



JIM PANCERO

HELPING YOU BECOME A
STRONGER LEADER OF YOUR SALES TEAM

Advanced Sales & Sales Leadership Training & Consulting



The Expert Fit®
a SunSource Company

Present

“How to Communicate a Stronger Message of Value and Uniqueness”

Afternoon Sales

Questions? You may contact Jim at:
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ABOUT JIM PANCERO



If you are interested...open... and ready to improve your team's success, then Jim Pancero has answers for you. The proven selling philosophies, processes and structures Jim shares all have just one goal...to increase your personal "Powerhouse Selling Advantage." The leading-edged ideas Jim shares have been researched, validated and fine-tuned through his over 30 years influencing and guiding top performers selling higher priced and/or competitively complex distribution materials, large equipment, or business services. Jim has conducted extensive work within the agricultural industry including training over 3,500 John Deere dealer team members in the US and Canada.

Even during a sixty-minute keynote, Jim's combination of humor and real-world examples provides even experienced audience members who think they've heard it all before and are convinced there's nothing new in sales with immediately implementable concepts that work. Jim's proven concepts center on showing you ways to strengthen the messaging and positioning of your uniqueness and value, gaining more control of your selling processes, and strengthening your leadership team's abilities to coach and lead in today's hyper-competitive economy and global marketplace.

Jim's background includes being a top performer selling large computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career, he earned several awards including the coveted "Golden Circle" designation annually awarded to the top 5% of their international sales force.

Since founding his sales training and consulting company in 1982, Jim has conducted over 3,100 speeches, in-depth seminars or consulting days for more than 600 companies in over 80 different industries. Over 90% of Jim's clients have utilized his ideas and services more than once. Jim has also been recognized by the National Speakers Association having earned their CSP (Certified Speaking Professional) designation and been inducted into their Speakers Hall of Fame. This combined honor has only been awarded to less than 3% of their 3,500 professional members.

For more on how to increase your competitive selling advantage visit Jim's Pancero.com website and check out his video clips on YouTube® (YouTube channel "2Sellmore") and Vimeo.



"We know you're good. Now the only question is...are you ready to get even better?"

DO YOU HAVE A STRONG MESSAGE OF COMPETITIVE UNIQUENESS?

- How are you answering the question, “*Why based on all of the competitive alternatives available to me, do I want to buy from you?*”

1. _____

2. _____

3. _____

THE FOUR CONSISTENT PROBLEMS WITH A SALES TEAM'S MESSAGE OF UNIQUENESS

Problem #1 – Everyone's saying the same thing...

- Four most common answers:

- *"Our high-quality products or services"*
- *"Our strong level of support"*
- *"Our competitive prices"*
- *"You get me"*

Problem #2 – Everyone has different answers (when they aren't saying the four same points).

- How many different responses did your team generate?

Problem #3 – Sales reps only talk about themselves.

- Give your answers the X's and O's test...

- "X" out every time you say "us," "we," "our," your name, your company name or your product/service names
- "O" circle every time you say "you," "your," or mention the customer by name or use their company name
- What is your balance of "X's" to "O's"?

Problem #4 – Your answers assume you are alone in the world.

WHAT ARE YOU SELLING?



USING THE *"FOUR CORE VALUES"* ON A DAILY BASIS TO INCREASE YOUR COMPETITIVE ADVANTAGE

- Focus on core values, not just product intangibles

- Why do your customers really buy? Where is their pain?
- The closer you identify to your customer's core values, the stronger your position of uniqueness.

- Positioning your product vs. your competitors

- How can you incorporate the four most critical core values into your selling message?

- *"Lower my risk"*
- *"Make my life or work easier"*
- *"Lower my total costs or increase my profitability"*
- *"Increase my competitive advantage"*

PERSUASIVE MESSAGE PRESENTATION SKILLS

- Your message is meant to start a buyer conversation – Not to finish it

- Max message length is two minutes
- Goal is to set up your philosophy/message so you can then lead a discussion with your buyer
- You are presenting a philosophy
 - Strip out all of the side explanations, examples and stories (save them for expanding your ideas during the discussion)
 - Your examples could be hiding or diffusing your message and philosophy
 - Keep asking “Is this example or story really helping me position our philosophy as we begin our discussion?”
 - The fewer words you use and/or points you try to make – The stronger (and better retained) your message
- Visually use as few words as possible
 - Print as clearly as possible – Can they see it?

- Organize your five-minute message like you were taught to write a newspaper article

- 30 second opening/positioning of your complete message
 - “My goal is to share with you how and why we can give you more predictability and more support than any of your other options.”
 - No drawing or writing during this opening
- 4-minute building your message
- 30 second summarizing/repeating your overall message
 - “Our goal is to give you more predictability and more support to help you increase your competitive advantage”
- End with a question to get them to start talking
 - “How does our philosophy fit into how you want to build your houses?”
 - No drawing or writing during this closing



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good, now are
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even better?*

Visit Pancero.Com to Enhance Your Sales and Sales Management Training

[Follow Jim on LinkedIn](#) Jim is posting 3 new sales leadership videos each week on LinkedIn and Facebook! All aimed at helping you become a stronger leader of your sales team. You can view all of Jim's past LinkedIn postings by putting hashtag #PanceroVids in the LinkedIn search window.

Articles for Sales Pros and Sales Managers to help you with In-House training [Click Here](#)

MP3's - MP3 audio training by Jim that can be played from your phone or tablet. [Click Here](#)

80+ Videos - Watch training videos. Sales and Sales Management topics are covered. [Click Here](#)

Evaluate Your Skills! Free 20 Question *Sales* and *Sales Leadership* Tests!

The 20-question multiple choice ***Sales Evaluation for sales reps*** is a comprehensive analysis tool designed to help you as a sales rep increase awareness of your strongest selling skills. [Click Here](#)

The goal of the 20-question multiple choice ***Sales Leadership Evaluation*** is to help improve your ability to lead a sales team. [Click Here](#)

Both tests can be taken multiple times to see how your skills are increasing and all tests results and analysis are instantly available online and emailed.



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