



GROWING YOUR BUSINESS

At Advanced Working Capital, we are privileged to work with a vast and versatile array of small and midsize businesses every day. And though each client is unique, we've realized how much we all have in common. The corner florist...the family eye doctor...the gourmet chef with his chic café... everyone needs to grow their business. And like it or not, that means that we are all called upon to be salespeople — even if it's just selling ourselves.

Here's something to keep in mind. In the ever-changing world of "Social Selling," in which we seem in a constant race to be re-Tweeted, "Liked," linked, and pushed virally, it can be important to remember some of the fundamental selling techniques that help drive new customers and additional revenue to our businesses. Most of these tips are built on the "SW3" method of prospecting for new business. It's shorthand for the idea that, when you ask someone for their business, "Some will. Some won't. So what?" Every "No" brings you closer to a "Yes." Successful salespeople look at "no" as just another step on the stairway to success.

In order to help you, we're sharing some of the proven sales techniques that we've picked up over the years. You can use them to sharpen your own skills, or to help train your staff.

Obviously, not all of these sales insights apply to every business, so we've grouped them in a way that can help you zero in on what's most useful to you:

- General Sales Insights
- Cold Calling
- Negotiating
- Communications
- Referrals



- Some will.
- Some won't.
- So what?

SW3 applies to more than just selling.

At AWC, it's our pleasure to say "Yes" to you, even after you've heard "No" from traditional lenders.



GENERAL SALES INSIGHTS

A great sales relationship begins and ends with honesty. Why not call us today for an honest, no-pressure business consultation?
888.943.6966

HABITS OF THE BEST SALESPEOPLE:

- **Honesty:** 100%. 24/7.
- **Organization:** Have everything you need right where you can reach it. Develop a system or CRM (customer relationship management) software to track conversations with customers and prospects, noting when they occur and what was said. Know your customers and how your products and services can fulfill their needs. Be consistent about following up with current and potential customers.
- **Persistence:** It's basic math. The more prospects you contact, the more sales you will make. If someone says they are not interested, ask "Why not?" Their objection may be something you can easily resolve.
- **Self-reliance:** Develop your own method of defining and achieving goals. Go to as many sources as you can to develop prospects. Leverage your real and social network.
- **Willingness to Learn:** Knowledge creates confidence — learn as much as you can about your business, products, services, customers, the market and the competition. What are your clients' most pressing questions? You need to be their go-to person.
- **Ability to Ask Questions:** The best definition of selling is asking, not telling — listening, not talking.
- **Active Listening:** Always ask what the customer wants and listen to what he or she has to say.

PROVEN SELLING TIPS

- **Welcome Objections:** An objection is a healthy sign that the customer is interested in what you are saying.
- **Explain Benefits:** Most people just talk features, but you must describe benefits. A feature is what it does, a benefit is what's in it for the customer.
- **Have a Strong Close:** The best close is one that you are most comfortable with. Summarize the benefits that were important to the customer.
- **Offer Proof:** Nothing is more persuasive than a case study about a satisfied client or their testimonial.
- **Timing is Everything:** Change drives need. Customers whose young families are expanding have different needs than retirees. Business customers are affected by shifts in the economy. Stay in tune and stay in touch.



GENERAL SALES INSIGHTS

BASIC LAWS OF SELLING

- The more people talk, the more they like you.
- Effective salespeople are listening 60–80% of the time, gathering information that lets them fulfill specific customer needs. Asking open-ended questions inspires confidence.
- A professional salesperson makes a sales call to be of service to the customer. Demonstrate that the customer's needs are primary.
- A qualified prospect has the need, authority and budget to buy. Check to make sure the person you're dealing with has this authority.
- No one's a born salesperson, but we all have to sell something. Study and learn your trade.
- Constantly put yourself in your prospect's shoes; imagine they are asking you, "What's in it for me?"
- People don't care how much you know until they know how much you care. Use every opportunity to demonstrate that you look out for your loyal customers.
- People buy emotionally and justify logically. Reinforce your customers' decision to do business with you.
- Send thank-you letters to customers or anyone who helps you grow your business.
- Treat everyone like a CEO. The true character of a person is revealed in how they treat someone who can do absolutely nothing for them.
- Always ask customers whether anything has changed. You might discover a new opportunity to be of service.
- If you make sales calls, set an objective for every call. What do you want to achieve? Are you keeping the sales cycle going? Or perhaps you are making a new business presentation, providing additional information or scheduling a meeting? Be focused.
- Discuss benefits, not features. Show your prospects how your product or service benefits them.
- Sell value, not price. In surveys, price concerns are often as low as sixth in the order of importance. However, it's always one of the first objections raised. How does your product save clients time, money or help them earn more?



