Commercial Training 8-26-14

Questions/Comments:

- Lisa Hall – sharing some information about a large truck show in Dallas this weekend. **They have invited any distributors that are interested in splitting a booth to contact them directly. Estimated attendance around 45K**
- Driver shortage – people recruiting
- Owner operators and vendors sharing their products/services
- Women and Trucking – organization
- People are looking for ways to save money and make money – tight margins and looking for ways to save money. Owner operators really looking for ways to increase profits.

Updates:

- GDI Summer Bonus program is still active until Sunday 8/31. Let's finish strong and let us know if we can help with anything!
- GDI replicated sites will be active for GDI Certified distributors – If you are uncertain about your Commercial status – please email us at support@peakadvantagesales.com and we will be happy to confirm for you.

Training: RESIDUAL INCOME

- How much residual income do you want to make per year **AND** how quickly do you want to start earning it? (Let's look at a simple calculator). Page 119
- If you started working with a Commercial account today, how long (on average) do you feel it will take to start getting residual income? (3 to 4 months to that point)
  - Time is critical -
- In a "standard" trial involving over-the-road trucks, we find the "average" length of the trial to be around 3 months. This means that if you talked to a company today, on average you would could start residual income with that company around **11/28/14.**
- As we talk with potential business partners, we have to remember these critical points:
  - **A sale is ALWAYS being made!**
  - We say this often, but many times we don't recognize the importance of the statement
    1. Either they convince you of their reasons not to "buy" - the excuses
    2. You convince them that they need to get started **immediately**
    3. **Trial of another product or just purchased a new piece of equipment – they have no excuse.**
  - **We have to create urgency** – we can't wait for days, months, and years to pass – this will not get you to your income goals in the next year.
  -

- **We are hurting our potential business partners if we don't point out that they are going to take one of our guarantees – they just need to choose:**
    1. They are guaranteed to spend 100% of their fuel budget and will experience additional maintenance expenses OR…
    2. They are guaranteed to save a portion of the fuel budget they would have spent AND to reduce their maintenance costs.
- We **have got to believe** that our business partners are **absolutely** better because of partnering with us.

Perry Marschall – 80/20 Sales and Marketing

What differentiates us from our competitors AND what is our irresistible offer?

- Pg 65 – What can we uniquely guarantee?
- Pg 67 – link to get access to a 3 page resource and presentation
- Pg 106 – Formula for mastering a power USP (unique selling proposition).
- Howes is saying purchase 3 bottles in 5% - 960 gallons -
-

1st impressions matter –

- http://www.forbes.com/sites/carolkinseygoman/2011/02/13/seven-seconds-to-make-a-first-impression/
- http://www.psychologicalscience.org/index.php/publications/observer/2006/july-06/how-many-seconds-to-a-first-impression.html

Pg. 36 of this book – Most people are passionate about something – How do we find out what our potential business partners are passionate about **AND** get them to connect it to our brand?

- How many of you have ever talked to a company who said they were already using a product?
    - *In most cases, it is pretty easy to convince them to take a look at another product IF they see a benefit they care about!*
- Pg 57 – We have to find the "pain" and make sure they connect easing that pain with partnering with us because of Xp3.

Get Perry's Book for 1 penny plus shipping and handling (It was something like $10) – unbelievably valuable! http://www.perrymarshall.com/80-20/11pt/