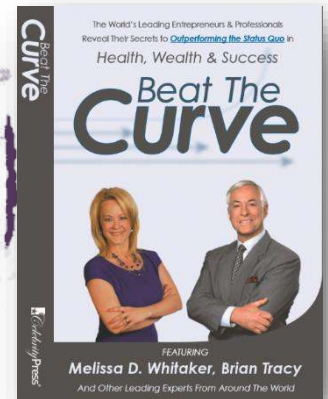
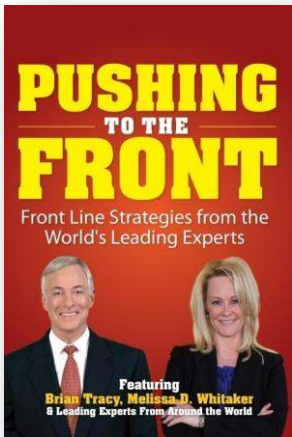




Melissa Whitaker  
International

# 11 Core Competencies in Sales to Dominate Your Marketplace in 2023!



By  
Melissa D. Whitaker  
CEO/Founder,  
Melissa Whitaker International





# Melissa D. Whitaker

## CEO/Founder

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- Have successfully trained thousands of reps and hundreds of companies
- Have successfully trained and coached hundreds of Sales Leaders to be more Effective Coaches
- Best Selling Author
- International Keynote Speaker
- Certified Health Coach
- Invested in helping you have

***Breakthrough Results!***





Our Sales Landscape  
keeps Changing





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# Seizing a Tremendous Opportunity for Growth

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# 11 Core Competencies to Dominate Your Marketplace





ATTITUDE →



BEHAVIOUR



**MINDSET**



ACTION

SOLUTION

# #1 Core Competency: *Mastering Mindset*



# MINDSET

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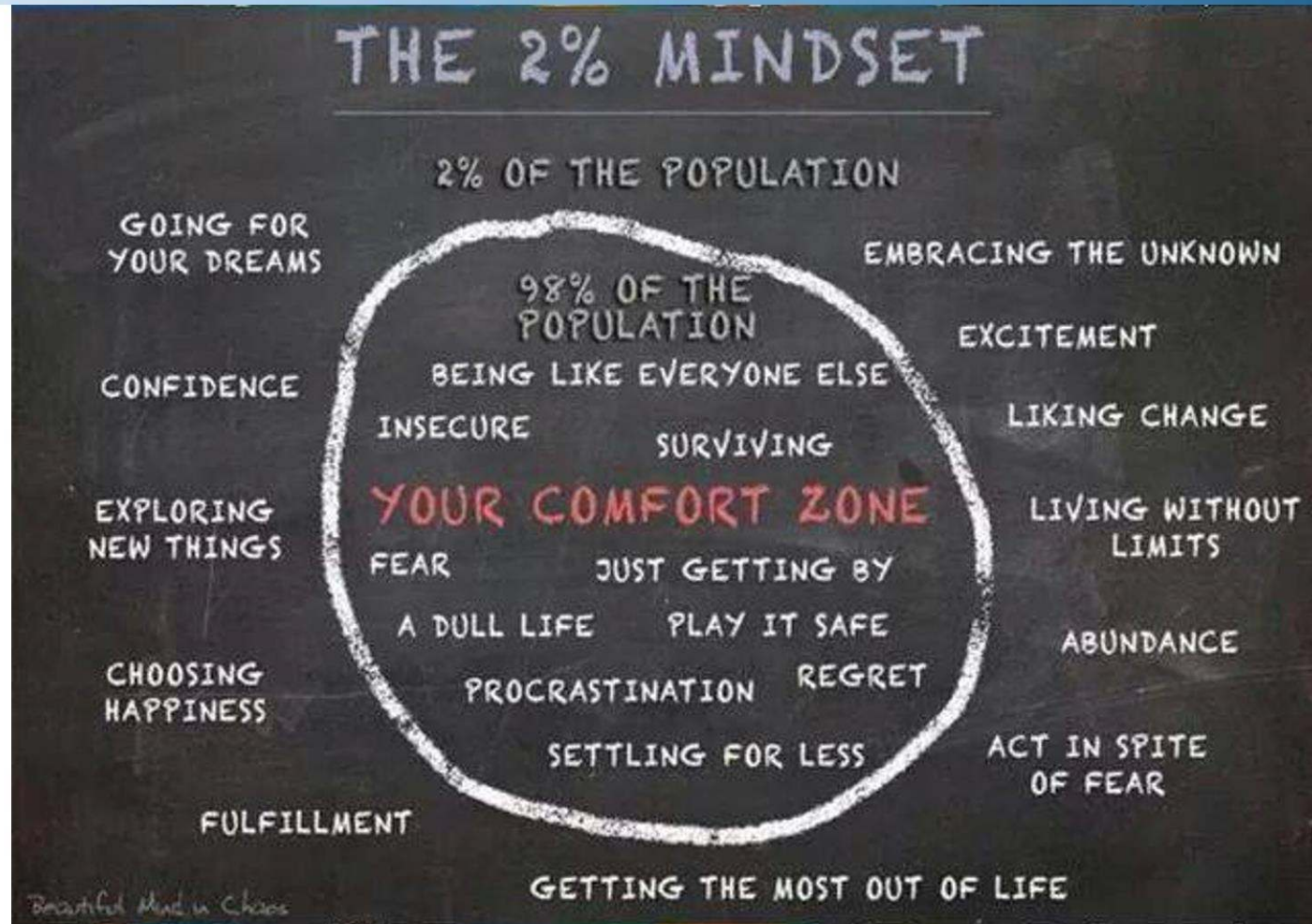
## Causes for Lack of Sales:

