we have to do is hang really, really good bait, and get the fish on the hook. And then most of all, get really, really good at reeling them in.

If the phone's ringing with an inquiry, it's probably costing you \$100 to get the phone to ring with a new inquiry. So how well you answer the phone and the type of questions you ask is absolutely critical in these tough times. Phone communication is still vital to hospitality, despite the advent of email. I've done some benchmarking on this in Australia; years ago, about 30 percent of email inquiries didn't get a response. Currently, about 15 percent of email inquiries don't get a response. If there is a phone number on an email, you want to ring them and talk to them straight away.

Also, consider doing more with your website visitors. If someone visits your website, there are useful tools, such as Live Chat pop-ups that can help reel visitors in to what you have to offer. When using these tools, a visitor who stays on your site for a bit will get a pop-up message along the lines of, "You seem to be looking at our website for 10 minutes. Can I help you?" This helps you actually interact with people who are looking at your website, and it's one of the best ways I've seen in landing more business.



What else can you do? You can go out and visit people and try and reel them in that way. If you are a larger scale organisation, you might have sales reps that work on obtaining more clients, but many of you will be doing it on your own. You can go out to shows and expos, and get names and leads ... reel them in!

Within the functions and events market, there are reactive leads where you have to wait for them to contact you (weddings, parties, anniversaries, birthdays, etc.) and there's ones where you can be a bit more proactive and go out in your radius and target new leads. I used to go down to the unis and find out where all the clubs were, and I would also see what charities were available. You can get lists of associations — there are, in fact, 2,000 associations in Australia. You know all the schools in your local area. There's local state and federal government departments where you can work out who they are, and you can approach them if you want and feel comfortable doing so. Get out there and reel them in!

It's important in all this to stay on top of your conversion rates. People who take off their shoes and socks and start counting, do particularly well. So if you can count how many web visitors you've got, how many people attend the shows that you go to, how much you spend on ads, and the amount of phone calls, emails, and walk-ins you receive every week, then you will be able to get a total inquiry count. You can also work out how many inspections and tours you've done. From those, you can work on how many tentatives you make, and you can work out how many of the tentatives go through to bookings, providing you with a different set of conversion rates.

If your prospects are looking at three venues, then your chances are that you'll have a one in three conversion, which is quite positive for larger events. I'm not talking meetings and room hires here. I'm talking about stuff bigger than \$5,000. One in three is average. If you're only doing one in four, or one in five, then you're not pitching hard enough. If you're doing one out of two, you're doing really, really well. So focus on your conversions and repeats. With bookings and repeats, if you can get 30%/40%/50% of your business and 60%/70% of your business as repeats, obviously, you're delivering it well, and you've got a great variety to offer.