GENERAL SALES INSIGHTS

BASIC LAWS OF SELLING

SEVEN STEPS OF TRACK SELLING

No matter what you are selling or how long your sales cycle, there are steps at which you need your prospects to make a positive decision to keep doing business. Here's how to keep your customers saying "yes."

- **Approach:** It starts with professional integrity and a well-groomed personal appearance. Approach customers with the knowledge that your job is to be of service to them.
- **Qualification:** This is the information-gathering period. Qualify each person as a genuine prospect and uncover the pain points or needs that exist so you can present custom solutions.
- **Agreement on Need:** Summarize what you've learned about the clients' needs; verify and clarify the facts. This allows you to demonstrate your understanding and willingness to be of service.
- **Sell the Company/Your Service:** Supply your prospects with the information they need to make this decision.
- **Fill the Need:** Show how your product or service specifically solves their problem or fills their need; this demonstrates solid value for the purchase price.
- **Act of Commitment:** Ask for the order or the decision to move forward. Closing the deal requires the ability to overcome a prospect's fears, uncertainties or doubts about you or your product. These fears can be conquered by returning to the benefits of the product and patiently asking for the sale again.
- **Cement the Sale:** After you make the sale, reinforce in your prospect's mind the reasons why his/her purchasing decision was wise, sound and intelligent. This makes for happy customers and repeat business.



COLD CALLING

Here's an interesting fact: people need to hear your name six times before they will trust you enough to do business with you. Cold calling isn't easy, but for many small businesses, it's key to sustainable growth.

HOW TO GET STARTED

Get a piece of paper ready to fill it with questions. The top of the page should have the customer's name, contact person and the date. Here are some sample questions that might help you get started:

- **Operations:** Ask questions about their business.
- **Decision Making:** Find the right decision maker.
- **Usage:** Ask what they're doing right now instead of whatever it is you're selling?
- **Methods:** Who are they working with?
- **Area of Dissatisfaction:** If you could change anything about your current vendor, what would that be?
- **Consequences:** When you find an area of dissatisfaction, respond by asking, "How does this affect you?"
- **Value:** Show how you could solve frustrating issues.
- **Benefits:** Now you get to talk about yourself and the benefits of our program.

Making cold calls is like getting into a cold swimming pool — the longer you take, the more painful it is. Don't delay making your cold calls. Get them out of the way early in your selling day.

EFFECTIVE COLD CALL HABITS

- Avoid the prospect's busy periods.
- There's a natural cycle to the day that defines when people are busy. Cold calls will be more successful if you identify the peak and slack periods of the day for the businesses you call on and call only during the slower times.
- Observe the daily and weekly cycles:
 - Many companies have weekly staff meetings on Monday mornings.
 - Friday afternoon is usually a bad time because people are scrambling to wrap up business.
 - In general, mornings are a little better than afternoons.
- Learn about other business cycles:
 - Many companies measure their results on a monthly basis. They may be willing to talk with salespeople early in the month.
 - Try and find out your prospect company's internal schedule to avoid times when people you want to call will not be available.

Do you need to add staff to cover your client contact schedule or to purchase computer equipment and CRM software? Do you have the inventory in stock to fulfill your next big sale?

We can provide the working capital you need to meet the needs of a growing business.