- Mindset
- Lack of Confidence
- Lack of Clarity & Goal Setting
- No Sales System in Place





# MINDSET





# MINDSET: What are your Limiting Beliefs?

**Beliefs:**

*Your beliefs dictate your ACTIONS*



# MINDSET: What are your Limiting Beliefs?



**Self Image:**  
*How do YOU  
see yourself?*



# MINDSET: What are your Limiting Beliefs?

## Fears:

- *Fear of Success*
- *Fear of Failure*
- *Fear of Criticism*





Are we Cultivating an Environment of  
*FEARLESS* People?



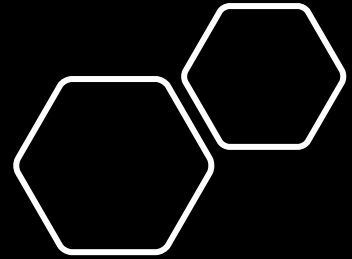
**ONCE  
YOU  
BECOME**  

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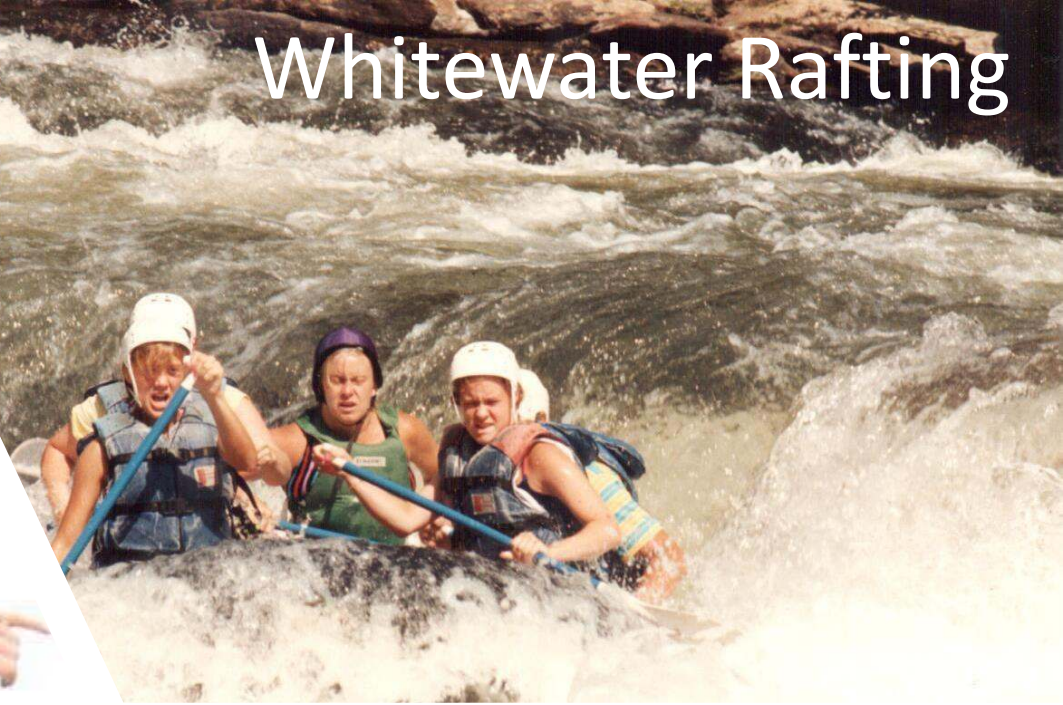
**FEARLESS  
YOU  
BECOME**  