# Chapter 4

## Working Your Database

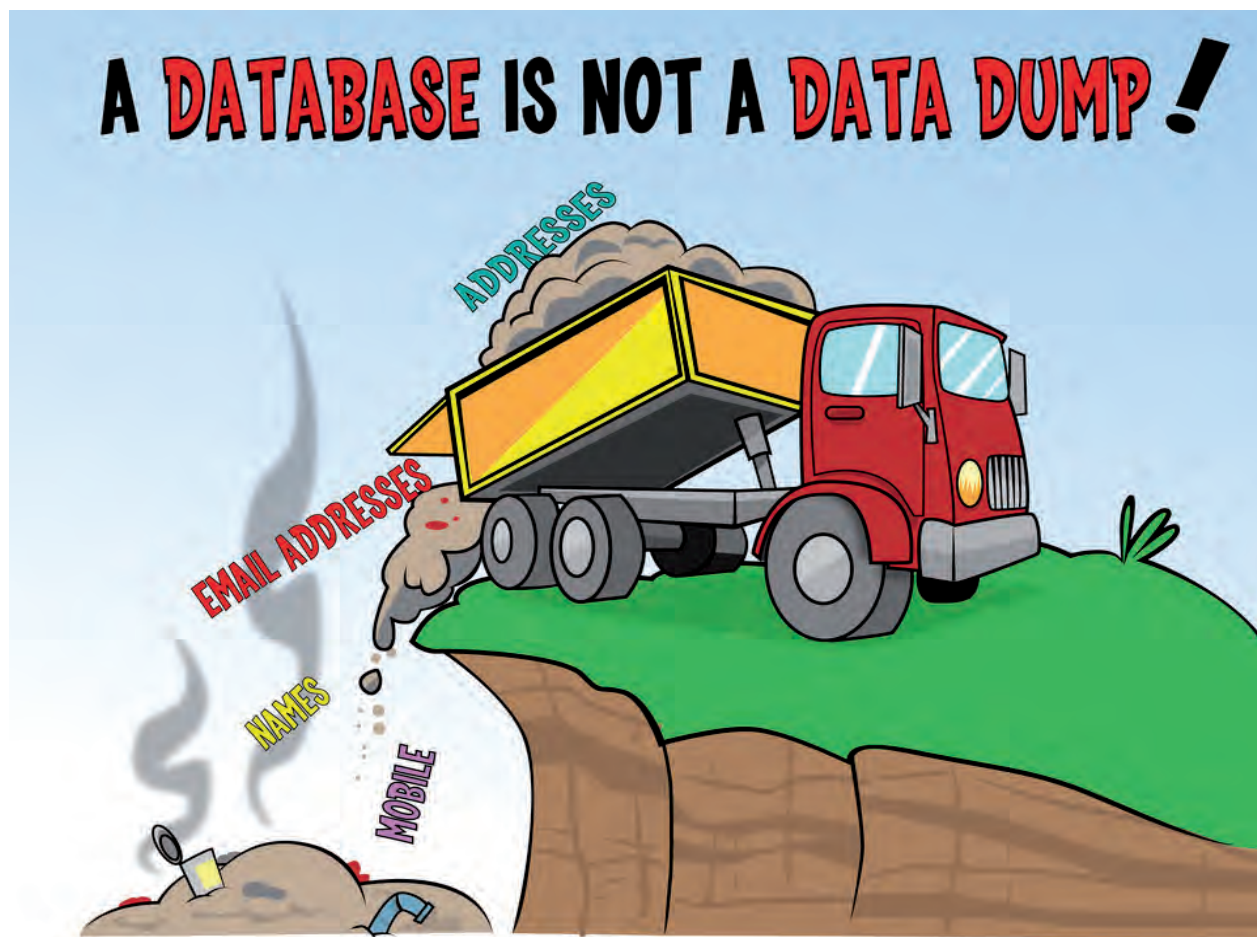
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You can put lots and lots of ads out there. Yes, this draws in business, but it also gets a lot of ad sales people knocking on your door: [Knock. Knock. Knock. Knock. Knock.] "Please place an ad." You can put your money out all over the place - on the web, in promotions, on signage, and sponsorships. You can also work the word-of-mouth market as well.

They will generate you a whole pile of different leads, which will come in as inquiries. So the phone will ring, the emails will come through, and prospects will walk in. If you're really clever, you'll convert phone calls, emails, walk-ins, and show leads into inspections, and you'll get a number of inspections, or tours, or visits. And then you'll take them to your desk or cosy corner, and you'll close the deal, and you'll have a conversion rate.

Now, out of 10 inspections, some people will close 1, some will close 2 or 3... excellent staff will close 4, 5, 6, or even 7 out of their inspections. Great! So you've got your initial hits. Now how are you going to circle back and transform those into repeats? By working your database.

I've seen lots of people's databases... and mostly, they're full of rubbish. They might have the name and address, but they didn't get the mobile phone number and the email address. They haven't kept this information current, and didn't connect them up with any sort of social media or their databases are basically erratic piles of nothing. You have to maintain a fully fleshed-out database and work with it proactively.



Some people get really, really busy, because you're short on time, attention, energy, and money, and you spend all of your time either handling the inbound leads, cutting the deals, or busily moving tables, playing with the coffee. As a result, you don't ring or put much attention on the database. It becomes pretty dusty and forgotten about. I've seen people whose sales have literally dropped 10%/20%/30%/50%, because they spent all of their time trying to get new leads and not working the database.

You've done a lot of work with your database and the customers you've already got. So start with the database. Like I said earlier, 80% of function sales can be repeat business. Unless you're a brand new venue within the last 3-5 years, there's no need to go outside of your office. You can do an awful lot from the comfort of your own chair. You can bait the hook on your website, you can work the database, and you can handle the inbound inquiries. No need to wander the streets. It's much, much better – if you get keen, you can go and do that afterwards.

Harness the power of your database and get more customers to come back. But to do this, you've got to collect the data, and the right kind of data. You don't want to collect data on just the buyer, for example— you want info on anyone who is a decision-maker.

