

**PLATINUM RULE GROUP, LLC.**  
*Treating Others the Way They Want to be Treated Improves Every Key Relationship!*

DR. TONY ALESSANDRA SCOTT ZIMMERMAN

PROVEN RESULTS FOR: SALES • MARKETING • CUSTOMER SERVICE • CLIENT RETENTION • REFERRALS • LEADERSHIP  
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### Exploring... Information Gathering

- Needs versus Opportunities (could you explore both?)
- Gives you a picture of existing conditions vs. ideal ones
- Demonstrates to prospect that you are not pushy
- Makes them feel as though they are in control of process
- Helps you disqualify bad prospects quickly but kindly
- Leaves the door open for future contact
- Use the “funnel” technique of questioning
- What’s a great opening question for a business owner?

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### Exploring... 3 Types of Questions

- **Expanding (gaining more information)**
  - “Tell me more about that...”
  - “How would you use them?”
  - “What would that mean to you?”
- **Clarifying (more details/perspective about one point)**
  - “I’m not quite sure I understand...”
  - “Can you give me an example?”
- **Redirecting (build on issue or change directions)**
  - “I think I understand. What if you could also have...”

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### Exploring with Directors



- Tell them (right upfront) where you are going
  - “John, I’m not sure if you, or your company, should invest in season tickets. However, if you and I share information openly and honestly, we can figure this out in less than 10 minutes. May I ask you a few questions?”
- Only ask enough questions to qualify them.
- Once need/desire is expressed; give 2 options

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### Exploring with Socializers



- Allow plenty of time
- Expect them to tell their stories
- Link something they say to a redirecting question:
  - “You mentioned that you went to the Super Bowl with Bob. Have you two been looking for anything new to try?”
- Stay friendly! If they like you, they’ll sell for you!!


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### Exploring with Relaters



- Remain tactful and sensitive
- Share your feelings about the same topic
- Never, ever interrupt them
- Never, ever pounce on a buying signal
- If they don’t want to buy, they may not tell you
- Your main goal is to get them to like you
- If you take your time here, you’re on the road home

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### Exploring with Thinkers



- Don’t expect long answers
- Ask them about their favorite hobby
- Downplay the “social” side of soccer
- Discuss the training and precision required
- Watch very, very closely for buying signal
  - Raised eyebrow means they’re bananas for the idea!
- Once signal detected, offer to share information

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## Collaborating: Finding Solutions Together

- You collaborate together to find the best solution
- You combine your prospect's ideas with your own
- You arrive at a solution that makes sense to both of you
- You keep the prospect involved at every phase
- You attempt to "switch heads"... seeing what they see

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## FFB for Collaborating

- Feature, Feedback, Benefit:
  - "You mentioned that previous sales training produced short-term results. You also said that you were dissatisfied with their ability to follow-up over long time periods. Would you be interested in seeing how we have solved both these problems for companies with selling cycles similar to yours?"

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## Questions to Ask While Collaborating

- "How do you see this fitting into your situation?"
- "What other advantages do you see in this?"
- "How do you see this addressing the opportunity we discussed earlier?"
- "Does this look as if it will meet your needs?"

What FFB-type questions can you create around the features of your P/S?

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## Collaborating with Directors



- Zero in on the bottom line with quick benefit statements
- Due to their lack of time, they want you to provide your "expert" recommendation with analysis... do it!
- Never enter into this phase without everything you need to write up the order and take their money
- When they see what they want, they will buy
- Spend very little time here and be ready to let them buy

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## Collaborating with Socializers



- You can sell the sizzle, not the steak
- Show them how buying will increase their visibility, create more interactions and make them part of your team
- Give them incentives & show them how it will benefit others
- Tell them who else has bought... bringing power and fame!
- Make your "trial closes" conversational; they won't notice
- Remind them about how this will be fun for them

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## Collaborating with Relaters



- Gently remind them about shared contacts
- Let them know about any refund policies that may apply
- Reduce the risk of their decision
- Help them make small decisions
- Build trust by suggesting a test program if possible
- Show them how their decision will positively impact the other people in their circle of influence
- Show them how buying will make them the hero


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## Collaborating with Thinkers



- Emphasize logic, value and quality
- Present obvious disadvantages openly
- Describe the process for procuring your P/S
- Provide a cost-benefit analysis (compared to other entertainment and/or professional sports)
- Detail how your P/S fits into their current system

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## Clarifying Commitments... Not "Closing"!

