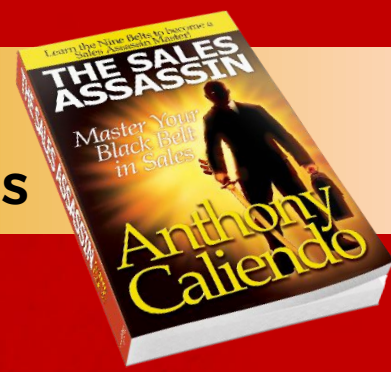


From the award-winning, international best-selling author of

**THE SALES ASSASSIN:  
MASTER YOUR BLACKBELT IN SALES**



THE SALES  
**ASSASSIN**

*BREAKING*  
**BAD  
HABITS**

*&*

*BECOMING*  
**SALES  
ASSASSINS**

**COURSE WORKBOOK**

A N T H O N Y C A L I E N D O



# BECOMING SALES ASSASSINS

## Course Workbook

Welcome!

Congratulations on your decision to become **Sales Assassins and Master your Black Belt in Sales!**

This Breaking Bad Habits: Becoming Sales Assassins Training Seminar Workbook is the companion guide to the Breaking Bad Habits sales training seminar by Anthony Caliendo. This sales seminar is for those who wish to transform from ordinary sales people into Sales Assassins. Likewise, it is also designed for companies who want to transform their mediocre or struggling sales organizations into dynamic Sales Machines.

Some of the concepts in this workbook are also taught in the book *The Sales Assassin: Master Your Black Belt in Sales* and will help your understanding by applying them to real life, daily situations within the sales profession and in your lives. This is a self-reflective journey whereby you will explore and discover current behaviors and deficiencies that contribute to non-productivity. Then you will be counterstriking with new learned behaviors and skills designed to keep you and the entire sales force intensely dedicated, focused and driven.

The Breaking Bad Habits segment of the seminar is a visual, interactive exercise based upon the Sales Assassin Behavioral and Performance Change Intervention concepts where you will figuratively identify and break your bad habits hindering you from ultimate success in sales and in life.

You must constantly evaluate what works and what does not, so continual practice and training are critical. This seminar along with the book and personal coaching opportunities with Anthony Caliendo will tool you with new ways of thinking and acting that will enhance how you perform as sales people.

For more information regarding coaching and training opportunities with Anthony Caliendo please email [info@thesalesassassin.com](mailto:info@thesalesassassin.com) or call (561) 265-1405.

Success in sales and in life is possible. Taking this inner sales journey is the path to positive thinking and to finally controlling your Sales Destiny!

Believe and Dream Big,

A handwritten signature in blue ink, appearing to read 'Anthony Caliendo', with a stylized flourish at the end.

Anthony Caliendo

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## **Session One Part One: Learn the Sales Assassin Philosophy**

### **What is a Sales Assassin?**

1. A Sales Assassin is a sales professional who consistently performs at the highest level of skill and precision to consistently achieve his or her sales goals.
2. He or she exhibits the following characteristics: a. relentless and outrageous passion, dedication and courage, b. precision and skill, c. killer instincts and d. intense focus and drive.

### **What is a Sales Assassin Master –AKA- S.A.M.?**

1. Sales Assassin Masters –AKA- S.A.Ms are:
  - Masters of sales passion & discipline
  - Masters of perseverance & self-control
  - Masters of their own destiny & driven to succeed in all aspects of life
2. Sales Assassin Masters –AKA- S.A.Ms:
  - Don't accept mediocrity
  - Don't make excuses
  - Don't yield to defeat

**How do you develop the desire to make the changes necessary to become a S.A.M.?** There are five steps to this process:

1. Figure out if you really like what you do.
2. Determine if you believe in sales as a viable career; or are you in a sales job because you have failed at other careers?
3. Determine if your personality, your life style and your ways of thinking are suited for a career in sales.
4. Determine if you can become passionate about your career each day and especially when the economy is tough.
5. Determine what changes you must make in order to drive your success and determine if these changes will be impactful enough to begin your transformation process. For example,
  - a. Does fear need to evolve into courage?
  - b. Does complacency need to evolve into drive and persistency?
  - c. Do you make excuses?
  - d. What things about your personality need to be examined and can they (realistically) become modified?



## Session One Part One: Learn the Sales Assassin Philosophy

### The 9 Belts of Sales Assassin Mastery

1. Each belt is achieved through mental & physical commitment and sacrifice.
2. The 9 Belts are tactical & philosophical similar to the principles of martial arts.
  - a. Tactically you have to be able to anticipate strikes, take calculated risks and counterattack through the inevitable peaks and valleys of the sales cycle
  - b. Philosophically you must always take stock in yourself, reinvest, reinvent and have the courage to make changes to advance to the next level.
3. The 9 Belts are not progressive. You don't need to achieve Belt 1 to progress to Belt 2. They exist independent of each other but collectively they provide the foundation of S.A.M. success.



## Session One Part One: Learn the Sales Assassin Philosophy

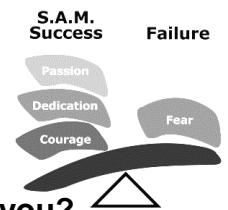
### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 1: PASSION, DEDICATION & COURAGE

“Discover what drives your heart, mind & spirit in sales and in life.”