---

**LIMITLESS**



Whitewater Rafting



Skydiving



# MINDSET: What are your Limiting Beliefs?

**Rules:**

*What rules do you have for yourself?*

*“It can only be done this way . . .”*



# MINDSET: What are your Limiting Beliefs?



**Self Criticism:**

*How do you talk to yourself?*





# MINDSET: What are your Limiting Beliefs?



## Resistance:

- *Procrastination*
- *Self-Sabotage*

# MINDSET

**THE 2% MINDSET**

2% OF THE POPULATION

- GOING FOR YOUR DREAMS
- CONFIDENCE
- EXPLORING NEW THINGS
- CHOOSING HAPPINESS
- FULFILLMENT

98% OF THE POPULATION

- BEING LI... (partially obscured)
- INSECURE
- YOUR CONFIDENCE (partially obscured)
- FEAR
- A DULL LIFE
- PROCRASTINATION
- SETTLING FOR LESS
- GETTING THE MOST OUT OF LIFE

EMBRACING THE UNKNOWN

EXCITEMENT

ACTING WITHOUT LIMITS

ACT IN SPITE OF FEAR

*Beautiful Mind in Chaos*

# IGNITE

## YOUR BUSINESS





# Greatness & Commitment



**86,400 Seconds in a day**

**How are you and your team going  
to use them?**



#2 Core Competency  
*Maximizing Your Minutes*





### **Maximizing Personal Effectiveness**

Top Performers exhibit key productivity and time-management behaviors and are thus overall more productive.

# MAXIMIZING MINUTES

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Top Performers are:

- 73% more likely to maintain focus on their agenda and not get derailed by others
- 62% more likely to maximize time spent on activities that drive the best results
- 46% more likely to hold themselves accountable for their commitments

# MAXIMIZING MINUTES

It's *vital* to create a Process / System to control your time and have effective reach to ALL ideal clients

## 7 Step Process





# #3 Core Competency

## *Creating Peak Performance*





Health &  
Wellness =  
Peak  
Performance







***"Now more than ever, employers must support the mental and physical well-being of their employees."***

Amanda Haster, SHRM

- ♥ 78% of workers surveyed said the pandemic has negatively impacted their health.
- ♥ Over 10% of employees are diabetic and 40% are pre-diabetic.
- ♥ 60% of employees are overweight or obese.
- ♥ 80% of employees report high levels of work-related stress.
- ♥ Over 70% of employees struggle with work-life balance.

## Health & Wellness = Peak Performance

- ✓ Higher Productivity
- ✓ Clearer Thinking
- ✓ More Energy
- ✓ Lower Liability cost on  
Business Health  
Insurance

*Be Intentional about your Health  
for more Success in Business and  
for your Family!*