- The better you get at Connecting, Exploring and Collaborating, the more sales close themselves
- You are really good when prospects ask to buy
- Signing the order should be a mere formality
- The focus is on making a customer, not making a sale
- **CLOSING TECHNIQUES ARE NEVER USED!**
- **You have mastered Platinum Rule selling when prospects ask you, "How do we get started?"**

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## Dealing with Customer Concerns

- We are not "overcoming objections"!
- Eliminate "objections" from your vocabulary
- Replace it with "justified concerns"
- The more time you invest in Exploring and Collaborating, the fewer times you will uncover justified concerns
- These are "midcourse corrections" that allow you to learn more about their situations and help match a better solution
- These are opportunities, not roadblocks

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## How to Deal with Justified Concerns...

1. **Listen**... hear the prospect out fully before speaking
2. **Clarify**... ask questions to ensure you understand the concern completely from the prospect's point-of-view
3. **Respond**... to them appropriately to their concern, then refer back to the criteria you both established during the Exploring phase and make sure each point is still valid.
4. **Confirm**... make very sure that the prospect understands your response and is satisfied with it. Did you really address their genuine concern?

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## Confirming with Directors



- You can come right out and ask if they are interested
  - "Based on our exchange of information it appears as if our training and CRM system would solve your long-term lead conversion challenges. Would you like to do the training first or have us do both concurrently?"
- They will tell you "yes" or "no" in no uncertain terms
- Provide them with 2 (or 3) options with recommendations
- Let them pick
- Never, ever speak while they are deciding (it won't take long)

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## Confirming with Socializers



- Be open and ask, "Where do you see us going from here?"
- Hold them back if you think they are "over-buying"
- Take time to review their criteria to avoid buyer's remorse
- Make buying easy... do the paperwork for them
- Get something in writing; they forget their commitments
- Tell them the paperwork is so YOU can remember
- Ask for referrals while you're taking their money!

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## Confirming with Relaters



- They are slow, deductive decision makers
- They will likely seek the opinions of others
- Make a specific action plan for them and show how you will help them make a careful, practical course to follow
- When you do reach an agreement, carefully review everything to ensure accuracy and completeness
- Do not rush them, but provide helpful nudges along the way
- Provide personal assurances that you'll be there for them
- Gently guide them through each choice

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## Confirming with Thinkers



- Provide all the documentation they need to decide
- Give them plenty of time and quiet to review their options
- If they say they need more time to think, *they mean just that*
- If necessary, point out the cost-benefit analysis again
- Never, ever pressure a Thinker for a decision
- If they need time, ask them for a specific time to call back
- Offer a second option that reduces risk in the decision
- If you have a guarantee, focus on it as a way to reduce risk

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## Assuring... The Winner's Edge!

- The weakest part of most salespeople's skill set
- The most important part of creating Apostles
- Increases repeat business
- Increases the quality and quantity of referrals
- Clarify their measurement of buying satisfaction
- Systematize your follow-ups:
  - Thank you's
  - Check up
  - Gift

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## Assuring Directors



- Don't push for a personal relationship
- Directly ask if they are satisfied
- Tell them that you need to follow-up, but you won't waste their time when you do
- Tell them why you are following-up
- If they have a complaint, take it off their plate and get started fixing it. Tell them what to expect next.