Passion, dedication & courage or P.D.C. is the “Trinity of Sales Success.” Without it you cannot succeed in business but more importantly, in life.

- Where does it come from? Where is it going and where can it take us?
- Are we born with it? Do we learn it or do we build up to it?
- Or does it just happen in critical or pivotal moments in our lives?



**Passion – What is your meaning in life? What do you aspire to? What matters to you?**

**Dedication – Your willingness to commit, have self-sacrificing devotion and go “all-in”**

**Courage – To act in spite fear**

There are six concepts that will help you understand and find your P.D.C.

- **Plan:** Organize yourself and lay out a mental and physical plan for action.
- **The Search and the Hunt:** Search for the opportunities. Find some small, quick wins for confidence.
- **Engagement and Self Sacrifice:** You must find the desire to act each day, find the resources and connect with them and through them.
- **Discipline:** Don’t be discouraged if the plan is not going as designed. Regroup and refocus your efforts.
- **Risk Taking:** Step beyond when others are guarded, cautious and unwilling to go beyond the norm.
- **Continuous Improvement and Opportunity:** Never be satisfied, continuously improve and search for new challenges.

### Exercise

#### Know Your Strengths as a Sales Professional – *What are you good at?*

1. As a sales professional list the skills that you feel you are really good at \_\_\_\_\_  
\_\_\_\_\_
2. Are you passionate about doing these things? Yes or No
3. Do you put in the extra effort into the things you do very well? Yes or No?
4. As a sales professional list the skills that you feel you DON’T do well \_\_\_\_\_  
\_\_\_\_\_
5. Are you passionate about doing these things? Yes or No
6. Do you put in the extra effort into the things you do not do very well? Yes or No?

**TAKE AWAY: The real challenge and the thing that really takes our sales performance and our Passion, Dedication and Courage to the next level is to be committed to excelling at what we do well and improving the things we do NOT do well!**

## Session One Part One: Learn the Sales Assassin Philosophy

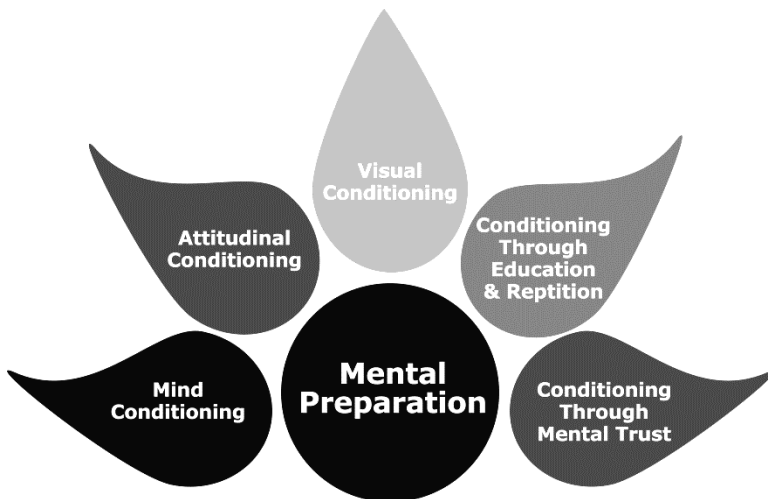
### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 2: MENTAL PREPAREDNESS

“Condition your mind to receive new ideas, concepts & challenges”

The mind is a core component of success. It must be conditioned and prepared to engage every challenge in life. When your mind is not properly conditioned and ready, you are not prepared to handle the difficult situations and challenges that life presents. To do this you must break through the mental blocks and get off the defense.

The Sales Assassin uses a five-step process to establish Mental Preparation:



1. **Mind Conditioning** through good work habits, eating & exercise habits and sleep habits
2. **Attitudinal Conditioning** by acting positively
3. **Visual Conditioning** by visualizing positive outcomes
4. **Education & Repetition** through continuous practice
5. **Mental Trust** by trusting our instincts and realizing we are resilient

When you are prepared mentally, you will likely find no time to doubt yourself and your ability to succeed. Being mentally prepared means you refuse to concede to defeat when faced with difficult situations. You have two options, which will you choose:

- ➔ **OPTION 1: DEFEAT. I CAN'T. IT'S NOT POSSIBLE**  
**OPTION 2: WINNING. SUCCESS. DRIVE. MORE ABITION**

**TAKE AWAY:** Your mind responds how it has been conditioned and what it knows. It responds to your habits, attitudes and beliefs and these things have been conditioned. As a S.A.M., condition yourself to be decisive and having the ability to control your anxieties and fears. Fears destroy your determination and your confidence. Now your mind will know how to act in the future.

## **Session One Part One: Learn the Sales Assassin Philosophy**

### **The 9 Belts of Sales Assassin Mastery**

#### **SAM BELT 3: MINDSET**

**“Control how you think, act & react. Control the daily obstacles & distractions.”**

You may not be able to change daily occurrences, but you most certainly can change the way you respond and react to them in order to encourage certain outcomes. Mindset is your fixed mental attitude or disposition that predetermines your response to and interpretation of situations we face each day. The proper mindset motivates you and makes you more productive each day.

