



Win it Easy or Come In Fourth!

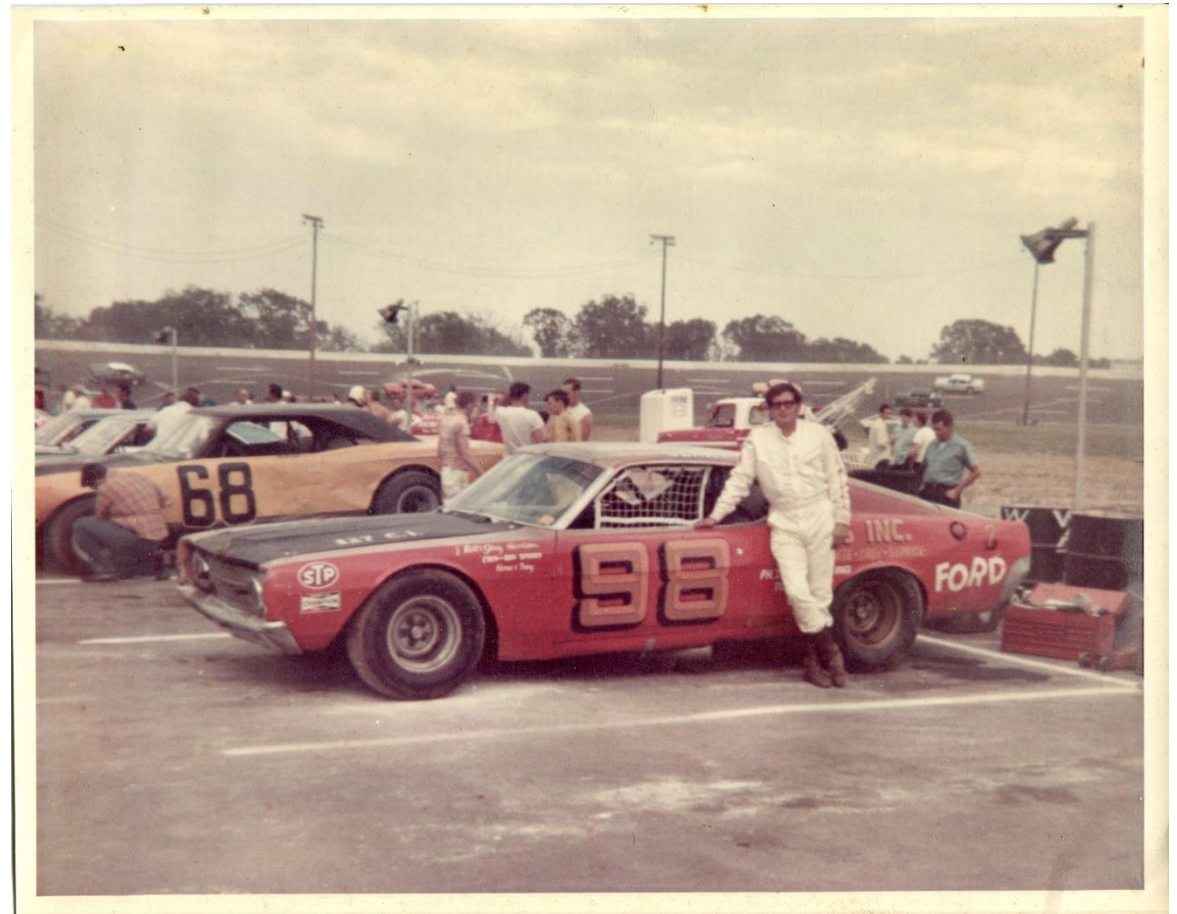
Sales Lessons from my Dad, the Champion Race Driver

Presented by Troy Harrison to the CSC Network National Convention

My Granddad Wild Bill Harrison



My Dad Gerry Harrison



Win It Easy
or
Come in Fourth!



Why do Salespeople Not Reach Their Potential?



- Too much time chasing customers that won't buy and wouldn't make a difference if they did!
- FRED – The Feature Race – difference making customers
- TAKERS – The Trophy Dash
- Nope – Don't even start the race
- Race hard in the Feature
- Win the Trophy Dash easy or come in Fourth!

How That Night Ended



I'm In The 98.





What Car Are You Driving?

- I was trying to drive Steve's car, not mine – and I got passed.
- What car are you trying to drive?
- Drive YOUR car.
- YOU know your pricing.
- STOP asking for the invoice!!!!

The Legend of Old Smokey





Adapt Improvise Overcome

- Just because you always did it that way doesn't mean it's the right way!
- More so, because "the industry" does it that way doesn't mean it's the right way!
- Adapt to circumstances.
- Circumstances – CUSTOMERS and their NEEDS.

Slow Down to Go Fast



Slow Down to Go Fast!



- Every sales call is MEANINGFUL – whatever the CXD!
- Focus on building relationships, not running around looking for “who can sign.”
- Keep salespeople on an even keel – rah-rah “motivation” seldom works.
- Keep a consistent hand on the rudder as a manager.

The Time Dad Helped Another Guy Beat Me





“Did You Want to Win, or Just Get a Trophy?”

- WINNING a sale means beating the other guy in a selling contest.
- If you simply offer a cheaper price, you haven't WON anything.
- You WIN when you get someone to pay MORE for doing business with you.
- Make salespeople give you at least TWO valid and specific reasons for buying from you BEFORE offering a cheap price.
- STOP the downward price pressure in this industry!

A black and white checkered racing flag is draped across the top of the image, curving downwards. The background is a smooth green gradient that transitions from a lighter shade at the top to a darker shade at the bottom. The word "Questions?" is centered in the lower half of the image in a bold, black, sans-serif font.

Questions?

THE SALES STRATEGY REVIEW

One hour conversation. Two to three tangible take aways.



GOALS &
STRATEGY



STAFFING &
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TROY HARRISON, THE SALES NAVIGATOR

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