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## Assuring Socializers



- Any small note or gift gets big points
- Remind them of the fun that's coming
- Take them to lunch
- Bonding time is "get referrals" time!
- Follow-up fast and often to avoid buyer's remorse


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## Assuring Relaters



- Give personal assurance that you'll follow-up
- Be consistent and predictable in your follow-up
- They want a relationship; give them one!
- A small, thoughtful gift goes a looonng way
- A hand-written note goes a looonng way
- Warm phone calls go a looonng way
- Referrals can be had if you ask the right way

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### Assuring Thinkers



- Set criteria and timetables for your follow-up
- Ask for specific feedback about their satisfaction
- Do not expect a personal relationship with them
- Never send expensive gifts
- Do not expect an enthusiastic “wow!” response
- Silence is not necessarily bad

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### Assuring Ends and Marketing Begins when:

- The plan has been implemented
- You have held a “close of transaction” meeting
- You have asked how you might improve your process
- You have asked for referral(s) the right way at the right time

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### Referrals... Your Lifeblood!

When and how to ask for referrals based on behavioral styles:

- Socializers
- Directors
- Relaters
- Thinkers

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### Apostles... Your Greatest Assets!

1. List your current Apostles
2. What you do with them
3. Turning current clients into Apostles
  1. ID twice as many “targeted” clients as # of current apostles
  2. Over next 12 months, do #2 activities with targeted clients
  3. Convert at least 50% into apostles within 12 months

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### What percentage of people you meet just aren't actively looking for what you provide or already have a relationship with someone that does what you do?

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### The Perfect Union of Sales & Marketing



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## The Two Requirements for a Qualified Selling Opportunity

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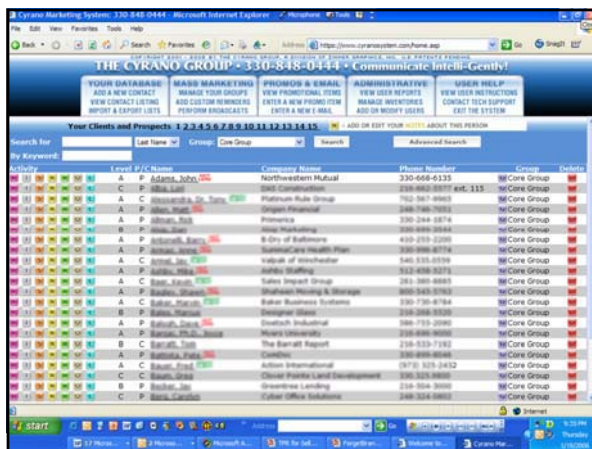
## Whoever builds—and maintains—the most relationships is always the winner is sales, business and life!

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 PROVEN RESULTS FOR: SALES • MARKETING • CUSTOMER SERVICE • CLIENT RETENTION • REFERRALS • LEADERSHIP  
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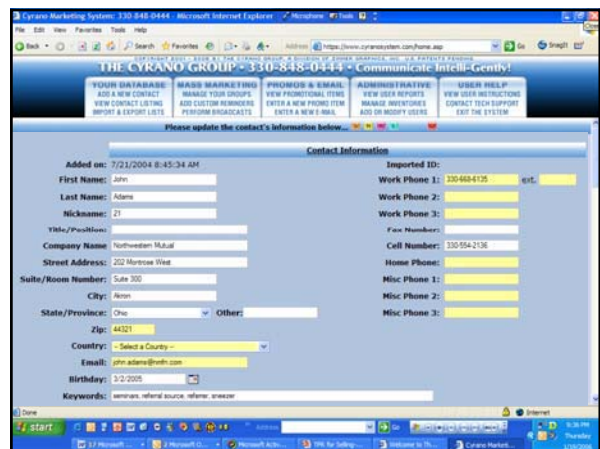
## Turning strangers into friends...