- How do your mental attitudes affect your personal and professional life?
- Where does your mental attitude come from?
- Does your attitude change day to day?
- What causes your mental attitude to change?

#### **The Mind Rollercoaster Phenomenon (M.R.P.)**

The #1 obstacle for sales people is learning how to control their mindset. The Mind Rollercoaster Phenomenon (M.R.P.) is how I describe the mental state of a sales professional who allows certain occurrences, distractions or obstacles and negative thinking to deflect them from productivity.

A Sales Assassin counteracts the factors that contribute to M.R.P.:

- **Combat the Vicious “Low-Low” Cycle:** When you begin, progress through and conclude your day on a low. Put negatives into perspective by clearing your mind and re-focusing on what you need to accomplish and achieve. It begins when you go to bed at night.
- **Control Constant Distractions:** Control and/or eliminate personal, professional and self induced distractions, whether they’re real or perceived. Or are they just excuses not to perform?
- **Prevent “Idle Mind” Syndrome:** No action and no trigger. Put consistent energy into building activity and keeping your mind moving forward.
- **Stop Chasing the Clock:** Your watch should only tell you the time of day. It should not control you. You must control you and tell yourself when you want to get things done. And execute!
- **Body & Physical Preparation:** Synergize your body & mind with physical activity. A Sales Assassin is an athlete and physical exercise releases endorphins that gives you energy and promotes that “natural high” which promotes a S.A.M. mindset. If you feel better you perform better.
- **Level Set Your Mindset:** When you manage and control your M.R.P. you know and feel that you are evolving each day through personal and professional dedication and your effort and desire for success.

**TAKE AWAY: The right mindset creates and paves the way to success. It motivates you and makes you more productive each day. The key to controlling your mindset is controlling your mental rollercoaster that distracts you from your goals you set for yourself.**



## Session One Part One: Learn the Sales Assassin Philosophy

### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 3: MINDSET

“Control how you think, act & react. Control the daily obstacles & distractions.”

#### Exercise

##### Evaluate & Eliminate Your Distractions

For one full 5 day work week, identify, write down on a piece of paper, and carefully examine any and all occurrences during your work day that could be considered a distraction taking you out of your zone. Jot down how you reacted to them. Then categorize them business, personal, self-imposed. At the end of the 5 days, examine your list. Now you have some decisions to make.

#### Monday's Distractions:

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- a. Personal \_\_\_\_\_
- b. Professional \_\_\_\_\_
- c. Self-imposed \_\_\_\_\_

#### Tuesday's Distractions:

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- a. Personal \_\_\_\_\_
- b. Professional \_\_\_\_\_
- c. Self-imposed \_\_\_\_\_

#### Wednesday's Distractions:

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- a. Personal \_\_\_\_\_
- b. Professional \_\_\_\_\_
- c. Self-imposed \_\_\_\_\_

#### Thursday's Distractions:

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- a. Personal \_\_\_\_\_
- b. Professional \_\_\_\_\_
- c. Self-imposed \_\_\_\_\_

#### Friday's Distractions:

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- a. Personal \_\_\_\_\_
- b. Professional \_\_\_\_\_
- c. Self-imposed \_\_\_\_\_

## Session One Part One: Learn the Sales Assassin Philosophy

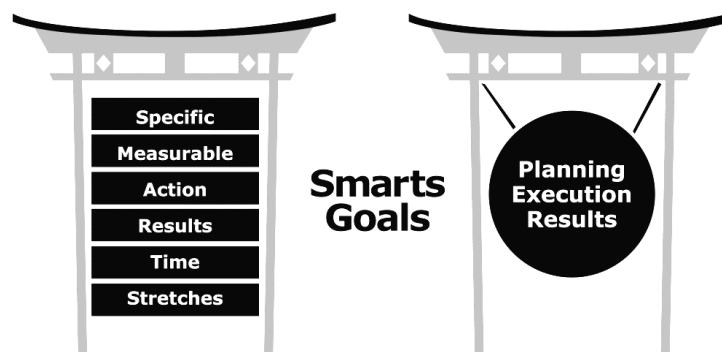
### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 4: GOAL SETTING

“Know your target goals and plan your attack.”

Most sales professionals hear the bottom line message everyday, “sell more than you did last year.” The goal setting process should be much more than just a demand for more sales. Sales leaders and managers must have a deeper conversation after defining goals. This conversation is focused on how your goals are going to be achieved. This is how Sales Assassins think, set target goals and plan their attack: ***The Formula = Think Really Big, But Start Small, One Day At A Time, One Win At A Time.***

**Choose SMARTS Goals:** The concept of defining SMARTS goals is not new to business, but sales professionals and many sales leaders’ goals have no logical pattern for development of what needs to be achieved:



- **SPECIFIC:** When goals are specific, they have a much greater chance of being accomplished.
- **MEASURABLE:** You must be able to track and measure progress to know if you’re on target.
- **ATTAINABLE:** You must stand a reasonable chance to meet and achieve your goals.
- **REALISTIC:** The target goals must be doable and that you have a desire to work towards.
- **TIME-BOUND:** S.A.M. target goals must contain a time frame for goal achievement.
- **STRETCHES YOU:** Your target goals must stretch your mental and physical sales capabilities.

