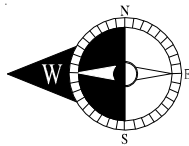


Visionary Selling



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HOOSIER HOSPITALITY

March 17, 2010

What is Visionary Selling?

Your Visionary
Notes





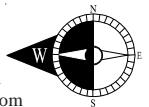




Why is it important?

“If you aim at nothing, you will hit it every time.”

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Meet Today's Customer

Your Visionary
Notes



He/She is:

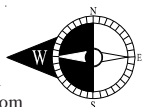


- _____
- _____
- _____
- _____
- _____

How do we sell to them effectively?

“Genius is 1% inspiration and 99% perspiration.”
~ Thomas Edison

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It's all about the _____ and the _____ .

Your Visionary
Notes



How productive am I everyday?

Questions to Ask:

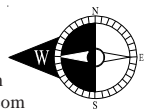
1. What went right today and why?
2. What went wrong today and why?
3. What time of the day did I start the task that had the highest priority?
4. Could I have started this task earlier in the day?
5. What did I notice about how long it took me to get revved up this morning?
6. Did I spend my first hour of the day doing high-priority, productive tasks?
7. At what point of my day was I most productive?
8. At what point of my day was I least productive?
9. How often was I interrupted?
10. What/who caused the interruptions?
11. What could I do to control/reduce the amount of time the interruptions took?
12. What activities or events in my day are the biggest time wasters?
13. How can I eliminate them?
14. How much time do I spend on tasks that add value or revenue to my organization?
15. How much time do I spend on tasks that DO NOT add value or revenue?
16. What am I going to do differently tomorrow to change my actions as a result of these answers?

“Productivity is never an accident.

It is always the result of a commitment to excellence, intelligent planning, and focused effort.”

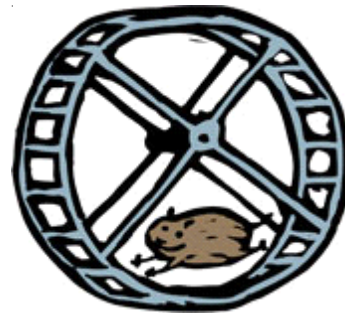
~ Paul J. Meyer

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Do you have a PLAN for productivity or are you just “Busy being _____”?

Your Visionary
Notes



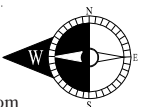
The Most Important Things That Matter in Sales

1. _____
2. _____

“He who knows most, grieves most for wasted time.”

~ Dante

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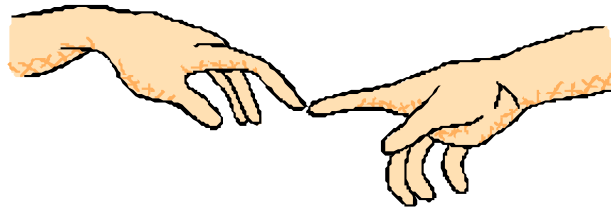




How are you maintaining your Top Accounts with Visionary Selling?

- \$ Personal Calls
- \$ Emails
- \$ Entertainment
- \$ Phone Calls
- \$ Marketing Pieces
- \$ Ad Specialties
- \$ Holiday Promotions

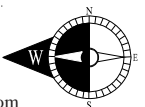
How many times are you “TOUCHING “ them per year?



Do you have a maintenance STRAT plan
to keep your accounts?

*“There are risks and costs to a program of action.
But they are far less than the long-range risks and costs of comfortable inaction.”*

~ John F. Kennedy



Top Account STRAT Plan

Account: JDI Capital Corporation

Year: 2010

MONTH	COMMUNICATION METHOD	OBJECTIVE
January	Lunch	Review last year's production Discuss anticipated performance for this year
February	Deliver Valentine's Candy	Develop new contacts Meet more bookers Thank for business
March	Sales Call	1 st Quarter review 2 nd Quarter focus Update all the file information
April	Easter Bunny photo op with Management Team	Introduce all department heads Leave new collateral on renovations Follow-up with a frame photo to all key players of Easter bunny and office staff
May	Sales Call	Secure property tour for next month Plan luncheon for Bookers
June	Tour and Booker luncheon	Review Regular Travelers List and their preferences Show recent Trip Advisor Feedback online Point out all new amenities and renovation project
July	Sales Call	Mid-year Review: Discuss company climate and internal changes from their recent board meeting
August	Summer Fun Pack delivery	Deliver Summer Fun Pack - take GM on call Thank for their business through first 7 months of the year Discuss balance-of-year expectations
September	Sales Call	Secure Fall schedules from Training Department Discuss rate increase for 2011
October	Halloween "No Tricks, Just Treats" Call	Deliver candy in costumes Update all the Direct Bill data for account
November	Email blast to company employees with special	Drive Weekend/Holiday times Express appreciation by delivering a personal gift
December	Mail Holiday Cards Host Wine And Cheese Event Send New Year's Eve Package email blast	Invite all bookers and key contacts to Wine and Cheese Event

Stealing Business

Your Visionary
Notes



It is always about the .



