

The 10 Undeniable
Traits of

**Rock-Star,
Top-Producing,
Quota-Busting
Salespeople!**

FANTASTIC SELLING

MEREDITH OLIVER

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The 10 Undeniable
Traits of Rock-Star,
Top-Producing,
Quota-Busting Salespeople

MEREDITH OLIVER

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For information or bulk orders, contact:
meredith@creatingwow.com or call 866-227-9769

www.MeredithCommunications.com

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Also by Meredith Oliver

FANTastic Marketing: Leverage Your Fan Factor, Build a Blockbuster Brand, Score New Customers, and Wipe Out the Competition

Click Power: The Proven System Home Builders Use to Drive More Traffic, Leads, and Sales

For Allen,
from the very first time we spoke on the phone,
I knew you were the one sale that I had to close.
Turns out you didn't need a lot of convincing.

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About the Author

A SALES AND MARKETING STRATEGIST, Meredith Oliver is the founder and creative director of Meredith Communications, a digital marketing agency located in Raleigh, North Carolina. Meredith Communications is in its fifteenth year of delivering innovative and effective digital marketing solutions, including website design, search engine optimization, and social media marketing.

Meredith holds a Master's Degree in Communication Technology from Rollins College, a Bachelor's Degree in Psychology from the University of Central Florida, and the prestigious designation of Certified Speaking Professional®, the highest designation conferred by the National Speakers Association.

The author of three books, Meredith has written 1) *Click Power: The Proven System Home Builders Use to Drive More Traffic, Leads, and Sales*, 2) *FANTastic Marketing: Leverage Your Fan Factor, Build a Blockbuster Brand, Score New Customers, and Wipe Out the Competition*, and 3) *FANTastic Selling: The 10 Undeniable Traits of*

Rock-Star, Top-Producing, Quota-Busting Salespeople. All three books are available online and at her seminars.

On the professional speaking circuit since 2001, Meredith has presented her sales and marketing wisdom to audiences ranging in size from 10 to 2,000. She has been a featured speaker at pivotal industry events such as the International Builders Show and the Annual Conference and Expo of the National Automobile Dealers Association.

Meredith is a member of the American Marketing Association, the National Association of Home Builders, the American Society of Association Executives, and the National Speakers Association. Her leadership positions have included President of the National Speakers Association Carolinas Chapter, Chair of the National Association of Home Builders (NAHB) Institute of Residential Marketing, and Chair of the NAHB Professional Women in Building Council Communications and Education Committee. Currently, Meredith sits on the Board of Governors for the NAHB National Sales and Marketing Council and serves as Vice President of Communications of the American Marketing Association Triangle Chapter.

In January 2016, Meredith was honored by the NAHB Professional Women in Building Council as the National Member of the Year. In 2015, she was honored with the Bill Molster Award for Outstanding Service & Lifetime Achievement by the NAHB National Sales and Marketing Council. In 2013, Meredith was named Chapter Member of the Year by the National Speakers Association Carolinas Chapter.



Meredith lives in Raleigh, North Carolina, with her husband, son, and three shih tzus. She is a Florida Gator fan and high-heel shoe fanatic who loves to geek out over technology and digital marketing almost as much as she likes to shop.



Acknowledgements

A BOOK ON SALES DOES not write itself. While I was the one who took the time to write the manuscript, this book is a combination of my experiences with master salespeople and the sales education I've received from the sales leaders who took the time to teach and coach me throughout my career.

No one has taught me more about selling than my dear friend John Palumbo. John is an author, educator, and mentor to salespeople worldwide on the art of influence and persuasion. More than a professional colleague, he is a personal friend who will always answer the phone—no matter where he is around the globe—and give you FANTASTIC advice, encouragement, or a reason to laugh.

My dear friend Melinda Brody is the most persistent closer you will ever meet. Melinda taught me the dogged art of follow-up. She does not stop calling and emailing until you buy, die, or get a restraining order. I love that about her. For more than a decade, Melinda, John, and I have spoken together in a sales rally

roadshow and each time they speak (even though I've heard the talk dozens of times) I learn something new about sales.

Kerry Mulcrone, is a thirty-year sales and sales-management coach, author, and another dear personal friend and colleague, who has taught me how to marry thoughtfulness and follow-up. Her little gift packages and love notes arrive without fail all year long and cheerfully say, "I'm thinking about you." She knows how to stay in front of a decision maker in a friendly, thoughtful way, better than anyone I know. I learned that sales skill from her.

