



Mastering Technical Sales

Summer 2008

Volume 2, Number 7

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Useful Links

The official US Department of Labor definition of a Pre Sales Engineer

Are You Really Paid To Read 200 Emails A Day?

The 7% Myth: Why Content Really is Important

Become The Wizard Of The White Board : 12 Tips for Success



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MTS News - Sold Out on Amazon!!

The **Mastering Technical Sales** community has grown to over 5,300 readers after having been picked up by blogs in New Zealand, Australia and Norway. **Mastering Technical Sales: The Sales Engineers Handbook** experienced a large surge in orders on Amazon.com - but we are now sold out until mid-July. It is still **available on bn.com** and from the Artech Publishers home page. The Second Edition of MTS (MTS/2e) is slated for publication the first week of September.

Summer Talking Point - The 7% Myth

How many of you have attended presentation training and heard that only 7% of your message is conveyed through words, and that the remaining 93% is 38% voice and 55% body language? Most people blindly accept



"That's a great question. Come to think of it, I'm not sure what it is I'm trying to sell you."

these ratios as a proven result of scientific experiment, but they have always bothered me as I felt the 7% for content was too low.

In my presentation class, "The Perfect Pitch", I use the figure of 20% for content without a lot of basis, so I decided to research the 7-38-55 rule to see if it actually made sense - both scientifically and emotionally. I examined the 7-38-55 rule to test its implications, the basis for the study, and any more recent work in the area. The results are surprising and certainly shatter the 7% myth.

Read the entire article on our website

Consistent Messaging



Have you tried to listen to two people talking to you at the same time? You don't hear either one. *When you speak be sure that your listeners are hearing one voice at a time.* Don't talk to them when you want them to read. *Don't talk to them while you want them to think.* If you want people to listen when you speak - speak only when they can listen.

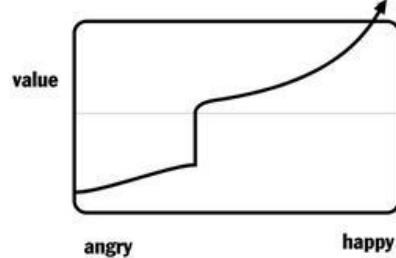
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

"We implemented your RFP scoring methodology and have raised our win rate by 50%. Both revenue and SE morale are up. Thanks Again!"

Jason - Software SE
Director; Hong Kong
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Handling Angry People

Angry people are different from other people. They are not just an inch or two along some curve. Instead there is a gap in the curve, a vertical chasm, separating the angry from everyone else. You may encounter angry prospects (angry before you even got there) or angry customers or even angry co-workers. They are similar to each other but different from the rest of us. It's tempting to treat an angry person just like a typical person, just



... angrier. This is probably a mistake, so here are two suggestions for dealing with angry people:

1. Sometimes you can just avoid them. You can choose not to work with angry people. There are plenty of non-angry people out there.
2. You can acknowledge the anger and understand that until you make it go away, all responses will be off the chart and completely useless to you. The opportunity is that you can somehow turn angry into happy, and from there, move them up the curve to a relationship that brings you both value. The mistake most of us make is that we believe moving people up the curve is the next step. It's not. No one moves while they are angry.

(adapted from Seth Godin)

The Final Word



The Powerpoint Patch. A consulting company released a spoof article about the PowerPoint patch – designed to wean addicts from the most severe cases of addiction. We're talking about people who use it and cling to it for all human interaction. For people who if they were quitting their job would systematically make their case using bullet points and charts to explain why the relationship had to end. Joking aside, next time you click on the

desktop icon, ask yourself if you really need to use PPT for the task. Could you perhaps use a whiteboard instead?



Basic Grammar. Verbs are more powerful than nouns and more powerful than adjectives and adverbs. Action is power. Talk versus communication. Do versus implementation. Sell versus solicitation. Those words ending in 'tion' are poisonous. They suck the power out of your message.

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Click here to receive your own copy of the Mastering Technical Sales Newsletter and the Monthly SE Talking Points.

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