Begin your plan at the _____.

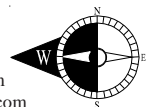
Start thinking _____.

What has to happen for us to do business together?

“A good plan violently executed is better than a great plan next week.”

~ General Patton

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Action Plan By Account

Prospect Walley World Distribution Center

Date	Action
1. 3-2-10	Call to qualify and identify real buyer - who using, etc.
2. 3-8-10	Handwritten Thank You note for call and info obtained
3. 3-11-10	Shoe Drop-off - "I want to get my foot in the door"
4. 3-17-10	Letter from GM thanking them for seeing me next week
5. 3-19-10	Appointment call in person; Get names for breakfast and fax reminder
6. 3-22-10	Breakfast on road - for bookers, influencers & decision makers in employee breakroom
7. 3-23-10	E-mail to everyone I met yesterday - "Thank You..."
8. 3-27-10	Call and book property tour
9. 4-7-10	Property tour and "Ask for this contract"
10.	
11.	
12.	

**"To steal business from your competition...
NEVER give up...always have a next step."**

STEPS MUST BE _____ AND FAST!

Action Plan By Account

Prospect _____

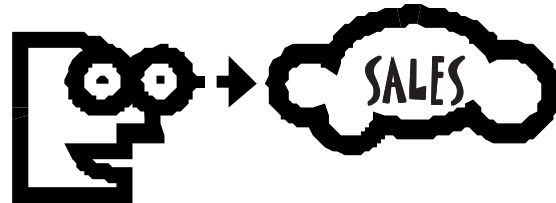
Date	Action
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	

