



The Leadership Institute

Lighting the Way

LEVERAGING TECHNOLOGY

©afcp 2009

**Written by
Jon Cantrell & Chris Brewer
The Leadership Institute**



To Increase Commissions

Participant Module



The Leadership Institute

Lighting the Way

"Inspiring Dreams, Realizing Potential"

LEVERAGING TECHNOLOGY

MAIN OBJECTIVES

1. Welcome

2. Main Objectives

- Close more sales
- Build better relationships
- Maintain good communication
- Lift the veil on available technology



LEVERAGING TECHNOLOGY

ARE YOU
TECHNO
SAVVY?

3. The Technologically Savvy Salesperson



How serious are you about increased sales?

How willing are you to embrace technology?

Do you believe in top-notch customer service?

Is customer follow-up important to you?

What tools are available?

What tools do you have, but don't use?

Get on board or get left behind...

Software Options & Advancements



LEVERAGING TECHNOLOGY

4. How serious are you about increased commissions?

Bad Economy-- make yourself stand out in the crowd of other advertising options

Be the sales leader in your market with some simple basic practices

Cash in... while others are running scared.

5. The Basics

Laptop: remote access importance- immediate follow up, thank you or proposal.

Phone systems: message forwarding, remote access, voicemail message/importance

Cell phone use: safety, speakerphone, blue tooth, & new smart phones.



LEVERAGING TECHNOLOGY

PROVIDE TOP-NOTCH CUSTOMER SERVICE



6. Top Notch Customer Service

Immediate follow—up post needs assessment



Use of pre-made template- sent from smart phone or laptop

Always complement with personal and or mail

7. Is follow up important?

Imagine...

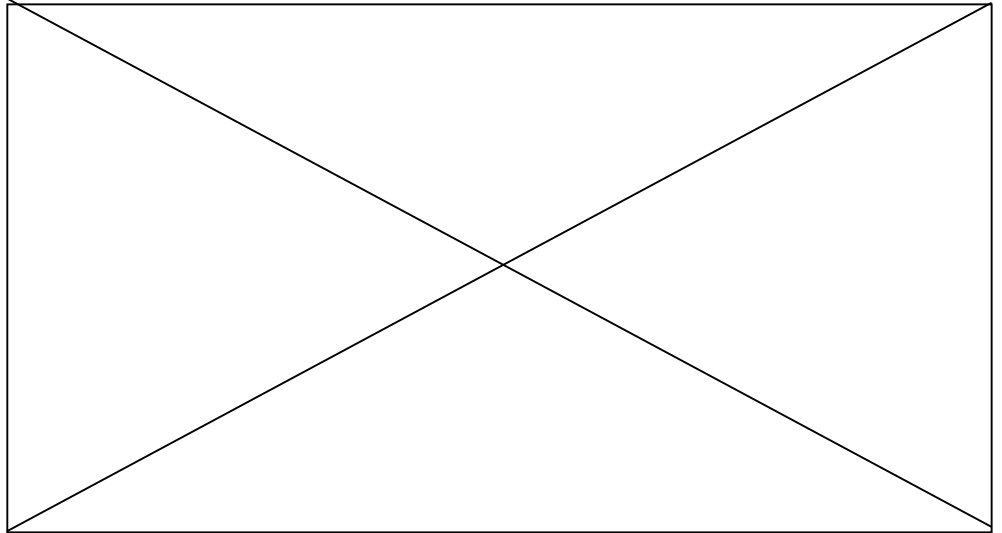
Leaving the customer's office and within 10 minutes emailing them a thank you letter and proposal highlighting ideas you discussed including photos and key points to overcome objections they just brought up.

This is new century superior salesmanship!

LEVERAGING TECHNOLOGY

**READ THE
MANUAL!**

A WORD OF CAUTION...



READ THE MANUAL!

7. Available Technology

- Smart Phones
- Laptops
- Netbooks
- Air Cards
- Email
- Text
- Portable Printers
- Use of Word, Excel & Power Point—all done from a wireless device



LEVERAGING TECHNOLOGY

**FIND THEM
FASTER**

8. Prospecting Shortcuts

Use social media and web directories to research and even contact a hard to find prospect.