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YOUR DATABASE: ADD A NEW CONTACT, VIEW CONTACT LISTING, IMPORT & EXPORT LISTS  
 MASS MARKETING: BRANDE YOUR GROUPS, ADD CUSTOM REMINDERS, PERFORM PROSPECTS  
 PROPOSER & EMAIL: VIEW PROMOTIONAL ITEMS, ENTER A NEW PROMO ITEM, ADD OR MODIFY ITEMS  
 ADMINISTRATIVE: VIEW USER REPORTS, MANAGE INVENTORIES, ADD OR MODIFY USERS  
 USER HELP: VIEW USER INSTRUCTIONS, CONTACT TECH SUPPORT, EXIT THE SYSTEM

Activity	Level	F/C Name	Company Name	Phone Number	Group	Details
11	10	A	F Adams, John	Northwestern Mutual	330-668-6133	Core Group
11	10	C	F Allen, Paul	State Commercial	330-668-6133 ext. 113	Core Group
11	10	A	C Alessandra, Dr. Tony	Platinum Rule Group	752-567-8963	Core Group
11	10	A	P Allen, Steve	Organic Personal	348-744-7852	Core Group
11	10	A	P Allison, Bob	Provenance	330-244-8274	Core Group
11	10	R	P Allen, Bob	Acad Marketing	348-888-2844	Core Group
11	10	A	C Anderson, Bob	8 Div of Ballrooms	410-213-2200	Core Group
11	10	A	P Anderson, Doug	International Health Plan	330-848-8174	Core Group
11	10	A	C Arnold, Jay	Value of Investment	540-533-8139	Core Group
11	10	A	P Bailey, Mike	Public Working	342-480-3372	Core Group
11	10	A	C Bann, James	Sales Impact Group	251-580-6885	Core Group
11	10	A	P Barber, Thomas	Shelton Mining & Storage	800-543-3783	Core Group
11	10	A	C Baker, Mark	State Business Systems	330-730-8154	Core Group
11	10	B	P Baker, Michael	Seeger Group	214-348-5336	Core Group
11	10	A	P Balogh, Doug	Swatich Industrial	988-713-2090	Core Group
11	10	A	C Ballard, Michael	Wages International	348-840-8880	Core Group
11	10	B	C Barlett, Tom	The Barlett Report	214-533-7192	Core Group
11	10	A	P Barwick, Paul	Comdex	330-888-8848	Core Group
11	10	A	C Baum, Fred	Active International	979-329-3422	Core Group
11	10	C	C Baum, Steve	Chloro Phosphate Land Development	330-523-8880	Core Group
11	10	B	P Becker, Jay	GreenTree Lodging	214-504-2800	Core Group
11	10	C	P Beck, Caroline	Global Office Solutions	348-334-8282	Core Group


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Please update the contact's information below.

Contact Information		Imported ID:
Added on: 7/23/2004 8:45:34 AM	First Name: John	Work Phone 1: 330-668-6135 ext.
Last Name: Adams	Nickname: J1	Work Phone 2:
Title/Position:	Company Name: Northwestern Mutual	Work Phone 3:
Street Address: 202 Monroe West	City: Ann	Cell Number:
Suite/Room Number: Suite 300	State/Province: Ohio	Cell Phone 1:
Zip: 44321	Country: - Select a Country -	Cell Phone 2:
Email: john.adams@north.com	BirthDay: 3-2-2005	Cell Phone 3:
Keywords: seminars, referral source, infomr, swatich		

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**YOUR DATABASE:** ADD A NEW CONTACT, VIEW CONTACT LISTING, REPORT & EXPORT LISTS