**TAKE AWAY:** Continually achieving higher status and upward mobility means setting goals and outlining strategic plans for consistent achievement. Trying to build success with our measurable, attainable goals is like running a race without a finish line.

## Session One Part One: Learn the Sales Assassin Philosophy

### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 5: CLIENT QUALIFICATION

“Know your product, listen to your client and isolate the hot spots.”

The key to any effective qualification process is precision—a **precise process** that gathers **precise information**, in a **precise way** with **precise timing**. The S.A.M. qualification process is your ability to use precision to load, lock, aim and zero-in on the target information required to close the deal. This information is power and this power shapes your opportunity by identifying the movers, shakers and the ultimate decision-makers.



#### S.A.M.s must master these closing techniques in order to perfect the art of qualifying:

- **ASKING QUESTIONS WITHOUT ASKING:** Extract as much information as possible in a very short period of time in order to assess your customer’s needs – without them realizing it. LISTEN and SILENT are spelled with the same letters. Think about it.
- **ISOLATING THE HOT-SPOTS:** This is when having intimate knowledge of your product or service is a must. The qualification process is when you’ll put this skill to use because this is when you’ll focus on key “hot spots” with your potential buyer in order to make the sale.
- **RECOGNIZE EMOTIONAL DRIVERS:** Don’t be so preoccupied with your own goal to reach the finish line that you fail to identify your potential buyer’s signals. You are pitching a product to your prospect to solve their problem – not to solve yours.
- **BE NICE TO THE “NO-POs!” AKA NO-POWER BEASTS:** These are the gate keepers that, in reality, have no real decision-making power but they are your first line of contact in any corporate environment.
- **PRACTICE, PRACTICE, PRACTICE:** Put your qualifying skills into practice, learn how and what you need to say just as much as what you need to AVOID saying.

**TAKE AWAY:** Client qualification is the most over used, abused, ignored, misunderstood and yet most valuable and indispensable tool of the sales process. Bottom-line, either learn to use it or definitely lose every great sales opportunity you will ever have.

## Session One Part One: Learn the Sales Assassin Philosophy

### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 6: LEADERSHIP INTEGRITY

**“Practice what you preach and demonstrate your trustworthiness.”**

Leadership has little to do with hierarchical titles and who reports to whom. Instead, leadership is the behavior we exhibit and becomes the example we set.

#### S.A.M. 3 POWER KICK LEADERSHIP PRINCIPLES

- **STAY GROUNDED IN SALES ETHICS, TRUTHFULNESS & INTEGRITY:** Never misrepresent yourself or your products for your personal gain.
- **RECOGNIZE WHEN YOUR INTEGRITY IS BEING TESTED:** Is your integrity for sale? Once you lose it, regaining it is nearly impossible. Know when to disengage if your integrity is on the line.
- **YOUR VALUES & BELIEFS DEFINE YOUR P.D.C.:** Having outrageous passion, dedication and courage cannot offend our personal values, sensibilities and beliefs.

#### Exercise

##### S.A.M. Leadership Integrity Self-Assessment

1. I maintain a positive attitude in the most difficult circumstances.  
 Strongly Agree            Agree            Don't Agree
2. I can calm myself when under great stress.  
 Strongly Agree            Agree            Don't Agree
3. When things go wrong I accept responsibility.  
 Strongly Agree            Agree            Don't Agree
4. I never stretch the truth to customers about my products and services.  
 Strongly Agree            Agree            Don't Agree
5. I have a reputation for being honest with my clients.  
 Strongly Agree            Agree            Don't Agree
6. My team, my teammates and my supervisor think that I am trustworthy.  
 Strongly Agree            Agree            Don't Agree
7. I am a role model to people I work with and those with whom I do business.  
 Strongly Agree            Agree            Don't Agree
8. My colleagues come to me with problems because I seek a win/win solution.  
 Strongly Agree            Agree            Don't Agree
9. I am approachable and humble.  
 Strongly Agree            Agree            Don't Agree
10. I accept responsibility for my mistakes in business and in life.  
 Strongly Agree            Agree            Don't Agree

**TAKE AWAY: Leadership is how a S.A.M. differentiates his or herself from the competition. Leadership defines our code of conduct in that every success is the result of mastery of truthfulness and integrity.**



## Session One Part One: Learn the Sales Assassin Philosophy

### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 7: REINVESTMENT IN YOUR BUSINESS & YOU

**“You are your business; your business is YOU. Create the competitive distinction.”**

No matter if you work for a company or whether you're a business owner, a salesperson must treat the profession as being in business for themselves. A S.A.M. will act like a C.E.O. no matter what name is on the title. Only investing time and resources into mastering product or service knowledge is not sufficient enough to guarantee your sales success. Knowledge is everything but YOU are more. Reinvesting into the business of “You” means investing time and resources into learning about how to be a better salesperson and a better you.