Ask for names! You can ask for the name of the buyer, the name of other top-tier people at an organisation, and the names those on committees. For family events, you can get all the names of the family, the grandparents, the parents of the bride, and the parents of the groom. You can get as much data as you ask for. Think about a list: The **Top 10 most important people at the function**. Aim to write all their names down. You can segment that database and send emails and postcards – I love postcards – and even SMS.

You can even collect inquiry data. The people who *almost* bought last year might actually be up for buying this year. Lots of people wander around and buy in different places in different years. So just because they didn't buy last year doesn't mean they won't buy this year.

Do a business card draw, say with a drop box or the fish bowl. Collect business cards. You can use things like CardScan or CardMunch to instantly upload them to a decent database. Excel can be a bit dodgy, but using something like MailChimp could work particularly well. Business cards are great, because they contain phone numbers, addresses, and emails. Get thousands of them! Knock yourself out. And give them something great to win out of the draw! A \$20 bistro voucher is too tight. Give them something *better* and reel them in!

# Chapter 5

## THINK Different!

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What else can I tell you? Your potential new customers are ***not like you***. They are, in fact, very different. Their retail world is entirely different from what many of us experienced growing up. The business paradigm has shifted and gone digital. Too many businesses are stuck on an old model, what I call the “Yellow Pages” mentality. Give it up! As I always say about this old-school way of doing things, “Dear Yellow Pages, we have a new thing called the Internet. Please stop wasting stuff”.



Here are the latest Internet statistics: 10 million people are carrying Smartphones in Australia, which is the same number of people that work in Australia. Additionally, 4 million people in Australia have an iPad or a tablet, like a Samsung. They will sit on the couch looking through websites on iPads. *That's* how they buy. So unless your website is mobile friendly, then generally speaking, you're missing out on potential increased business.

A plus of the Internet is that there are a lot of low cost channels out there that you can use to connect with people. If you're going to go and visit them, that costs a lot of money. If you're going to phone them, that costs a lot of money. If you're going to post stuff, that costs a lot of money. But you can do things like email, Facebook, LinkedIn, YouTube, etc. without incurring a scary overhead.