**MASS MARKETING:** MANAGE YOUR GROUPS, ADD CUSTOM REMINDERS, PERFORM BROADCASTS

**PROMOS & EMAIL:** VIEW PROMOTIONAL ITEMS, ENTER A NEW PROMO ITEM, ENTER A NEW MAIL

**ADMINISTRATIVE:** VIEW USER REPORTS, MANAGE INVENTORIES, ADD OR MODIFY USERS

**USER HELP:** VIEW USER INSTRUCTIONS, CONTACT TECH SUPPORT, EXIT THE SYSTEM

Interested Level:  Hot  Warm  Cold  Inactive

Can receive messages from: Director, Relator, Thinker, Socializer, Not Profiled

**Filters Criteria**

As a gift to you, we are willing to send you free, helpful articles and tips that match your interests. Please check all areas of interests:

- Advertising/Comm.
- Entrepreneurship Management
- Marketing
- Personal Growth
- Psychology/Behavior
- Sales
- The Cyrano Report

**Cyrano System User Status**

- Active
- Potential
- Previous

Please tell us how you first heard about The Cyrano Group:

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Please tell us the modes of communication you prefer (check all that apply):

- Email
- Face-to-Face
- Print
- Telephone

**The Phase of Relationship**

- 1. Trust
- 2. Value Prop.
- 3. Timing
- 4. Customer
- 5. Client
- 6. Advocate

**Their Sales Environment**

- Long-Cycle
- Relationship
- Transactional

**What positions and/or jobs do you perform for your company? (Please check all that apply):**

- Marketing Manager
- Owner or President
- Purchasing Agent
- Sales Manager
- Sales Representative

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Item #	Item Name	Unit Price	Send Date	Print	Send	Print	Send
101	RB: Book: "Relationship Selling"	\$13.50	None	None	None	None	None
102	RB: Book: "The Platinum Rule for Selling"	\$25.00	None	None	None	None	None
103	RB: Gift: Cyrano Travel Coffee Mug	\$7.00	None	None	None	None	None
104	RB: Gift: Golf Tee Package	\$1.45	None	None	None	None	None
105	RB: WP: "Executive Time Management"	\$2.60	None	None	None	None	None
106	VP: Brochure: All Products & Services	\$3.75	None	None	None	None	None
107	VP: Brochure: Concept Brochure	\$3.75	None	None	None	None	None
108	VP: Corp ID Flip	\$1.25	None	None	None	None	None
109	VP: D/S/T: Brochure: 3-Minute Follow-up!	\$3.75	None	None	None	None	None
110	VP: D/T: Brochure: Benefits Brochure	\$3.75	None	None	None	None	None
111	VP: D/T: Brochure: Superior Staffing Case Study	\$3.75	None	None	None	None	None
112	VP: Postcard: "During the Vacation"	\$1.25	None	None	None	None	None
113	VP: Postcard: "Hard at Work"	\$1.25	None	None	None	None	None
114	VP: Postcard: July 17th	\$1.25	None	None	None	None	None
115	VP: SR: Postcard: "Cyrano Letter"	\$1.25	None	None	None	None	None

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**Sales: Follow Through and Trust**

Dear John,

I know you expressed an interest in sale articles, so I thought you might appreciate this one. The article is based on the research findings from the purchasing professionals who read Purchasing Magazine Online. The online magazine was looking for the readers' best salesperson. 71% said that thoroughness and follow-through skills are the skills most desired from their sales representatives. It also mentions that politeness, back-door selling, and basic dishonesty from a salesperson are the most irritating to them. To read the article in its entirety, click [here](#).

Hope you enjoy it,  
Scott  
330-848-0444  
scott@thecyrano.com

P.S. As you probably already know, The Cyrano Group conducts workshop, training, and has a system to help companies build trust and automate the follow-through steps to aid marketing and sales. If you would like more information, give me a call.

PS: Thank New Client

Dear John,

A quick note to show my appreciation for your wise decision to implement our relationship marketing system. I look forward to helping you develop more – and more profitable – business relationships for Northwestern Mutual.