#### Self-Discovery of the YOU in Sales Assassin Mastery

- **IT TAKES MONEY TO MAKE MONEY, SO INVEST:** To achieve S.A.M. status you have to be willing to make investment and accept a certain amount of risk in order to realize R.O.I.
- **CREATE COMPETITIVE DISTINCTION:** A S.A.M. will figure out how to maintain or gain advantage over a competitor by creating positive distinction and recognition from the competition, whether you're a business owner or the part of a sales team.
- **THERE'S NO LIMIT TO WHAT YOU CAN OFFER:** Do basic R&D. Buy your competitor's products and assess its strengths and weaknesses against your own. Then devise a better strategy and a better presentation.

#### Realize Opportunities for Your Reinvestment

1. Define specific opportunities for you to invest in your personal and professional development

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2. Identify barriers to your reinvestment opportunities that could make it impossible to achieve success in the next 3 months

- a. Key barriers:

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- b. What steps could you take to address these barriers?

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3. What are the risks associated with your approach to reinvestment?

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4. What is the potential R.O.I. if you take the risk?

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**TAKE AWAY: Reinvestment in YOU is essential. It takes risk, it takes creativity. It means coming up with the right formula and right strategy. Making the investment in you and creating a distinction is KEY to becoming a S.A.M!**

## Session One Part One: Learn the Sales Assassin Philosophy

### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 8: LESSONS OF LIFE

**“Learn from your successes & failures. Recognize the lessons and use them to adapt, change & grow.”**

Success and failure are inevitable lessons of life. Our failure can be very expensive in terms of dollars, confidence, physical and mental pain. In life and especially in sales our mistakes, shortcomings and errors in judgment are learning experiences. These are the Life Lessons.



#### Lessons In Life Are Vehicles of Change

Life's lessons are the foundation for your success. If you're afraid to fail then you'll never succeed. There are two drivers that allow you to sustain performance even through challenging times:

- **USE PASSION AS A SOURCE OF ENERGY:** When you maintain passion for the work, your work rewards you with increased energy and even enthusiasm. The energy from passion then becomes your fuel source in your best and worst of times.
- **CONTINUOUSLY ABSORB KNOWLEDGE & INFORMATION:** Push your mind to learn and use what has been learned in the most effective way from the successes and especially the failures. Knowledge makes you strong and gives you the ability to sustain.

#### Know when to “SHIFT GEARS”:

- **DANGER** = Change Your Gear
- **COMPETITION** = Change Your Approach
- **CUSTOMERS** = Change Your Style

**TAKE AWAY: Failure and success go hand in hand. Learning from the failures puts you on the right path to success!**

## Session One Part One: Learn the Sales Assassin Philosophy

### The 9 Belts of Sales Assassin Mastery

#### SAM BELT 9: LIFESTYLE CHANGE

“Make a mental & emotional commitment to complete transformation.”

Making lifestyle changes means individual reflection and self-discovery. Your behaviors and attitudes about work and life may require focus and change and that requires deep commitment and laser-focused concentration that involves:

- Consistently making the right choices which means
- Consistently having the right attitude which means
- Consistently making conscious decisions which become
- Consistent reactions that drive the best possible outcomes that equal
- Consistent habits that drive permanent results that equal
- Real TRANSFORMATION



**Your Daily Challenge:** Keeping your flame alive each day, staying committed to your task and maintaining your motivation!

- **Control your M.R.P. :** Develop your S.A.M. Mindset
- **Surround yourself with positive, infectious people:** Create a S.A.M. Support System
- **Create a positive mental, physical and emotional identity:** Exude S.A.M. Confidence
- **See it – touch it – feel it :** Visualize S.A.M. Success and then achieve it and live it

**TAKE AWAY:** Begin your S.A.M. Evolution – Realize your S.A.M. DNA – your Distinctive Nature to Achieve!

## Session One Part One: Learn the Sales Assassin Philosophy

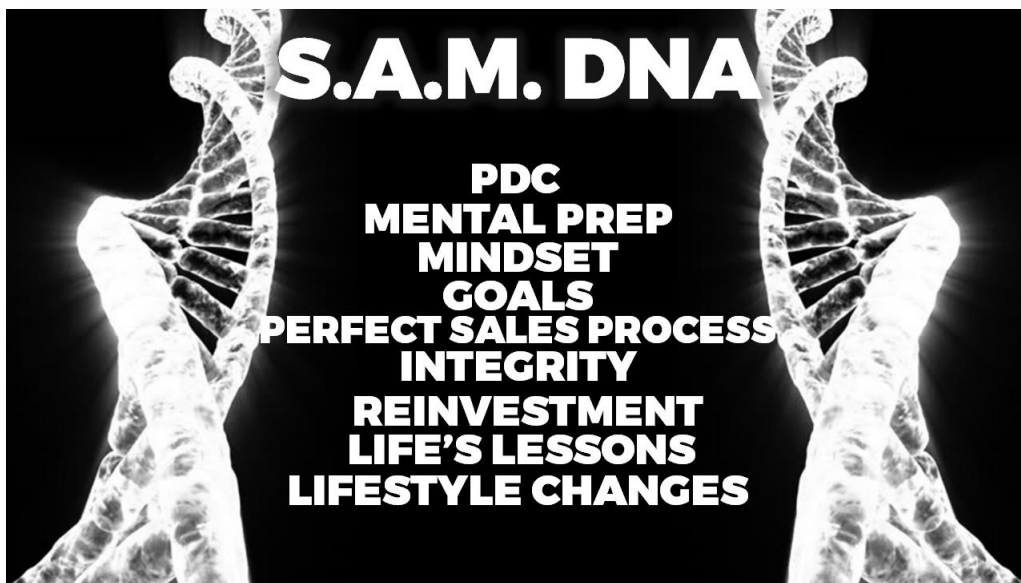
### The 9 Belts of Sales Assassin Mastery