#4 Core Competency  
*Effectively Communicating*





# SALES ASSESSMENT RESULTS



**Awareness of Sales Style**



**Priorities That Shape You**



**Your Sales Strengths**



**Your Sales Challenge**



<span style="background-color: green; color: white; border-radius: 50%; padding: 2px;">D</span> <b>D-Dominance Buying Style</b>	<span style="background-color: red; color: white; border-radius: 50%; padding: 2px;">i</span> <b>i-Influence Buying Style</b>
<p>As a customer:</p> <ul style="list-style-type: none"> <li>• Speak with a faster pace</li> <li>• Be direct, even blunt, with questions and concerns</li> <li>• Be quick to make decisions and respond</li> <li>• Show impatience with too many details</li> <li>• Ask questions about the bottom line</li> <li>• Look for immediate results</li> <li>• Challenge salesperson's ability to deliver on claims</li> </ul>	<p>As a customer:</p> <ul style="list-style-type: none"> <li>• Speak with a faster pace</li> <li>• Be warm, friendly, and energetic</li> <li>• Show enthusiasm and optimism</li> <li>• Talk about yourself and your experiences</li> <li>• Show little interest in too many details</li> <li>• Ask how the product/service will affect other people</li> <li>• Look for recognition</li> </ul>
<span style="background-color: yellow; color: black; border-radius: 50%; padding: 2px;">C</span> <b>C-Conscientiousness Buying Style</b>	<span style="background-color: blue; color: white; border-radius: 50%; padding: 2px;">S</span> <b>S-Steadiness Buying Style</b>
<p>As a customer:</p> <ul style="list-style-type: none"> <li>• Speak with a slower pace</li> <li>• Focus on quality and detailed information</li> <li>• Be analytical and methodical in your questions and decision making</li> <li>• Be reflective and skeptical</li> <li>• Ask for evidence to back up claims</li> <li>• Look for performance dependability</li> <li>• Look for evidence of salesperson's expertise</li> </ul>	<p>As a customer:</p> <ul style="list-style-type: none"> <li>• Speak with a slower pace</li> <li>• Be more of a listener than a talker</li> <li>• Be warm and sincere</li> <li>• Show indecisiveness and reluctance to change</li> <li>• Focus on procedures for doing things</li> <li>• Ask questions for clarification</li> <li>• Ask questions about dependability, stability, and guarantees</li> <li>• Look for reassurance</li> </ul>

# *Psychology of Buyers – Building Trust & Relationships*



# How to communicate with each Style



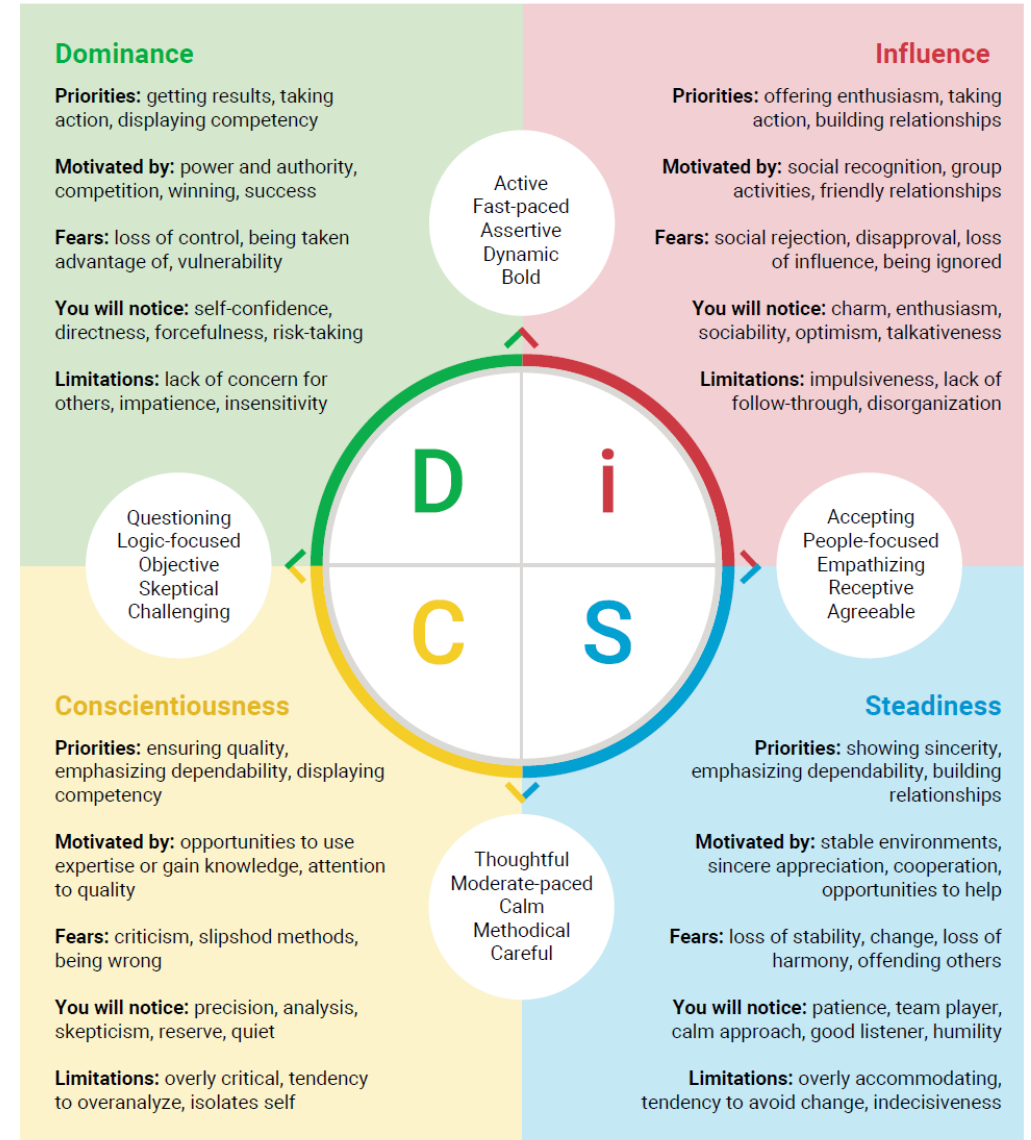
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# UNDERSTAND PRIORITIES



