

The Titan Times Newsletter

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Masterful Quotes

"Stop chasing the money and start chasing the passion."

-Tony Hsieh

"You can have anything you want if you are willing to give up the belief that you can't have it."

-Robert Anthony

"To change one's life;

*Start immediately.
Do it flamboyantly.
No exceptions."*

-William Hames



www.TitanBDG.com
(973) 601-3275
information@titanbdg.com



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Are Your Sales Scripts Working for or Against You?

Sales scripts are a double-edged sword. On one hand, they can help you present your selling points and sales rebuttals in an organized, strategic way. Used incorrectly, however, they can undermine your sales effectiveness and cause you to lose sales. Here is a caveat worth considering: Although sales scripts may contain tried and proven tactics for converting sales prospects into customers, a surefire way to drive a wedge between you and your prospective clients is to sound like you are reading a script or regurgitating memorized lines. Bridging the gap between salesperson and sales prospect often requires a conversational, informal delivery that will not come across if you are reciting a script.

All the World's a Stage

One thing we often forget about in the world of business and in the business of life is to 'lighten up'! Being too intensely serious and rigid can not only impair your 'likeability factor' it could also cancel out a lot of the enjoyment you might derive from your business or career. Developing the ability to inject your presentations with a dose of personality, humor, and spontaneity can help you avoid sounding rehearsed and pushy. A certain amount of experimentation may be necessary to find out what works best for you, but that is all part of the process.

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Getting on the Same Wavelength

Flexibility is vitally important in developing rapport with a prospect and winning their confidence. If you are adhering to a rigid script, then you are not being responsive to their needs, concerns, and questions. Granted, listening and being empathetic is more of a challenge for some people than others, but if your success hinges on the ability to persuade and influence (and whose doesn't?), then it is a skill well worth cultivating. Very often the most fascinating, likeable, and persuasive people are the ones who have perfected the art of active listening.

Focus on Bullet Points

Rather than memorizing a sales script word for word, consider writing up an outline or a set of bullet points that you can impress on your mind. You may need to review the original sales script, every couple of weeks, to make sure you are ad-libbing effectively and accurately; but don't lose sight of the way you're communicating nonverbally, because that's what your sales prospects are paying the most attention to.

It's How You Say It

A lot of sales and marketing people tend to talk too fast, either because they are so excited about what they are selling, or they have had one cup of coffee too many. Some may feel the need to talk fast if they have a lot of information to impart in a short period of time. Every situation is different, but in most cases, talking fast is major tactical error. First, it may make it difficult for your prospects to absorb the information you are giving them (and if they're confused, they're not going to commit); and secondly... well, you know what they say about 'fast talking salesmen'. One way to get a reality check, once or twice a year, is to videotape and critique mock sales presentations involving you a few of your associates. Getting their feedback and seeing yourself as others see you can be an effective way to iron out some of the wrinkles that may be thwarting your sales performance and limiting your income.

When is the last time you **really** checked in on your introduction / elevator speech paying attention to a natural flow that conveys qualitative and descriptive information?



Upcoming Federal Tax Deadlines

March 2022

- 15th | S corporation income tax return extension due
- 15th | Partnership income tax return extension due

April 2022

- 18th | Individual income tax return extension due
- 15th | Trust income tax return extension due
- 15th | Corporation income tax return extension due
- 15th | First quarter estimated tax due
- 18th | Last day to make an IRA contribution
- 15th | First quarter payroll taxes due

JOURNEY TO EXCELLENCE



Excellence is Never an Accident

"Excellence is never an accident; it is always the result of high intention, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities."

The above anonymous quote was displayed prominently in an office, where, oddly enough, it seemed to attract very little attention. In any case, it has made enough of an impression to invite a look at these words of wisdom and see where these words may apply.

When embarking on a road trip, unless a bout of aimless wandering around the country is the intent, it is essential to have a destination in mind and a map. Most people in the world are living someone else's agenda, which was obtained "by default." Stated differently, most people are on a path of aimless wandering – much like a traveler without a specific destination or map. It would be most valuable to look at different areas or aspects of life and ask "what is the intention here?" Consider the areas of family, business, spiritual practice, financial means, retirement, education, self development, health, and social interaction. Most people, by their own admission, are not living fully actualized lives and full potential. One main cause is a lack of clear and focused intention and direction.

Without clear direction, "sincere effort" is impossible. Perhaps effort becomes sincere when clear intention is established. Most people merely do an adequate job of trying whatever it is they're doing because they are relatively un-inspired by the task. Sincere effort stems from high intention. It flows naturally. Look at the areas of life where one is just "hanging out" or "clocking time." This indicates insincere effort – an opportunity to create a more focused and clear intention!

As humans we tend to see in purely linear "cause and effect" terms. "When given lemons, make lemonade" is certainly simplistic, but most people who are successful have had to become adept at taking some perceived challenge and using it as an opportunity for benefit, value and profit. This comes from introspection, the counsel of open minded and visionary people (of which there are few).

Each of these steps, when applied, provides opportunity, challenge, impact and benefit. With these steps in mind, it is a matter of will to trade in mediocrity for excellence!