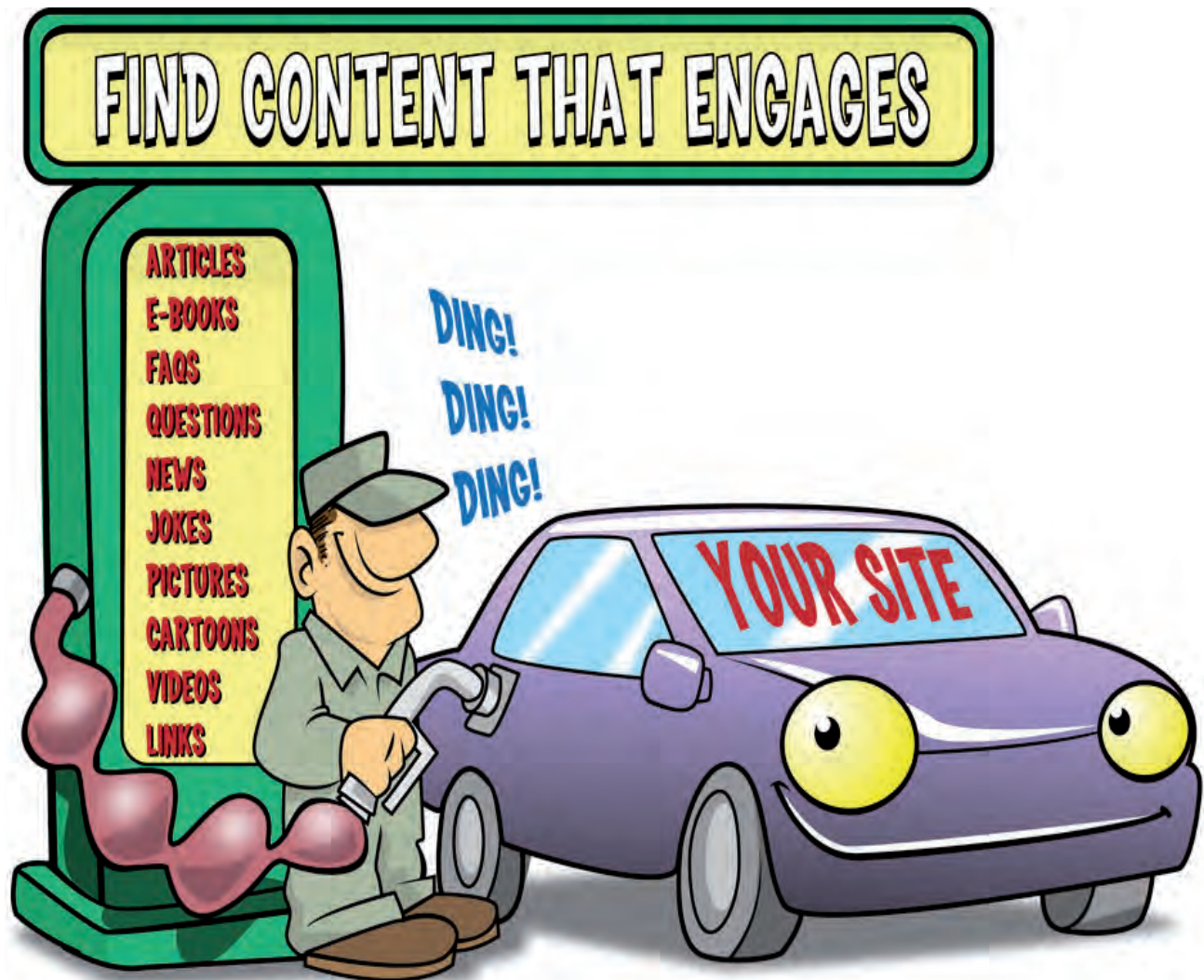
### Developing Content

A few people have told me that most of their staff end up fooling around on Facebook and that it's not actually landing any business. Sure, this can happen. If it does, rethink it or give up the goose. Unless you're landing the fish with it, and unless you're doing it really, really well, you are just wasting your time.

The trick with this is you got to put bait out there, and you got to attract the fish, and you got to land the fish. So the sort of bait we're looking for here is e-books, articles, blog posts, frequently asked questions, news, jokes, pictures, cartoons, videos, and links. If you're just using Facebook or another social network to tell your prospects what you've had for lunch, you're wasting your time. That is not selling. That's some other form of marketing that doesn't really apply to you in these growth stages.

What works really well though – if you want to put more bait on your hook – is to write 300 word blog articles, covering topics that your niche are on the lookout for. Any blog you post today will be up on Google this afternoon or tomorrow. What we're looking for here is really, really hot bait. Think about the sort of people you are looking for: what problems do they have, what sort of products are you offering that they want, what sort of possibilities, and what sort of processes. For example, writing a blog about the “Five Easy Steps on How to Plan the Perfect Wedding for Brides or Engaged Couples” could be an ideal approach to reel them in. Three-hundred word articles filled with lots of keywords will attract lots of business. Remember, you're baiting the hook!





Blogs are red hot. But you have to know about what you are writing on and have really good content. You also have to know what sort of niche you want to own. The social media bandwagons are absolutely fantastic, but you have to know what you're doing or you're just wasting your time. Focus on high-value activities.

To check out a good example of blogging, take a look at my friend, Scott Pape. He's got 40,000 people following him online and he makes lots of money doing it. In functions, check out [www.hotelmarketing.com](http://www.hotelmarketing.com). That's a fabulous one. And there's also [www.ehotelier.com](http://www.ehotelier.com) to consider, as well.



### Creating Word of Mouth

Another issue to consider with the online world is how to get people to tell other people about your business. Now this is something I always worked on. In the old days before the Internet, I used to handout promotional products: pens, cake bags, and all that sort of stuff. Nowadays, with the Internet turning into a large venue for complaints, frankly, people will tell others about you if you recover really, really well from mistakes.

It's called "customer service recovery". If you give someone a slap by accident, but you give them a fantastic big hug and kiss afterwards, they end up raving about you online. You can even go so far as to hand out cards saying, "If you thought our service was great, please put a review on [Google, TripAdvisor, Total Travel, Eatability, etc.]". The more recommendations you can get and the more good reviews, the better your word of mouth will be.

Make sure that you monitor your online reputation, as well. It is crucial to set up Google Alerts and stay on top of what other people are writing about your business. If bad reviews or posts pop up, get on there and respond – bulletin boards, discussion boards, and all those websites. Speed is important. Your customers move in a rapid-response, online world, and if they see you dragging your heels in terms of a response, they will automatically default to thinking you give lousy customer service.