## Overview of the DiSC® Styles

The graphic below provides a snapshot of the four basic DiSC® styles.



A network diagram featuring several circular nodes, each containing a silhouette of a person's head and shoulders. The nodes are connected by lines of various colors (blue, orange, green, purple). The background is a light gray gradient with faint, larger circles. An orange horizontal bar is at the bottom.

# #5 Core Competency

## *Finding Ideal Clients*





## Prospecting

### Top Performers are more likely

- Generate referrals: **63%**
- Energetically prospect over the long term: **50%**
- Implement organized prospecting campaigns: **44%**
- Devote enough time and energy to prospecting: **36%**
- Hyper-personalize prospecting communications: **32%**
- Prospect successfully through:
  - Social media: **59%**
  - Email: **57%**
  - Video: **54%**
  - Phone: **19%**



# EFFECTIVE PROSPECTING



# KEY STEPS FOR EFFECTIVE PROSPECTING



Identify Ideal Clients



Know where to Find Ideal Clients



Do Proper Research



Have a “jolting” Value Proposition



Understand “Trigger Events”



Implement a 3-Pronged Approach to Effectively Prospect



Use Strategy



Be Conversational

# Using Video - Stats for 2023

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It is estimated that  
**1 million videos** are watched  
every second.

A photograph of two men in business attire (shirts and ties) sitting at a table in an office. They are engaged in a conversation, with the man on the right smiling and looking towards the man on the left. The background is a blurred office window with a cityscape view.

# #6 Core Competency

## *Conducting Discovery*



# EFFECTIVE APPOINTMENTS

Driving &  
Discovering Need

More likely than The Rest to...

- Maximize cross- and up-sells: **65%**
- Change buyer thinking about needs: **60%**
- Lead thorough needs discoveries: **58%**
- Be patient to allow all needs to surface: **53%**
- Ask the right questions: **47%**
- Ask enough questions: **45%**
- Listen actively: **44%**
- Dive deep to surface hidden needs: **36%**
- Research buyers comprehensively: **27%**

\*Study Performed by the Rain Group Heading into 2023





# DISCOVERY

## 7 WAYS TO BE AN EFFECTIVE LISTENER

1. Keep an open mind to what is being said
2. Hear the whole message before responding
3. Take notes. They will help you remember and show you're interested
4. Let the prospect speak without interruption
5. Maintain eye contact with your prospect
6. Concentrate on what your prospect is saying, not on what you want to say next
7. Encourage further discussion by providing feedback to the prospect and responding to his or her comments





## *DISCOVERY -* EFFECTIVE APPOINTMENTS

- Appointment Strategy Template
- Current Situation Worksheet
- Ideal Situation Worksheet
- Decision Making Process Worksheet





# DISCOVERY - EFFECTIVE APPOINTMENTS

## APPOINTMENT STRATEGY

### Contact Information

Contact Name	Company Name
Phone Fax	Company Address
Title / Position:	

### Appointment Information

Meeting Date	Objectives of Call
Time	
Location	

### Questions to Ask

#### **CURRENT SITUATION:**

Examination: Current Facts & Visions

*What are some of the changes going on . . .? What are your expectations? Where are you now in relation to your goals? What has been your experience with other vendors? What are your expectations for growth (improvement, expansion) over the next \_\_\_\_\_ months (years)? What is your current process for . . .? Could you share with me your strategy for . . .? How effectively are you meeting your productivity expectations? How will you measure your progress toward achieving . . .?*

Diagnose: Needs / Pains

*Are you satisfied with . . .? What obstacles stand between you and your goals? Is the current level of . . . acceptable to you? A number of our other clients had difficulty with . . . Has this been a concern for you? What*



# *DISCOVERY -* EFFECTIVE APPOINTMENTS

- **MONEY**: ARE FUNDS AVAILABLE – BUDGET?
- **AUTHORITY**: WHO MAKES THE DECISIONS?  
(PROPER ALIGNMENT)
- **NEED**: DOES THE PROSPECT NEED A NEW SOLUTION?
- **TIME**: DO THEY HAVE A TIMEFRAME THAT THIS NEEDS TO GET DONE BY?