Selling Made Simple

- An egg timer: *"All I need is a 3-minute introduction."*
- Small plant/flower: *"Come grow with us."*
- Bottle of water: *"Test the waters at our place."*
- Gold coin candy: *"Your business is worth its weight in gold."*
- Oranges: *"Orange you glad you stay with us?"*
- Deck of cards: *"Try your hand with us. We're the real deal." or "Have we got a deal for you!"*
- Bag of sand: *"Life's a beach at our place."*
- Playdough: *"Don't spend a lot of dough on lodging."*
- Brownies: *"Get the brownie points you deserve, call us."*
- Aspirin: *"If your present hotel is giving you a headache, call us."*
- Peanuts: *"Your guests will go nuts for our hotel."*
- Blockbuster gift cards: *"Have a blockbuster week."*
- Pie: *"We want our slice of the pie."*
- Doublemint gum: *"Double your pleasure with us."*
- Red Hot candy: *"We are red hot for your business." or "Check out our red hot deals."*
- Lottery ticket: *"You're worth millions at our hotel."*
- Freshen-Up gum: *"We're a refreshing change."*
- Pretzels: *"Your guests won't get twisted with us."*
- Nets: *"We want to catch your business."*
- Goldfish: *"Nothing fishy about staying with us."*
- Lays Potato Chips: *"Bet you can't stay just once."*
- Tennis shoe: *"Just want to get my foot in the door."*
- Pizza: *"We would like a slice of your business."*
- Gum: *"Stick with us."*
- Monkeys in a Barrel: *"No monkeying around, we want your business."*
- Halloween candy & mock obituary: *"We're dying to get you to stay with us."*
- Popcorn: *"Let us butter you up."*
- Ice cream bar: *"Come chill with us."*
- Bottle of wine: *"If your current hotel is making you whine, come stay with us."*
- Thumb tack: *"We'll never let you down."* Clock: *"We always have time for you!"*
- Sunscreen: *"Come enjoy 300 days of sunshine in Wenatchee."*
- Martini shaker: *"When your current hotel is shaking you up, enjoy a relaxing stir with us."*
- Candy or sugar packets: *"Let us sweeten the deal!"*
- Tree leaves: *"Leave all the details to us."*
- Football: *"Sorry we fumbled." or "You'll have a ball with us."*
- Board game: *"We are the best game in town."*
- Forget Me Not seeds: *"We will never forget how important you are!"*
- Flower seeds: *"Your guests will bloom with us."*
- Jolly Ranchers: *"You'll have a jolly good time with us."*
- Coffee Beans: *"Thanks for waking up with us."*
- Energy Drink: *"Get a roaring start with us." or "Let us reenergize your meetings."*
- Brownie recipe: *"We are your recipe for success."*
- Race car: *"We have the right crew to jump start your event."*
- Magic cards: *"We are the trick of the trade."*
- Bubbles: *"Bubbles are for bathtubs, come try ours."*
- Blow Pops: *"We promise not to burst your bubble."*
- Beef steak sticks: *"You can steak your reputation on us."*
- Budweiser: *"For all you, we'll come through for you!"*
- Lost and Found form from hotel: *"We will not forget you." or "You are not lost with us."*
- Plastic eggs/candy: *"Put your eggs in our basket."*
- Extra gum: *"We'll go the extra mile for you."*
- Stuffed lion: *"We'd be "LION" if we said we didn't want your business."*
- Poker chips: *"It's never a gamble to stay with us."*
- Ruler/tape measure: *"Let us show you how we measure up."*
- Star: *"Become a "STAR" in your office...book your next meeting with us."*
- Whopper candy: *"Book your next party with us for a whopper of a good time."*
- GPS or map: *"You'll never make a wrong turn with us." or "Find your way to our hotel."*
- 100 Grand candy bar: *"Your business is worth a fortune to us."*
- Gumby figurine: *"We'll bend over backwards for your business."*
- Banana bread/muffins: *"If your present hotel is driving you bananas, come stay with us."*
- Jar of olives: *"From olive us to olive you."*
- Assorted candies: *"Our hotel is a sweet place to stay." or "Check out our suites."*
- Hat: *"We've got your event covered."*
- Golf balls: *"We're your HOLE in one."*
- Basketball: *"Meetings with us are a slam dunk."*
- Pencil: *"Pencil us in for your next meeting."*
- Dog treats: *"We will be your new best friend."*
- Eye glasses: *"Come see what we have to offer."*
- Trail Mix: *"All trails lead to us."*
- Milk Duds: *"Your last place a dud? Check us out!"*
- Starburst: *"We're bursting to get your business." or "Stay with us for a burst of service."*
- Hershey bar, graham crackers & marshmallows: *"We want s'more of your business."*
- Rock Star energy drink: *"We'll treat you like a rock star."*
- Ice Breakers: *"I'd love the chance to break the ice."*
- Roll of lifesavers: *"Let us save you."*
- Payday candy bar: *"Every stay will feel like payday."*
- Binoculars: *"We will give your guests the stay they've been looking for."*
- Twister game: *"We'll bend over backwards to get your business."*
- Sucker: *"We are a sucker for your business."*
- Mints: *"Is your current hotel a little stale? Freshen up with us."*
- Stress ball: *"We are your stress busters."*
- Cozies or scarf: *"Come cozy up with us."*
- Pillow: *"Enjoy our pillow top beds."*

Visionary Selling Tips

1. _____
2. _____
3. _____
4. _____



Visionary Selling Made Simple

- | | | | |
|----------|------------|-----------|------------|
| 1. _____ | <i>IT!</i> | 7. _____ | <i>IT!</i> |
| 2. _____ | <i>IT!</i> | 8. _____ | <i>IT!</i> |
| 3. _____ | <i>IT!</i> | 9. _____ | <i>IT!</i> |
| 4. _____ | <i>IT!</i> | 10. _____ | <i>IT!</i> |
| 5. _____ | <i>IT!</i> | 11. _____ | <i>IT!</i> |
| 6. _____ | <i>IT!</i> | 12. _____ | <i>IT!</i> |

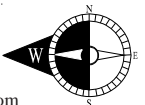
Your Visionary
Notes



“Great works are performed, not by strength, but by perseverance.”

~ Samuel Johnson

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PROGRAM EVALUATION

Hoosier Hospitality 3-17-10
Visionary Selling

Consistent with the idea that you don't have to be bad to get better, please take a few moments to complete this evaluation form and return it to us before you leave. Thank you. *Janie*

1. How did this program meet your expectations?

- More than I expected.
- About what I expected.
- Less than I expected.

Comments: _____

2. How would you rate the content and material presented?

- Informative and useful
- Informative, but not very useful for my job
- Not very informative or useful

Comments: _____

3. How would you rate the speaker?

- Interesting and knowledgeable
- Interesting, but could be more educational
- Knowledgeable, but could be more interesting
- Not very interesting or knowledgeable

Comments: _____

4. What did you like best about this program?

5. What do you think would make the program better?

Comments:

Name _____ Property _____
Address _____
City _____ State _____ Zip _____

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