In gratitude,  
Scott Zimmerman

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Description	Status	Date	Cost From
RB: Offer of Free Information	Completed	7/22/2004 8:53:49 AM	Scott Zimmerman
RB: Article: The New SPs	Completed	7/22/2004	Scott Zimmerman
RB: Article: Email vs. Phone	Completed	7/26/2004	Scott Zimmerman
*Execute Broadcast Today!	Completed	10/15/2004	Scott Zimmerman
*Execute Broadcast Today!	Completed	10/16/2004	Scott Zimmerman
*Execute Broadcast Today!	Completed	10/17/2004	Scott Zimmerman
*Execute Broadcast Today!	Completed	10/18/2004	Scott Zimmerman
*Execute Broadcast Today!	Completed	10/19/2004	Scott Zimmerman
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RB: Article: Alessandra: Tolerance	Completed	12/7/2005	Scott Zimmerman
Holiday: Cyrano as Santa 1:1	Completed	12/25/2005	Scott Zimmerman
RB: Article: Dr. T.: Enhance Persuasiveness	Completed	1/25/2006	Scott Zimmerman
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Vacation Announcement 2006	Completed	4/13/2006	Scott Zimmerman
TSTN Lunch	Completed	7/28/2006	Scott Zimmerman
GASP Invite	Completed	7/25/2007	Scott Zimmerman
Handling Concepts Job Opportunity	Completed	8/1/2007	Scott Zimmerman
HC follow-up	Completed	8/1/2007	Scott Zimmerman
Suprema Job Listing	Completed	8/16/2007	Scott Zimmerman
RB: Article: Know Your Sales Cycle	Completed	9/24/2007	Scott Zimmerman
RB: ARJ article: Customer Isn't Always Right	Completed	9/25/2007	Scott Zimmerman
RB: Article: Why Advertising Fails	Completed	9/27/2007	Scott Zimmerman
*Phone Call Reminder	Completed	10/9/2007	Scott Zimmerman

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True masters of selling and marketing adapt *and* seek ways to treat *everyone* they meet they way **THEY** want to be treated!

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Based upon what you have just learned:

- “What am I going to **Start** doing?”
- “What am I going to **Stop** doing?”

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Kris Prosser will supply me with your name, company name and email. I will send you the pdf of today's presentation along with your free Sales Mastery e-book, Relationship Strategies MP3 and online Platinum Rule Behavior Profile Assessment!

Comments about my speech is always appreciated.

[Scott@PlatinumRuleGroup.com](mailto:Scott@PlatinumRuleGroup.com)

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Free articles, tips, ideas and product offers that match your behavioral style, your goals, your learning style and the outcomes you desire in your career and life:

**ONE-TO-ONE from A-TO-Z**

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To receive a copy of today's presentation:  
**Scott@PlatinumRuleGroup.com**  
 Put "Sales Mastery" in the subject line.

To learn **The Platinum Rule** for free:  
**www.PlatinumRuleGroup.com**

**1 to 1 from A to Z**

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How to Make Your Selling Skills as Much as Every Program's Selling Skills

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 SALES MASTERY  
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 Now Available

Discover How Your Behavioral Style Will Help you Succeed - and your business succeed

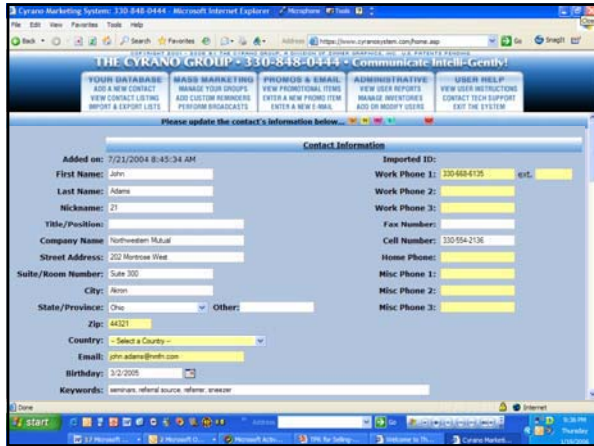
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 June '08



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