My best friend, life partner, and business partner, Allen Oliver is a FANTASTIC salesperson who taught me the art of understated, patient selling. I remember on our second date telling him I was very busy and didn't have a lot of time for him. He smiled and nodded and said, "We'll make it work." The next thing I knew I had blown off all my responsibilities the following day and was hanging out with him. Eighteen years later, it still works that way. He brings a richness and fun factor to our lives that I could never supply. And despite all my protestations, he manages to close me in a quiet, patient way every single time.

Special thanks goes to Chris Campbell for the cover design. We've created a lot of cool websites together over the years and I'm so proud of our portfolio of work. You are so busy with our client projects that I tried to use another graphic designer for the cover design, but that was a miserable failure. They just don't know me like you do! You nailed my vision in one draft. I guess you are stuck with me.

Thank you to Alison Netsel for editing the manuscript. You worked quickly and were very easy to work with. You are a FANTASTIC

writer in your own right and our clients love your blog articles. The funny thing is we've been working together for several years and have never spoken on the phone or met in person.

Similarly, this is the eighth book I've published with the interior graphic design by Adina Cucicov of Flamingo Designs. I found her online searching for an interior book designer and liked her portfolio. I've never met her in person either. The one time I deviated from using Adina, the interior design was such a disaster I ended up giving the project to her to fix.

One of my favorite quotes is by Charlie Tremendous Jones, who says, "You will be the same person in five years except for the people you meet and the books you read along the way." I couldn't agree more. I certainly wouldn't be the person I am today without the people I've met and the books I've read. I hope the salespeople in my seminars and workshops have learned as much from me as I have learned from you. I hope this book provides you the insight and knowledge to make a difference in your career and that I can be one of the people who makes a difference to you five years from now.

Thank you to all of you for contributing to my journey.



Introduction

I LOVE A GREAT SALESPERSON. I love experiencing their skills in action—the enthusiasm for the product, the smoothness of the pitch, the subtle calls to action, the bravado it takes to ask for the sale. I love everything about sales, selling, and salespeople. And it's from that perspective that I am writing this book.

I was born to sell. I can't seem to stop selling. Even when I'm trying to dial it down and be less *salesy*, I can't seem to stop. To me there is nothing more fun than pitching a product or service that I truly believe in and convincing someone that they can't live without it. Even now as you read this book, I am hoping to convince you of the value of the concepts, ideas, skills, and attitudes herein. I hope to never stop selling, and since I am a wife, mom, aunt, and daughter, I don't think that will happen anytime soon!

Every member of your organization, no matter how big or small, is in sales and all of them can benefit from learning the 10 undeniable traits of rock-star, top-producing, quota-busting salespeople found within the pages of this book. One of my favorite

books is *Selling Is a Team Sport*^t by Eric Baron. In this groundbreaking book Baron states the following:

The old sales paradigm: Research & Development developed the product; the sales force sold the product. The new sales paradigm: the sales force, Research & Development, executives, web developers, accountants, lawyers, inventory clerks—all of your employees—sell the product.

Selling is more about fulfilling the true needs of the customer than it is about selling canned pitch. Learning how to recognize and respond to the customer's unspoken needs is the most important step toward becoming a problem-solving seller.

Every interaction with a customer—whether an internal customer or external customer—either re-sells or un-sells the customer on the value of your product or service. It's really that simple.

While this book is bursting with practical ideas and skills you can learn, the focus of this book is on you—the salesperson. It is a personal development book meant to help you become the best salesperson you can be. I think you'll find many of the concepts will apply to your personal life as well. This book is meant to read as if we are having a one-on-one conversation and the goal of the book is to spark ideas on how you can implement FANTASTIC Selling ideas into your daily work routines.

How do I know these strategies work? I've held many sales positions throughout the years and have been recognized many times as a top producer in my field. My first sales job was right out of college and I sold Health Management Organizations

(HMOs) to physicians. My official title was Provider Relations Representative, and it was my job to convince popular, well-respected physicians to be preferred providers for the HMO. It was a brutal sale. I had to get past the gatekeeper, score a meeting with the physician (most often in a hallway between his/her appointments), negotiate fees, get a signature (again most often as the physician walked from patient room to patient room), and then manage the very tenuous relationship as claims were processed (often incorrectly) throughout the life of the contract.