Call 888.943.6966



COLD CALLING

EFFECTIVE COLD CALL HABITS

- Don't call when someone is in the news. They are probably deluged with calls. Put their names in a cold-calling database and wait a month or more before calling.
- Have a good list to call from — make sure it is updated so you don't ask for someone who is no longer there.
- Make your calls brief and to the point:
 - Respect their time by keeping your call brief (whether in person, phone or voice mail, give a 30-second commercial about yourself (who you are, your company, what you want).
 - Your goal is to get the appointment.
 - Once you have the appointment, you can go into more detail about your products or services.
- Discipline — make an appointment with yourself to cold call.
- Have a good script and rehearse it — it's important to come across with credibility.
- Don't try to sell the first person who answers the phone — ask who would handle your business inquiry.
- Follow up on your cold calls:
 - If someone asked you for a brochure, etc., send it with a cover letter reminding them of your conversation and include your name and contact information.
 - If you have their email address, email them a quick note thanking them for their time.
 - Call them once you know they've received the brochure so they hear your name again. See if they need anything else.
- Keep records of those who rejected you:
 - Even if they are using a competitor, there may be a time they need you.
 - Take notes on what and who they are currently using.
 - Ask them if you may send them your information in case their situation changes in the future.
- Always end your day on a good note — that might mean getting through to the decision maker, speaking with someone who is very helpful and pleasant to talk with, or best of all, making a sale.



NEGOTIATING

All too often, the person we're meeting with doesn't have the authority to approve a sale. This is especially true in business-to-business selling. Sometimes people just aren't comfortable approving your quoted price. Here are some useful negotiating tips.

THE "HIGHER AUTHORITY"

- When a person says they have to "take it to the committee," it's probably just a negotiation tactic.
 - See if the person will admit that he/she could make a decision if the proposal was irresistible. Try saying something like: "Let me be sure I understand. If this proposal meets all of your needs, is there any reason why you wouldn't give me a decision today?"
 - If they reply "If it meets all of my needs, I'll give you an okay right now," you've eliminated a key stall tactic — the need to refer to a higher authority.
 - If they say "Well, let me go over it one more time," ask if there's something you didn't cover clearly enough; ask what they still need to make a decision today.

MONEY ISN'T AS IMPORTANT AS YOU THINK

- People want to pay more, not less. Here's what we mean:
 - Price concerns salespeople more than it does the people to whom they sell.
 - You must give customers a reason for spending more money (better value proposition).
 - You must show them they could not have gotten a better deal than the one you're offering them.
- The objection every salesperson hears most is the price objection. It has nothing to do with your price. You could cut your prices 20 percent across the board and you'd still hear that objection.
- Things that are more important than the actual price:
 - Your company's experience, the experience of the management team and staff; their ability to get the job done on time.
 - The conviction that they are getting the best deal.
 - The quality of the product.
 - The terms you offer.
 - The delivery schedule you offer and the experience you have in delivering the product.
 - The guarantees you offer and how well you stand behind what you do.
 - Building a working partnership with you and your company.
 - Product options.
 - The ability and willingness to tailor your product to their needs.
 - The respect that you give them.
 - Peace of mind and reliability.

Experience shows that customers often value product quality and speed of service more than price. What do you need to speed up your delivery without hurting quality? We can help you with the funding you need to buy it now.

888.943.6966



COMMUNICATIONS

In addition to phone calls and email, businesses increasingly rely on digital mobile media to grow new sales. Do you need to update your online branding? We can help with a cash advance or small business loan.

888.943.6966

VOICEMAIL

It's easy to use voice mail to your advantage.

- Call and ask for decision maker's voice mail box.
- Leave your "30-second commercial" (your phone number, who you are, your company, a problem that currently exists in their market, your solution to that problem. Leave your name and phone number again at the end.)
- Then tell them you will fax or email over what you just said and that you'll mail a brochure.
- Tell them you will call back next week to see if they have any questions or if you can be of help to them.

When people don't call you back, it's for one of two reasons — either you haven't given them a compelling enough reason to call you back or you've made it too difficult.

- Before picking up the phone, give serious thought to what benefit statement or interest-creating statement you can use if you have to leave a message. If you reach a live person, you can use the same statement.
- Include something in your message that makes it important. ("I have information about new pricing and I need to talk to you today if we're to hold the old prices for you...")
- The key to an effective call is to have a reason for the call, a reason that's important to the prospect.
- End your voice mail message with your name and phone number. Speak SLOWLY.



COMMUNICATIONS

EMAIL ETIQUETTE

More and more business is conducted using email. Often prospects prefer this over a phone call or personal contact because it's more relaxed for them — they can collect their thoughts without interruption, list all of their questions at once and make the request at any time of day. Best of all, when prospects receive your reply via email, they get the instant attention they desire without the interruptions that come with phone calls.