#### S.A.M. DNA

“Discover your Distinctive Nature to Achieve”

Just as human DNA is made up of all of the molecules and the material that makes you unique, your SAM DNA – your Distinctive Nature to Achieve, is made up of all the elements of the 9 Belts of S.A.M. that allows you to succeed in sales. It is your professional genetic code. SAM DNA allows you to:

- **Achieve success while overcoming failure**
- **Find the motivation and mindset to achieve Sales Assassin Excellence**
- **Possess a strong desire to be successful in all aspects of life**



Those sales professionals that possess the S.A.M. DNA embrace four CORE beliefs:

- **Success is driven by a personal and professional commitment**
- **Creating challenging SMARTS goals are opportunities**
- **The search for achievement and success is fun and has value**
- **Skills will only be perfected through practice and persistence**

**TAKE AWAY:** This is the challenge and the attitude that you must possess in everything you do as a professional sales person. Find your S.A.M. DNA...Find your Outrageous commitment to success...become a Sales Assassin Master.



## Session One Part Two: Building a Team of Sales Assassins

### Special Message to Corporations & Sales

#### Leaders

#### MIND-BLOWING STATISTICS:

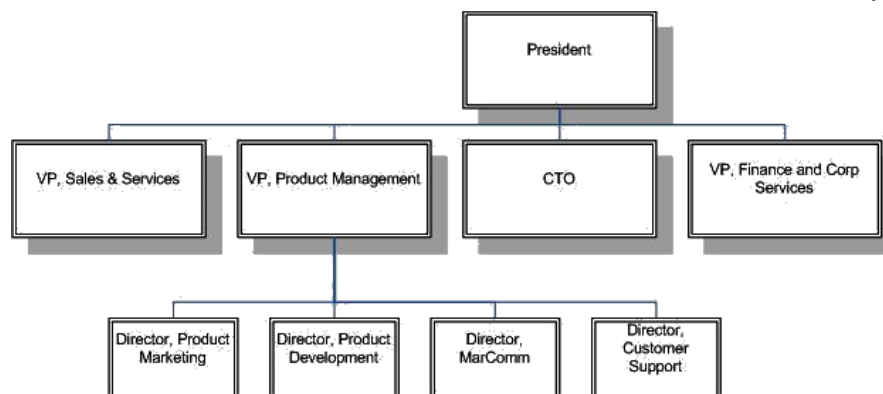
- 20% of salespeople account for 80% of the total company sales
- 25% of salespeople are selling the wrong product or service
- 64% of salespeople fail because they are in the wrong profession
- **55% of salespeople making a living in sales do not possess the right skills in order to be successful**
- **50% of sales leaders are too busy to train & develop their sales teams**

### SALES & MARKETING ARE THE LIFEBLOOD & MAIN REVENUE STREAM OF THE COMPANY

Businesses need to pour their resources back into the sales & marketing functions in order to become profitable. When investing back into these functions is ignored, the company is not acknowledging that sales drives the business and generates the resources necessary to be successful.

The company must shift to the S.A.M. Methodology and these Change Ideas:

- **INTEGRATE SALES & MARKETING INTO THE CORPORATE STRUCTURE** : sales cannot operate independently of the rest of the organization
- **ACHIEVE BUY-IN AND COMMITMENT FROM ALL ELEMENTS OF THE ORGANIZATION STARTING WITH THE CEO AND TRICKLING DOWN** : all functions must have the same clear sales path, have the same sales goals and for the same, united reasons
- **ANTICIPATE THE NEEDS OF THE BUSINESS AROUND THE SALES FORCE** : a business' sales & marketing plan should dictate the direction the company is going in, not the other way around
- **TRANSFORM THE SALES PEOPLE WITHIN THE SALES FORCE** : if sales people fail, the business fails



### THE SALES FUNCTION MUST BE INTEGRATED INTO CORPORATE STRUCTURE

**TAKE AWAY:** How many great products are developed but never sold? Energy and resources should be put back into marketing and most importantly, sales or the competition war is lost!

## Session One Part Two: Building a Team of Sales Assassins

### Special Message to Corporations & Sales

#### Leaders

#### **SALESPEOPLE ARE THE FRONT LINE**

The sales function should lead the business with an outrageous team of sales assassins that will attack the marketplace with S.A.M. focus, precision and strategy designed for business growth and survival.