After several years of HMO sales, I went to graduate school and earned a Master's Degree in Communication Technology. I then transitioned to an Internet Sales Counselor position with a company (at that time) named Homebuilder.com. This occurred right in the middle of the dot-com boom in the late 90s and early 2000s. This sales job involved me convincing new-construction home builders that the internet was here to stay and they needed to start moving dollars from print advertising to digital advertising. It was a tough sale since most of them didn't even have websites yet. I excelled at the position because I am so passionate about the power of digital marketing and eventually became the Sales Manager for the East Coast of Florida.

My next and current sales position involves selling myself! Once you've sold HMOs to physicians and internet marketing to home builders, selling yourself is a piece of cake. For the last fifteen years, my family's lifestyle and my son's future have depended on my ability to sell the services of Meredith Communications. I wear a lot of hats in our organization, from President to Creative Director, but the one I enjoy the most is CSO—Chief Sales Officer.



I hope within the pages of this book you will find the inspiration, the education, and the motivation to engage in the art and science of FANTastic Selling.





rel·e·vant

closely connected or appropriate to the matter at hand

Are you a Gutenberg printing press
in an Amazon.com world?

I WAS NOT IN THE market for a new dog. It was the absolute farthest thing from my mind. I already had two healthy, happy dogs. I'm a working mom of an elementary age boy who is active in many sports. I run my own business and I travel a lot for work. I needed another dog like I needed a new pair of shoes. And yet Hershey is sleeping peacefully at my feet while I write this book. Here's the rest of the story...

One particular Wednesday, I was scrolling through Facebook when I noticed Jen B., the Online New Homes Specialist for Rose and Womble Realty, using Facebook Live to feature a shelter pet

of the week at the Norfolk, Virginia SPCA. Jen's job is to field all of the online requests for information from the Rose and Womble Realty website, respond immediately, and through a series of email and phone conversations set an appointment for the buyer to meet with an onsite sales representative at one of the new home communities they represent. Jen is so good at her job that in January 2016, at The National Awards in Las Vegas, NV, she was recognized as the National Sales and Marketing Council's Online Consultant of the Year, a national award bestowed annually to one online sales counselor in the home building industry.

One of the tactics Jen uses to brand herself and her company in the community is to marry her passion for rescue dogs with real estate. Once a week she features a pet of the week on Facebook Live and treats the pet to a tour of a local new home community while she gives the audience a preview of the model home. It's a win-win. The dog gets exposure to possible adoptive parents, and the home builder's community receives exposure as a great place to live. To my great surprise on this particular Wednesday, Jen was featuring a five-year-old shih tzu (my favorite dog breed) who had been surrendered a couple of weeks prior. I watched the broadcast live and commented on how cute he was.

A couple of days later I emailed Jen about another matter and mentioned in my email that if I were local I would be there in a flash to adopt Hershey. Jen recognized my buying signal in the email and went for the close! She replied to my email with, "You know, if you want to adopt Hershey, I can probably make it happen! Maybe I could even do the paperwork for you and meet you halfway between Raleigh and Norfolk."



That was all the permission and prompting I needed. The next thing I knew, I was watching the video over and over and totally in love with a dog I'd never met. I discussed it with my husband and within a couple of hours of my unrelated email to Jen, I gave her the green light to start the adoption process. As it turned out she was not allowed to do the paperwork and drive him to me, so a few days later we drove three hours to Norfolk, VA, and picked up Hershey. He is a great dog and has absolutely found his forever home.

Jen is one of the most relevant salespeople I've ever met. She knows how to make a relevant emotional connection, she uses a relevant communication channel to get her message out there, and she focuses like a laser beam on the relevant information home buyers are looking for by touring new communities on a weekly basis.

The very first attribute of a rock-star, top-producing, quota-busting FANTastic salesperson is the ability to be relevant. Simply put, are you what your buyers need, when they need it, and how they need it? The authors of *Relevance: The Power to Change Minds and Behaviors and Stay Ahead of the Competition*, Andrea Coville and Paul B Brown, put it this way:

Okay, so what do we mean by relevance? We mean your offering is practical and especially is socially applicable.

We have found that most people misread the definition, putting almost all their emphasis on the practical. That's understandable. It is certainly true that what you are offering must solve a customer need and do it well, but you need to do more. And that is where the emotional part of relevance comes in. If your product/service/

idea resonates with a customer, if it means something to him in addition to being utilitarian, then the relationship will be deeper, longer lasting, and more profitable.