# Chapter 6

## Important FAQs

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During all of my years in the business and in talking to people in the hospitality niche, I've encountered a pretty consisted batch of FAQs that many people out there need answered. The answers to these questions can give you some pretty pragmatic insights into how to sell more functions and events.

### How can I get the time I need to succeed?

Are you busy? Yes, you are. You are so busy that you've got a million things on your to-do list and you need help. Managing your time efficiently is essential to selling more and upping your profits. What to do? Don't do it yourself. Delegate and keep only the high-level work for yourself. Call on your team and get the right things done well.

There are ways that you can get help. For one, like I said, only do the high-dollar/high-value activities yourself. Don't do the coffee making, photocopying, producing brochures, rearranging the tables, and so on. I always find if I'm fumbling the tables and rearranging place settings, I'm wasting my time. Your job is to do the \$100/hr. tasks—the big, expensive stuff. Get some low cost help, students, kids, family members— anyone who can pitch in for little compensation. Outsource some of the low value tasks. Get some done online or go offshore.

### Can I win short term business without discounting?

You've got to be proactive. The problem with short term business often is that you didn't plan ahead. All of a sudden it's "Quick! I don't have any business in the month of August!" Well, it's too late now, right? The best trick here is to put all your venues up on an enormous poster/calendar on the wall that shows in advance how booked out in advance you are. If April next year is looking quiet, you better be doing something about it now. It's no use thinking about it in February or March.

### What do you suggest trying during off-peak periods to increase business?

Anything and everything. Get out there and hustle! Communicate, build on your relationships, and employ everything you've learned in this book.

### Conclusion

As we wrap things up here, I want you to ask yourself: Why are you in business? An answer I hear a lot is, "I just love the lifestyle. I just love being involved with people". I always say to this, "Well good luck with that. I'm actually here to make a profit".

What's really bizarre and interesting is that, for an industry that operates under such mammoth overhead and is always struggling to up profits, so few people are actually focussed in on their profits. Make this your primary goal! What you focus on *expands*...

### Where your attention goes, the money flows.

If you put your target up on the wall, a number you want to hit, and you make it a game, you can do much, much better.

I teach people what's called the "head-heart-and-hand selling method". The "head" method is that you have to know how to sell your venue, and you have to be really, really good at it. If you are new and don't know much about why people would come to your venue, and you don't know your region and your area, and all the other reasons why people would come to you, then you won't sell very well. If you don't have all the stories about all the different types of things you can do, if you don't know your product really well, then you don't sell very well. I reckon there are about 50 things that I know about your product that you don't know that would help you sell it. So get your head wrapped around what you have to offer and why your customers want it.

The heart aspect is, of course, building rapport and relationships. You have to be able to be nice to all sorts of different types of people as quickly as possible. There's a rule called the 3-4-3 rule - Three people who like you, three people who don't like you, and four people who could like you if you were more flexible. That's the differentiating factor in why some people will sell 30% conversion and some will sell 70%.

Finally, don't put your hand out and ask for the business. The economy is going through some shifts. You better start getting hungry really quickly. Start asking effective questions, practicing your trial closing, selling your add-ons, and overcoming objections. Maintain a positive mentality and a **sales** mentality and get out there!



# David Staughton

AUTHOR | SPEAKER | CONSULTANT

## Wouldn't you like to know...

- How you can sell more without ever reducing your prices?
- How you can dramatically increase your sales in quiet times?
- How you can sell the products your customers seem to be overlooking?

## David is your man.

Anyone can tell you how to sell more when times are good. David shows you how to grow great profits even in the most turbulent of times.

Growing up in modest circumstances, David worked in his family's hardware store from the age of six. Money was always tight and his family struggled. Tired of hardship, David resolved to become a millionaire by the age of 30 and give his family a better life.

It didn't go exactly as planned. Although David worked hard seven days a week, he found himself with few customers and on the brink of bankruptcy. But something happened...

Within no time David raised himself and his business from the struggle. From narrowly escaping bankruptcy, David went on to create an award-winning business empire in Victoria Australia with several hundred employees and a multi-million dollar turnover. How did he do it?

The good news is that David can teach you his magic.

Everyone can sell popular products during the best times of the year. Selling ice cream in summer is not what David is all about.

David uses his unique, no-nonsense strategies to help you sell during quiet times – without major discounting

Armed with hard-earned experience from the trenches of entrepreneurship, David will demonstrate how you too can make sales when no one else is selling, no matter the time of the year, month or week.



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