

**“Everything You Need To Know About Finding The
Right Consultant For You And How To Save Money
And Headaches In The Process.”**

- Plus a special bonus -

7 "Rare" Mental Attitudes of Extraordinary Sales Champions



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Is your business having a problem making payroll, paying the bills and struggling to stay alive? I want to help not only survive but actually start profiting!

Do go at it alone! Hire A Consultant! Here is a Free Report on everything you need to know about Hiring the right consultant. Whether you hire my company or not you need to understand what to look for in a Business Marketing Consultant.

Ok you thought about hiring a business consultant, one of the things that you should remember is that you shouldn't go with the first consultant that you interview.

The person is going to be an employee of yours, and you conduct several interviews when you are looking to fill a position. Hiring a business consultant is no different.

When you are looking for a business consultant, instead of just going to the phone book or searching the internet, the first thing that you should do is to talk to others that you have known that have used business consultants.

Find out what their experiences were with their consultants and if they were satisfied with what they did for them. Before you conduct your interview with your business consultant, figure out what it is that you are looking for. What is it that you will want your business consultant to accomplish?

Do you want the company to run more efficiently? Do you want to cut costs? Do you want your company to make more money? Possibly travel or spend more time with your family?

Knowing what it is that you want to accomplish will help the business consultants that you interview know what type of direction you are going in. Even if your first interview goes well, keep the appointments that you have made and talk to the other consultants. You may find someone that you like better, or someone that has the same vision for your company that you do. After you have had all of the appointments, you can make your choice. So let's discuss experience.

What Is The Consultant's Business Experience?

Anyone could come into your business and tell you some great stories and give you a feel good speech. You need to ask some questions. One of the first questions you should ask a business consultant before you hire them is what type of business experience they had before they became a business consultant.

You want to be sure that they know exactly what is involved with business before you hire them, because it will make you feel more comfortable that they are able to help you.

You want to be certain that the person is sensible when it comes to the bottom line, that they are going to be able to help you achieve the types of results that you are looking for, and that they will be able to work efficiently but quickly. Ideally, the consultant has experience as a turnaround specialist for a corporation, or they were a chief executive officer. That way the chances are good that they know about the need for quick results, know how to deal with cost control, and has come under high pressure scrutiny.

Do they have the same types of goals and attributes that are important to you, and will they help you to get your company in the direction that it should go. Even though most people who are interviewing business consultants may not think about this, it is something that should be a part of your interview.

The answer to this all important question will help you to know if the person is the type of consultant that you are looking for. Which leads me to my next bit of important tip, before you divulge everything about you and your business remember there are unscrupulous people out there that are looking for a payday and would like nothing more than to prey on someone looking for answers. I have seen this all too often! So the next part is key.

Letters Of Confidentiality And Business Consultants

For your business to be the best that it can be, you want to know that your business consultant is going to have your business' best interests at heart. You want to know that you can count on them not to reveal secrets about your business and that everything that you talk about is going to remain confidential.

One of the common misconceptions about letters of confidentiality is that they should only be used when the business consultant is going to be with your company for a long time, and not for short term employees. A letter of confidentiality should be used anytime when you are disclosing important information about your company to someone, such as your trade secrets or the amount of money that you make. Another common misconception is that every consultant that you hire is going to go out and reveal the secrets of your company to every person on the street.

Chances are that they won't, but they might say something in passing. If they have signed a letter of confidentiality, they are going to think twice about what they say.

One other thing to ask a consultant that you are interviewing is if they will continue to work for your competitors, or if they will stop. This, of course, is a conflict of interest and the last thing you want to do is to find out that they are giving the same advice to the very people that you are in competition with.

Make sure that you feel comfortable with possible consultants during the interview and feel like you can trust them.

Becoming Self Sufficient Thanks To Consultant

No matter how much you might like your business consultant, there's a good chance that you don't want to have to have them on your payroll indefinitely. This is about bringing in an expert to solve a problem or series of problems. Not about bringing in a partner! So when you are hiring the business consultant make sure you keep that in mind and discuss your feelings in the interview. This is all about hiring a person or firm that will help you, or your company, help itself.

When you conduct interviews, let your prospective consultant know that you would like your company to become self sufficient. Find out what kinds of training that the person can provide for you and your employees. If you are up front about your expectations and what you are looking to get out of your business relationship, then neither of you will go into the agreement with false expectations. If your goal is to help your company to become self sufficient, be aware that there will be consultants who will not

want to do this. After all, if your company becomes self sufficient, it will mean that their services are no longer required.

There are advantages and disadvantages to both, of course. If you keep your consultant on without learning things yourself you know that they are always there to answer any questions you have.

On the other hand, if you or your company becomes self sufficient you will have tools that you can use in the future, and you will save money in the long run. Only you can decide what is the best decision for you. Now let's talk about the last important tip in find the right consultant. Cost!