The ability to resonate with customers on an emotional level is the number one skill needed to succeed in today's digitally driven world. We are more connected than ever but we are also more distracted than ever. We have an unlimited amount of information available to us and it is so overwhelming that we actively screen out even the smallest kernel of seemingly irrelevant information. Our brains simply can't hold it all, so we automatically block and filter as much irrelevant information as possible. If your sales pitch, your follow-up, or your presentation fails to resonate with the needs, the wants, the desires, and the emotions of the prospect, you too will be screened out and ignored.

THE INTERNET EMPOWERED BUYER

The art and science of selling has not changed all that much over the years. If you want to sell a product or service, you must do many of the same things we've always done—you have to build rapport, present the features and benefits, build value, overcome objections, and ask for the sale.

So what has changed? The buyers! I recently asked a group of 100 salespeople at a seminar to give me one word to describe today's buyer and they said the following:

- Smart
- Savvy



- Educated
- Opinionated
- Skeptical
- Determined
- Cautious
- Analytical
- Researched
- Demanding
- Resourceful
- Informed
- Knowledgeable
- Discerning
- Hungry
- Discriminating

Do any of these descriptions sound familiar? If this list describes your prospects, leads, and customers, keep reading! This buyer demands relevance or they move on to another salesperson.

With the invention of the internet and social media, today's buyer is empowered by the information available to them online. In the past, buyers had to rely solely on salespeople to learn the information needed to make a buying decision. Think about your own shopping habits. Let's pretend for a moment you are interested in purchasing a new computer. What is your first step? Like 81% of all shoppers you go online before buying to do research.² And you don't go to just one website, you visit several, including big-box retailer websites, online review sites, and strictly online retail sites. In fact, more than 70% of shoppers use three

or more channels to research a purchase, and between 79% - 82% of consumers use search, brand websites, and customer reviews.³ You might even post on a social media site and ask for people's recommendations on what type of computer they like or for feedback on a specific model you are considering.

Finally, if you feel really confident in your selection, you will complete the sale online. If you want some additional information, you will visit a retailer in person, armed with your research to gather some final information and make a purchase. This is not the same process we went through twenty years ago. Not by a long shot. If you are the salesperson in the retail location who has the opportunity to work with this shopper, you better be ready with only relevant information and analysis beyond what the buyer could read online. If you don't know as much about the computers for sale in your store as the buyer does, or if you can't add anything of value to the conversation, you will lose the customer's attention, be screened out, and lose the sale.

Do you remember the Terminator movies? In those movies, Arnold Schwarzenegger's character, The Terminator, was a cyborg robot disguised as a human sent back in time to save the planet from an evil machine that was attempting to destroy all mankind. Much of the movie is seen through the eyes of The Terminator. As he encounters new objects and people, his eyes do an analysis and the results display on screen in his mind (think Google Glass without the glasses). Based on the analysis, he makes a decision to save or destroy the object or person and moves on to the next one.

Think of your buyers as The Terminator. No, I'm not suggesting their aim is to destroy you, but I am suggesting that from the



moment they meet you—whether it’s to discuss buying something for a business or a retail location such as a model home or car dealership—your buyers have the same type of eye scan analysis as *The Terminator*. They are scanning the landscape, your body language, your appearance, and your first words, to determine if you are going to add value and be relevant to their needs, or if you are going to be a waste of time and they need to abort the mission quickly.

Before you say, *duh*, the fact that the buyer has changed is old news—just wait a moment. I think most salespeople know buyers have changed on an intellectual level. **But the real question is: have you changed your behavior—the way you sell and market—to accommodate the shift?**

ASK YOURSELF THESE QUESTIONS:

- When you first meet with a prospect, how much do you assume they know about your product or service?
- What specifically do you do during the sales conversation to ascertain how much they know or don’t know?
- What do you change, edit, delete, or alter in your presentation to account for the information that is already known?
- How much time do you spend before a presentation tailoring the content based on research about the company or individual you are meeting with?
- When you first meet a new prospect, how long do you spend asking questions to get to know them on a personal level?

- How prepared are you to ditch the pitch, set down the brochure, stop the PowerPoint, or abandon the live demo if it is not resonating with the buyer?
- How often do you check in during the sales conversation to determine if you are meeting their needs?

YOUR BUYERS ARE FANS

In addition to being internet empowered, your buyers are already fans of your product or service even though they haven't purchased it yet. Fans? How is that possible? They haven't even bought the product or service yet, much less experienced it. Traditionally, the term fan has been applied to happy, satisfied, loyal, existing customers. But I want to change that paradigm in this book and give you another perspective to consider.