- Salespeople have the pulse of the marketplace – they are the boots on the ground
- Salespeople need to be heard – listen to the objections and decide whether the business needs to re-direct its strategy
- Salespeople dictate whether the business makes money or not – they're either driving sales or losing sales



#### **CREATING A TEAM OF SALES ASSASSINS MEANS:**

- Starts with an Ultimate S.A.M. sales leader who's chief focus is to lead, direct and manage
- Finding the best talent: those with the S.A.M. DNA and those willing to transform
- Creating an environment that motivates and inspires
- Clearly defining sales strategies and goals based on market conditions
- Redefining the team, if necessary
- Understanding that sales people will not succeed unless they know and understand who they are and what attitude and skills they need for success

**TAKE AWAY: When salespeople win, the business wins! The organization becomes a Dynamic Sales & Marketing Machine!**

## Session Two Part One: Counterstriking for Success

### Mixing the Perfect Sales Cocktail

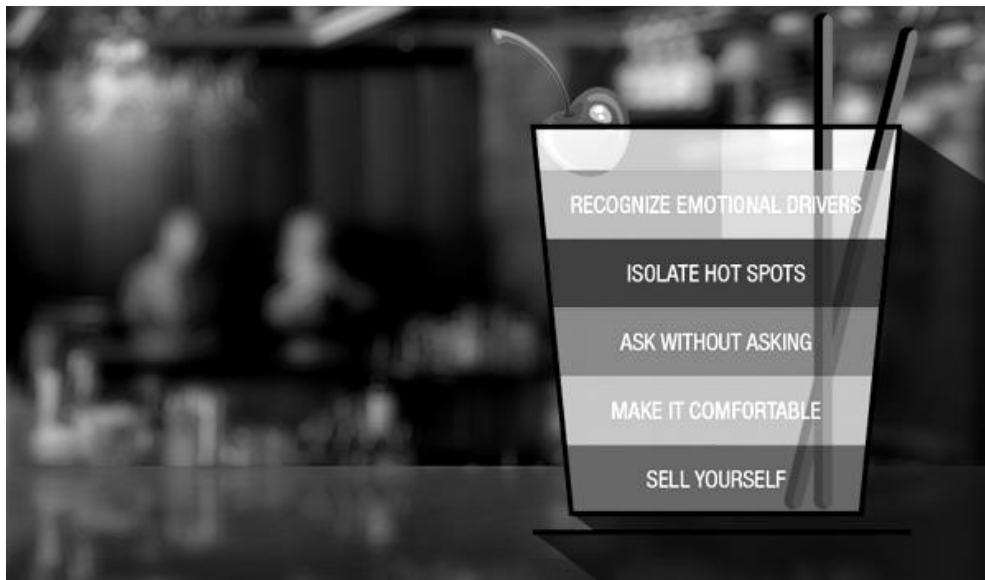
#### SALES CAN BE COMPLICATED

Whether you're a career sales professional or just starting your first sales job, excelling in sales can be frustrating and complex. Different factors that contribute to sales complexity:

- Being able to find the right lucrative opportunity
- Having access to the right resources
- Selling the right product or service that appeals to businesses and consumers alike
- Developing effective lead generating techniques
- Learning how to navigate through a complex sale

**KEY POINT:** The two most important and critical components to a successful sales process are you and your customer, no matter what you're selling.

### THE SALES PROCESS IS 25% PRODUCT AND 75% PEOPLE



The Perfect Sales Cocktail is MOST POTENT when you:

- Make an Impression
- Make Connections
- Build Relationships
- Build Trust

## **Session Two Part One: Counterstriking for Success**

### **Mixing the Perfect Sales Cocktail**

#### **SALES ASSASSINS MIX KEY INGREDIENTS TO PERFECT THE SALES PROCESS**

You must perfect the techniques that get you in front of your customer, make you likeable, persuasive and trustworthy and that will transform client relationships into sustainable business partnerships:

- 1. SELL YOURSELF – BRAND YOURSELF:** Think of yourself as your product and you're the manufacturer of your product. Package and present yourself at every opportunity. You must always attract your prospect to you. You have to make an impression. Be unique. Be distinctive. Be remembered or be forgotten. However, never ruin your personal brand or compromise yourself for a quick gain. Rebounding from it is nearly impossible.
- 2. USE TECHNOLOGY AS A TOOL NOT A CRUTCH:** Social media, mobile marketing, and technology as a whole have changed society and the sales game. You must use it in some form or another to market and brand but you can't build personal relationships with technology alone. Technology only enhances the sales process and your client's experience. If you hide behind technology, you cannot make personal connections, make impressions or build trust.
- 3. NO-FAIL COLD CALLING:** Cold calling is not the sale; it's the intro to the sale. You only have 5 seconds to grab your prospect's attention and keep it. The key is to BE NIMBLE. BE QUICK. There are five no-fail techniques to use to ensure that your cold call intro turns into a hot opportunity:
  - a. Get in front of the decision maker as quickly as possible**
  - b. Get your prospect off of the defense and warm him or her up as quickly as possible**
  - c. Be completely clear about who you are and the reason for your call as quickly as possible**
  - d. Ask simple, precise qualifying questions so you know what product or service to present**
  - e. Thank them for their time, make sure you have correct contact info and make sure you follow through**
- 4. MAKE YOUR PROSPECT COMFORTABLE:** When you get to your presentation, make them like you. There's a fine line between confidence and arrogance, being persistent and being annoying, or being knowledgeable and being a know-it-all. Draw those line and make your prospect want to engage with you. Nobody buys from someone they do not like.