Prospects choose email because they are busy people who may not have time for idle chitchat but still need to know about your products. The traditional rules of correspondence etiquette still apply. Here are some tips that could help your business:

- Reply as soon as possible within an hour if possible, but absolutely within 24 hours. This demonstrates responsiveness and a promise of speedy service.
- Be as brief as possible, but answer all of their questions.
- Always reference your prospects' original message – use their own language in the answer you provide to show that you are listening. Say “thank you.”
- Provide additional information or video links if it answers their question, but don't bombard them. Two attachments is the limit. Follow up as necessary.
- Always include additional contact information.
 - If you don't have a “signature” line, automatically insert it at the end of every email message, include your phone, fax and/or cell phone numbers, as well as mailing information in every correspondence.
 - Invite them to send you a text — many people prefer this simple, on-the-go instant messaging.



REFERRALS

Selling ultimately comes down to trust. Your loyal customers return because they know you have their best interests at heart. They value your skill or expertise. They appreciate the peace of mind you bring to the table. And they probably know someone else who needs the products and services you offer.

Not all satisfied customers will be able to give you a referral, but most can give you a compelling testimonial that you feature in new print or digital ads. Update your image. We can help fund your upfront marketing costs. **888.943.6966**

- When asking for a referral, treat the request with reverence:
 - Make sure you create enough time to have a conversation with your client about referrals.
 - Open up the discussion with a statement such as “I have an important question I’ve been meaning to ask you.” This will get their attention and show them that this is important to you.
- Ask for their help:
 - It’s a sign of high self-esteem to be able to ask for help. If you are serving your clients well, they like you and trust you and they’ll probably be happy to help you. You just have to ask.
 - Say something like “I’m trying to build my business, and I value your help.”
 - In this way, you ask for help and honor them at the same time.
- Explain the process:
 - Before someone gives you the name of a colleague, they need to know what will happen. For example: “If you choose to refer someone to me, I’ll ask you to call them first, just to let them know why I’m calling. They’ll probably appreciate a call from you, someone they know.”
 - Let your client know that it will be professional and you won’t become a pest.
- Gain permission to learn more about who is being referred:
 - It’s important for you to have some influence over the quality of referrals you receive.
 - Try saying something like “I was wondering if we could explore who you know that might also benefit from the type of work I do. Are you comfortable with that?”
- Sharpen their focus:
 - Don’t throw open the entire universe for them to consider. It’s more effective to help them picture a smaller group of people in their world.
 - If you’re looking for clients that fit a specific profile, share that profile with your referral source.
- Collect names:
 - Many clients will think of several people almost all at once. Let them free associate. Record the names and then go back to learn more about each one. Make sure you have good contact information.



REFERRALS

RECEIVE \$400 FOR A REFERRAL



Often our best ambassadors are our friends, colleagues and customers. You can receive a \$400 free gift card for helping us help the business owners you know who may be in need of some quick working capital.

We'll send you a \$400 American Express Gift Card for each person that is approved for an AWC Merchant Cash Advance or Business Loan.

For complete details, visit our website at www.advancedworkingcapital.com
<INCLUDE URL TO REFERRAL PAGE> or call 888.943.6966 today.



ABOUT ADVANCED WORKING CAPITAL

WORKING WITH BUSINESS OWNERS TO GET THE WORKING CAPITAL THEY NEED

Advanced Working Capital is a specialty finance company that offers small business loans, merchant cash advances, receivables factoring as well as vendor and equipment financing solutions to small and midcap businesses from more than 60 industries nationally. We are proud to work with business owners who have been underserved by traditional banks and lending institutions but have consistently strong Visa®, MasterCard® and Discover® credit card and invoice receivables.

If you'd like to learn more about how you can infuse quick cash into your business, we'd love to help. We even have an online Pre-qualification Calculator at our website in case you're curious about how much cash you could receive. For more information, visit www.advancedworkingcapital.com or call us Monday through Friday, 9 a.m. to 9 p.m. EST and Sat 10 a.m. to 3 p.m. EST at 888.943.6967 ext. 700. You can also contact us via the CHAT LIVE feature on our website, available during these same business hours.