Think about it this way: because we do so much online research before we buy, on some level we are already convinced that the product or service is a potential solution to our problem even though we haven't bought it yet. In fact, 80% of buyers know what they want before they even contact a vendor.⁴ Internet research is an elimination game, not a selection game. As we do online research we actively eliminate options for a variety of reasons, such as too expensive, too complicated, poor reviews, and/or not a good fit for our needs. We narrow the search down to a couple of possibilities and make a decision from within that group.

Depending on the personality of the shopper and the type of product or service, the research process could take just a few days, but in many cases the research process takes weeks and months. During that time the shopper is becoming more invested in



the purchase as they visit your website over and over again. An impression of your company, your products, and your people are forming in their minds and they are beginning to have expectations of what it will be like to do business with you. The shopper has a lot of time and emotion invested in their research process because they want to feel good about the purchase decision. A relationship between the buyer and your product or service has already formed and they haven't even interacted with a human being yet. When the buyer finally does speak to a salesperson, whether it's by phone, live chat, email or in person, he or she feels like they know you. They feel like they know as much about your product as you do. And they certainly would not waste precious time talking to you if they did not think your solution was an answer to their problem.

You may have never thought of it this way, but your prospects, your leads, and your pipeline of future sales are fans. Hence the title of this book, FANtastic Selling. In the FANtastic Selling model, the fans come first. When you put the fans first—when you make the sales conversation about them and not about you and your 300-bullet slide presentation—you become relevant. And relevant salespeople are top-producing, quota-busting, rock-stars.

- What if you started treating your prospects like FANS at a rock concert or sports event?
- What if you started calling your leads and prospects FANS instead of cold terms like “ups” that don't imply a relationship?
- What if you gave your FANS what they want and made it all about them and not about you?

RELEVANT SALESPEOPLE RESONATE

The very first trait of a FANTastic Salesperson is the ability to be **relevant** to your buyers. What does that mean? It means three things: 1) You connect on a relevant emotional level with the prospect; 2) You deliver only relevant information tailored to that buyer; and 3) You harness the power of relevant technology to communicate, market, follow up, and build your brand.

We are going to explore these three skills in much more detail in subsequent chapters. In fact, most of the other traits are meant to support and create relevance. For now, let's explore several practical steps you can take to develop relevance.

- 1. Assume a Relationship**—From the first moment you speak to or meet a prospect, assume they know everything about you and are 80% ready to purchase your product and service. At this point, focus the conversation on closing the gap on the last 20% of their decision-making. You can still cover routine information they should know—especially if those details are key to understanding the value of the product—but cover them in a different way, with the assumption that they know them already. Phrases like “You probably saw this on our website” or “You likely read in your research” are extremely effective. They acknowledge the buyer's research process and their knowledge level. That will set them at ease because they know you are in tune with the typical shopping process and you plan to tailor your approach.



- 2. Drop the Cliché Sales Questions**—We will talk in more detail in later chapters about questions, but for now I want to make clear that your very first question or statement is of critical importance. Remember my Terminator analogy? Your first question or statement is being scanned on a scale of 1 to 10 on how relevant your approach is to the conversation. Your first question needs to assess what they know, how much they know, and where they've been researching so you can tailor the rest of the conversation to them. Questions like “Have you visited our website?” are a great conversation starter. Eighty to ninety percent will say yes and you can then follow up with “Great! What did you see that prompted you to visit/call/live chat/email me today?”

- 3. Be Specific**—Buyers need information that is not readily available online. Your ability to add value to the conversation lies in your ability to be specific about how others have used the product and found it to be a great solution to their needs. You must go beyond the obvious list of features and be able to interpret, analyze, and synthesize the information into a specific solution for their needs. Use statements like “Other buyers have found this feature to be useful”, “ABC Company uses it this way...” and “One of my other clients loves this feature because it allows them to...” These statements allow you to give specific examples on how the product is used and why customers like it. This is relevant information and offers behind-the-scenes details that can't



be read on a website, making you extremely valuable to the client's decision-making process.

- 4. Do Your Homework**—If your sales role is one where you set appointments with buyers (for example, insurance, financial services, and business-to-business salespeople), then you **MUST** do your homework on the person and the company before the meeting. In the world of social media, there is no excuse not to at least read the person's LinkedIn profile before the appointment. Study their resume. If you see direct experience related to your product or service, then drop the first 25 slides of your PowerPoint that cover the basic definition of what you are selling. I once had a live demo where the salesperson actually started with the importance of digital marketing. Seriously? You started with statistics on the number of people who use internet marketing with a person who has written three books on the subject and speaks nationally on it? And the person even said "I know you know this but..." and kept going! What a waste of time and frankly it was insulting. I knew immediately that the presentation was canned and not customized to me. Not only do you want to research their background, but of course you are looking for details about them to help build the connection. Tidbits like where they went to school, past employers, and associations they belong to will help you establish rapport and find common ground.