## **Session Two Part One: Counterstriking for Success**

### **Mixing the Perfect Sales Cocktail**

#### **4. MASTER S.A.M. BELT 5 CLIENT QUALIFICATION:**

**a. Master the Art of Asking Questions Without Asking:** Make a connection with your buyer. Learn how to open up the dialogue and then learn how to listen. Suddenly you've gathered all the information you need for your closing arsenal. Remember SILENT & LISTEN are spelled with the same letters.

**b. Isolate your buyers Hot Spots:** Create value, create need and create solutions for your potential buyer. Don't waste their time. Hone in on what is actually important to them, don't offer them the cookie-cutter pitch. They know their problem: but you have the solution. A buyer may be very clear that he needs "ABC" but a good salesperson is prepared to explain why "XYZ" is the real solution to their needs.

**c. Recognize Emotional Drivers and Negotiate Accordingly:** Don't be so preoccupied with your own goals that you miss your buyer's signals. You're there to solve their problems not yours. Sometimes we're so anxious to close the deal that we're not paying attention to our buyer's signals. Don't miss the clues that are driving them to make their final buying decisions. Tune in and negotiate accordingly.

**5. FOLLOW-UP TO GO UP:** 80% of sales require 5 follow-up calls after the initial phone call or meeting yet 44% of salespeople give up after the first follow-up. Remember, the sales process doesn't start with leads. It starts with opportunities and they must be followed up on and timing is everything. Then, opportunities turn into leads, which turn into negotiations, which turn into the close. No follow-up = no close.

**6. MEASURE YOUR PIPE:** You should analyze your pipeline constantly and manage how it is performing. If you have 5-10 prospects in your pipe, you have to know which ones to shuffle to the top of the food chain and which ones to shuffle out of the mix. Constantly replenish your pipeline as non-viable prospects are dismissed. Learn how to accurately forecast which prospects in your pipeline will turn into sales because this will allow you to be able to predict future sales and measure your closing ratio. You have to be able to measure it so you can manage it properly.

**TAKE AWAY:** Once you accept the 25%-75% Rule, then sales is suddenly less complicated. The most effective sales techniques that produce results and achieve desired outcomes focus on the human factors and the emotions that drive desired behavior.

# Breaking Bad Habits

# BECOMING SALES ASSASSINS

## Session Two Grand Finale: Breaking Bad Habits

### Ultimate Visual Interactive Exercise

#### S.A.M. TRANSFORMATION

Becoming a Sales Assassin Master means making a mental and emotional commitment to completely changing your behaviors and the way you think, act and react to situations. It's about replacing bad habits with positive ideas, concepts and new habits. Replacing bad habits with good habits require decisive change.

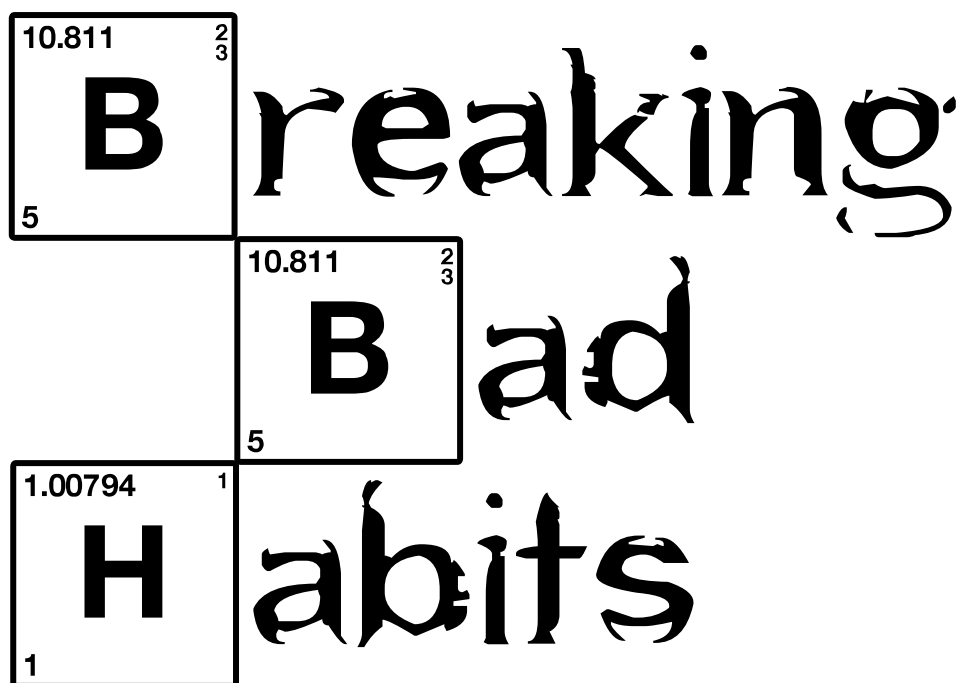
Factors that drive change:

- Being dissatisfied with current circumstances
- Deciding to make preemptive strikes

**Be committed to the change journey. Start by asking yourself the hard and honest questions about your character, your personality, your values, your habits and then evaluating the successes and failures you've had in sales so far. WHAT DO YOU NEED TO CHANGE?**

#### Exercise

#### BREAKING BAD HABITS & BREAKING THROUGH!





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