# #7 CORE COMPETENCY

*Implementing Strategy*



# STRATEGY - UNDERSTANDING COMPETITION

“If you know the enemy and you know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained, you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.” - Sun Tzu (The Art of War, 500 B.C.)

# STRATEGY - UNDERSTANDING COMPETITION

“Some salespeople lose out in competitive selling situations because they overlook minor differences between themselves and their competition.

What matters is not what the salesperson thinks is important, but what the **customer** thinks is important.” – Kevin Davis






# UNDERSTANDING COMPETITION

- STRATEGY -



Competitive Analysis Worksheet				
Account:				
Product / Service Assessed:				
Typical Needs Buying Criteria Must Haves/Nice to Haves	Rating (SS, S, A, BA, SBA)			Advantage
	Your Company	Competitor A	Competitor B	





#8 CORE COMPETENCY  
*Providing Winning  
Recommendations*



## Solution Crafting

- Collaborate with buyers deeply across the buying process: **59%**
- Influence buyer thinking about what to buy: **57%**
- Build excellent responses to RFPs: **52%**
- Craft compelling solutions: **45%**
- Display expertise about how to apply offerings: **24%**
- Educate buyers with new ideas about what to buy: **22%**

## Solution Presentation

- Communicate strong, defensible ROI cases: **63%**
- Make the overall value case: **60%**
- Make effective differentiation cases: **55%**
- Present solutions persuasively: **51%**
- Inspire confidence buyers will achieve results: **51%**
- Highlight results achieved by others: **39%**



# RECOMMENDATIONS

Winning Solutions



1

Be “Solution”  
Based

2

Customize for  
EVERY Client

3

Build Value

4

Educate Clients

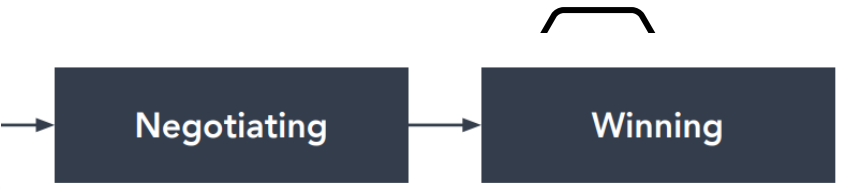




#9 CORE COMPETENCY  
*Creating Partnerships*



# CLOSING FOR A PARTNERSHIP



- Know when to walk away: **105%<sup>^</sup>**
- Manage own and buyer emotions: **105%**
- Overcome price pressure and maintain margins: **81%**
- Lead the negotiation process: **71%**
- Manage buyer negotiation tactics: **70%**
- Trade for value; not cave: **46%**
- Understand power and leverage: **45%**
- Create value-based solutions to problems: **40%**

- Lead highly effective finalist presentations: **65%**
- Build sense of urgency for action: **50%**
- Outsell the competition in competitive bids: **41%**
- Overcome objections: **29%**
- Gain commitment—average win rate:
  - Top Performers: **72%**
  - The Rest: **47%**

\*Study Performed by the Rain Group Heading into 2023



# Elite Sales Closing Styles



#10 CORE COMPETENCY  
*Seeking to Understand*



# HANDLING OBJECTIONS



Acknowledge the Objection



Isolate the Objection



Clarify the Objection



Problem Solve



**#11 CORE COMPETENCY**  
*Cultivating Raving Fans*

"I was in a rut with my sales, but after completing your sales training and following your coaching, I closed a \$167,000 in net new business. I am back in motion!"



**Paul Hunt**  
Senior Executive  
Solutions Consultant

"Even though I have been in sales and in our industry for years, my sales had slowed down. Thank you Melissa for your insights and fresh new approaches. After taking your class and being in your program I closed a \$142,500 net new deal with \$44,500 of profit built in."



**Christian Haggerty**  
Major Account  
Executive

"Melissa I am so excited because we implemented your "phased approach" and umbrella talk tracks from the beginning with a new account and what we thought was going to just be a copier deal, turned into a million dollar deal just for phase 1."