5. Retire the Sales Funnel—Your buyers no longer follow a linear path from awareness to purchase. They bounce all over the internet, starting and stopping as they compare features, reviews, pricing, and service options. The buyer's journey (which we will explore in detail later) is a messy squiggly line and your job is to meet them on their journey. Find out what phase of the journey they are in and begin the conversation at that point. The traditional sales funnel or sales process assumes the buyer knows nothing and requires you to follow a prescribed set of steps in a very specific order. To the internet-empowered buyer this approach comes off as canned, scripted, and disingenuous. Don't get me wrong, having a sales process is important. It prevents you from leaving out vital information necessary to the decision-making process and it helps you lead the customer down a metaphorical pathway to a decision. But your sales process can't be so rigid that you always start at the very beginning with the same information. You have to be able to start in the middle if needed and even backtrack to the beginning if you discover they are lacking pieces of vital information.

Being relevant isn't about being hip or cool. You don't have to know the lyrics to the latest pop song on the Top 40 Billboard Charts or understand the inner workings of Minecraft to be relevant to your buyers. I've met some very hip, cool salespeople who were so busy being hip and cool they weren't resonating with their audience in the least. At the same time, having a working understanding of technology and using it to communicate is



important. We'll talk more about that in later chapters, but in this trait, I'm not talking about relevance in terms of technology. For my purposes, relevance is about being able to sense where the buyer is in their process and being willing to meet them at that point. It's about stepping out of your comfort zone and focusing on their needs instead of your own performance. It's about asking cogent questions and being able to tailor your presentation on the spot. When you are relevant, you are FANtastic. And when you are FANtastic, the fans love you for it.



FORMULATE YOUR GAME PLAN

Five FANTastic Questions to Help You Become More Relevant

1. What does being relevant mean to you?

2. What is the first step you need to take to become more relevant to your buyers?

5. What does a relevant conversation look like with your buyers and how do you know if you've achieved it?

Have Meredith Speak at Your Next Event

LOOKING FOR A PROFESSIONAL SPEAKER to WOW your audience? Meredith Oliver is the answer!

Inspirational, fun, and relevant, Meredith Oliver is a sales and marketing keynote speaker, author, and strategist who works with businesses wanting to capitalize on the Fan Factor. Meredith isn't just another self-proclaimed sales and marketing keynote speaker; she has fifteen years of experience creating and delivering effective digital marketing campaigns that lead to more sales. She is the founder and president of Meredith Communications, a digital marketing agency located in Raleigh, North Carolina. Meredith Communications specializes in website development, search engine optimization, and social media marketing.

Meredith has spoken to audiences ranging in size from 10 to 2,000 at prominent industry events, such as the International

Builders Show and the Annual Conference of the National Automobile Dealers Association. She holds the prestigious designation of Certified Speaking Professional®, the highest credential conferred by the National Speakers Association.

Book Meredith for your next event and treat your audience to a dynamic, fun, powerhouse program packed with practical information. Here's what audience members and event planners have to say about Meredith's appearances.

"What might be one of her most engaging qualities as a speaker is her ability to connect with the audience in a real and personal way."

SmartMeetings Magazine, December 2015

"Your presentation was fabulous! I have had so many compliments from my members and participants about the presentation; so much so, that everyone wants a repeat performance. So, look forward to coming back to Kansas City. We want you back!"

Dawn Allen, Director of Education, Kansas City Home Builders Association

"Thank you Meredith! You definitely hit a home run with my client."

Angela Cox-Weston, Midwest Speakers Bureau

"I have seen and frequently hired just about every sales/marketing trainer/speaker in the business, and after seeing your presentation tonight, I would say you are among the very best."

Gib Dickey, Publisher Atlanta Communities Magazine



Connect with Meredith

MeredithCommunications.com

[Meredith Speaks.com](http://MeredithSpeaks.com)

Twitter: [@MeredithCSP](https://twitter.com/MeredithCSP)

Instagram: [@MeredithsShoes22](https://www.instagram.com/MeredithsShoes22)

[Facebook.com/MeredithCommunications](https://www.facebook.com/MeredithCommunications)

[LinkedIn.com/in/MeredithOliver](https://www.linkedin.com/in/MeredithOliver)

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