Popular sites: Facebook, MySpace, LinkedIn, Merchant Circle

Find Dan S.- Electrical Contractor





LEVERAGING TECHNOLOGY

FIND THEM
FASTER



Find Monica H. – FN Insurance

Monica H
Agency Manager at Insurance, Inc.
Tampa/St. Petersburg, Florida Area

Contact Monica H
Add Monica H to your network

Current • Agency Manager at Insurance, Inc.
Connections • 1 connection
Industry Insurance

Monica H Experience
Agency Manager
Insurance, Inc.
(Insurance industry)
Currently holds this position

Monica H Contact Settings
Interested in:
• job inquiries
• business deals
• getting back in touch
• expertise requests
• reference requests

Name Search
Search for people you know from over 35 million professionals already on LinkedIn.
First Name Last Name
(example: Monica) Search

Monica's Email Address
Look Up Monica's Email Address Phone Number, Address & More!
EmailFinder.com

View Full Profile

LEVERAGING TECHNOLOGY

FIND THEM
FASTER

Find Dominick I. – Plasma Business

facebook Home Profile Friends Inbox (33) (You) Home Settings Logout

Dominick I. Add as friend

Wall Info Photos Items

Basic Information

Network:	Springfield, MO
Sex:	Male
Birthday:	April 3, 1983
Home town:	Kansas City, MO
Relationship Status:	Engaged
Interested In:	Women
Looking For:	Friendship, Dating, A Relationship, Networking
Political Views:	Other
Religious Views:	Christian

Personal Information

Interests: painting, drawing, philosophy... art galleries and just going out on the dance floor throwing caution to the wind.

Favorite Music: I love music and promoting artist at the record company that I work for particularly as an artist to help music before it becomes mainstream. Also, I love marketing and sales.

Favorite TV Shows: Anything except a ho-funny old-timey filled herself country. Like HOUSE Plus... dance, hip-hop, rock and THESE BOYS ZIMMY NEW FASHION!!!!!! SHOOT FOR STARS.....

Favorite Movies: INQUIRY, CSI, and THE SOPRANOS

About Me: Working fun... its crazy, super trippy if it can make you laugh i love it... or something on the opposite spectrum like SAW 1, 2 etc... scary movies are good also.


Education and Work

College:	UNC
High School:	PhDing
Employer:	Oak Park High
	Pepsi Items



LEVERAGING TECHNOLOGY

**YOU HAVE
TOOLS AT
YOUR
DISPOSAL**



9. Tools

So many tools at your disposal

No budget? Create a Sales Goal!

Technology gets cheaper and cheaper



10. You have them and don't use

Call forwarding– Office Phone Remote Access

Mobile Text & Email Options

Auto Email– Microsoft Outlook, Mactive

Voice / eMessage importance– change with new special section calendar

Don't miss calls– Cell phone ringers up and on vibrate

Cool, FREE Voicemail Tools

LEVERAGING TECHNOLOGY

SHOW ME THE MONEY!



11. Get on board or get left behind!

Home Phones– Millions are dropping home phones

Cell Phones– Millions are using Cell Phones for multiple uses (personal & business.) We need to get their numbers, text access & permission.

Still riding a horse?

The Decision Maker in each sales opportunity must be treated with their technology needs firsthand.

12. More Commission for You!

As we work to tie this technology into your everyday sales routine, you'll stay ahead of the technology curve...

And put more \$\$\$ in your pocket!

Reading online, magazines, trade magazines, future reports helps ground us and makes us the credible Marketing Executives we are.



Implementation– Use everything we have and can afford... then work to upgrade.

LEVERAGING TECHNOLOGY

On behalf of The Leadership Institute, thank you for attending this class. We believe that the continued growth of the free paper industry begins with a well-trained, energized sales force.

For more information on TLI's course offerings, check out the afcpconference.org website.

*"I know the price of success: dedication, hard work and an unrelenting devotion to the things you want to see happen."
—Frank Lloyd Wright*