**Rich Bargewell**  
Sales Manager

"I applied the "Melissa Whitaker" talk tracks and processes to my day to day cycle and I closed a \$220,000 net new business deal. This was not in my pipeline before your class and program started with us, and just in a short 2 ½ months I found this opportunity applied what you told me to and it came through big time."



**Robert Gurney**  
Major Account  
Executive



**Testimonials / ROI's**

"After starting Melissa's program, I was able to close \$156,550 of new business in just 90 Days. I learned that persistence pays off."



**Cody Rogers**  
Technology Consultant

"Loved Melissa's ideas and techniques on closing more business. One month after starting her program I closed \$96,578 of new business. Now I am unstoppable!"



**Jill Silverstein**  
Sales Account Manager

"I was feeling really frustrated in sales when I met Melissa. Through her program I regained my confidence and started producing bigger sales results for the rest of the year. By the end of our fiscal year I was 133% of my annual quota/budget. I really believe this will take me to the next level."

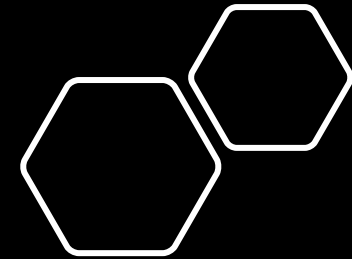


**Candy Parr**  
Document Systems  
Consultant

"I definitely built up my confidence A LOT during this program. Before this challenge I really struggled with finding and closing "net new business, however through this challenge I created 6 new opportunities (proposal) that will be "NET NEW BUSINESS." I also learned that Time Management is harder than it sounds. When Melissa put it in context of how much money does an hour out of the field cost me in the long run – it really hit home that spending a lot of my time driving around (or with office chatter boxes) isn't worth it! I'm here to make \$\$ and it's on me and only me to do that, I must plan and spend time wisely."



**Hollis Presley**  
Sales Consultant



**Testimonials / ROI's**





# 11 Core Competencies

1. *Mastering Mindset*
2. *Maximizing Your Minutes – Time and Territory Management*
3. *Creating Peak Performance Culture*
4. *Effectively Communicating– Understanding how your Reps are wired & Psychology of Buyers*
5. *Finding Ideal Clients*
6. *Conducting Effective Discovery – Appointments*
7. *Implementing Strategy – Competition*
8. *Providing Winning Recommendations*
9. *Creating Partnerships – Closing Styles*
10. *Seeking to Understand – Handling Objections*
11. *Cultivating Raving Fans*



# 2 OPPORTUNITIES FOR GROWTH



Want to Dive Deeper into these topics to start mastering YOUR skill and YOUR TEAM's skills? Come join us for our:

**MWI ELITE SALES ACADEMY – May 22<sup>nd</sup> – 26<sup>th</sup>**  
**Zoom Based 9am – 1pm CT each day**

1. *Mastering Mindset*
2. *Maximizing Your Minutes – Time and Territory Management*
3. *Creating Peak Performance Culture*
4. *Effectively Communicating– Understanding how your Reps are wired & Psychology of Buyers*
5. *Finding Ideal Clients*
6. *Conducting Effective Discovery – Appointments*
7. *Implementing Strategy – Competition*
8. *Providing Winning Recommendations*
9. *Creating Partnerships – Closing Styles*
10. *Seeking to Understand – Handling Objections*
11. *Cultivating Raving Fans*



## MWI MANAGEMENT & LEADERSHIP ACADEMY

**Date:** July 17<sup>th</sup> – 19<sup>th</sup>

**Location:** Chicagoland Area (Hoffman Estates, IL)

*2 ½ Days of Learning & Sharing Best Practices – In Person*

**Time:** 8:30am – 4:30pm Monday & Tuesday, 8:30am – 1pm Wednesday

1. *The Leadership Role*
2. *The Management Role*
3. *Understanding Your Assessment*
4. *Effective Coaching*
5. *Planning*
6. *Benchmark Metrics*
7. *Recruiting & Retention*
8. *Winning Synergy*





# Thank You, Questions?

For Additional Information Contact:  
Melissa Whitaker International  
[www.melissawhitakerintl.com](http://www.melissawhitakerintl.com)  
[info@melissawhitakerintl.com](mailto:info@melissawhitakerintl.com)  
847.845.4922