How Much Will It Cost Me?

Although costs will vary from consultant to consultant, you need to make sure that it's clear up front what kind of fee you will be paying to them.

Once you have decided on a consultant, you will want to find out what it is that you will be expected to pay for. Sometimes people wonder how much a consultant costs. There is no answer to that question, because each consultant's fee is different. Some work based on the success of the work that they have accomplished, and it's based on the money that your company saves or makes because of them.

Others have a set price, still others ask for a fee plus a bonus once the work is done. You should be aware that you may have to pay extra expenses, such as the time and cost for traveling or other expenses that are miscellaneous. That is why it's important to find out right up front about what you should expect to have to pay for a consultant's expertise and get it in writing.

Consultants with more experience are likely to be more expensive than those who are newer to the trade. The price of the consultant may also depend on what type of business they are consulting, so there are many factors which go into a consultant's price quote.

You want to be sure to get the best consultant for your money, but the thing to remember is that once you have hired a business consultant you will have a wealth of knowledge that you can take with you throughout your career.

I hope this report has been helpful to you! With that I would like to offer you a FREE no hassle consultation (\$225 Value) this will give us a chance to discuss this report as well as assess the strengths of your business the discuss should help you and find out your company's strengths and opportunities for improvement in the areas of time management, team building, finance, and structures/systems.

Procrastination is the killer of dreams! Call today! I can't wait to sit down with you in person and discuss the future of your business! –Paul Conant

As added bonus I have included some great information for the sales professional, this is based off of a seminar I have given in the past and really helps a client dominate their market.

7 "Rare" Mental Attitudes of Extraordinary Sales Champions

Want to make more money selling?

Here are a few hard questions about your own mental attitude towards selling.....

How would you rate it?

Is it Good? Bad? Positive? Negative or indifferent?

It's sad. Most of us get into sales with a lot of handed-down self-defeating attitudes about selling.

Let's take mental inventory of your attitude:

On Mondays... are you excited to call prospects? Do you look forward to booking appointments? When asked at a cocktail party what you do for a living, do you cringe? Or are you proud to say that you are sales professional? Are you afraid to close? Are you nervous about price competition? Do you feel guilty about asking for the check?

It's a fact: If you improve your mental attitude about selling, you automatically improve your results. Once armed with a positive mental attitude - even an average salesperson can transform overnight into at least a good salesperson.

However, there is an even higher level:

If you hunger - really hunger - to become more than just "a great sales professional," if you see yourself wanting to break away from the pack and move into realm of the legendary, then you my friend, need to go beyond just developing "positive" mental attitude and learn to cultivate and develop these "7 Rare Mental Attitudes of Top Sales Champions."

These are the "uncommon level" attitudes that have carried many regular sales professionals beyond ordinary to extraordinary results, from middle income earnings into six-figure incomes, and helped them go from being fearful followers to becoming fearless leaders:

If this sounds like where you are headed, read on. When you are done, print the list and affirm these attitudes to yourself on a daily basis. Also be sure and use the Recommended Resources designed as tools to help you power through any attitude when you feel stuck.

Rare Attitude # 1

Knowing Your Product From The Inside Out

The key for extraordinary results is to always remain brilliant at the basics.

Close to thirty percent of your sales effectiveness will come from just how well you know your product. Not just the product's features (length, width, size, inventory) but "true" product knowledge -- which means knowing the real benefits that your product offers your clients, the circumstance in which it best shines and the major and minor headaches that it can solve.

When you become knowledgeable about what you are selling and you are skillful in your ability to present it as a valuable solution, then you will begin to develop the calmness and confidence that carries you through even the most challenging competition.

Rare Attitude # 2

Placing High Value On Exceptional Work Habits

Personal responsibility is probably one of the attitudes lacking in most salespeople. Yet it is one of the most important.

So many mediocre salespeople have the attitude that, "the product should sell itself" or the company should motivate us more. They blame things like the economy, product problems, poor customer service, an unfriendly credit policy, poor delivery, their territory, the weather, uncooperative customers, client or prospect reorganization, poor timing or five hundred other things, for their sub-par performance.

The fact is that your work ethic is an internal principle. Your ability to follow up and follow through is determined by you and you alone. Extraordinary sales people take ownership and responsibility for "how" and "when" they work. Their clocks and standards are internal and they do not need to be told what to do.

They are motivated by Internal Personal Goals and use professional selling to help them achieve them.

They harness the power of their minds and spend time reinforcing goals and beliefs through affirmation.

They spend time forming good habits that help them do more and achieve more.

They understand the power of priorities, and stay true to being as effective as possible.

In fact, accountability and measurement are two of the things that really excite them. Time is something that is managed by extraordinary sales performers - not something that manages them.

Rare Attitude # 3

Viewing Stalls And Objections As Buying Signals

Do you have a strategic plan for handling objections? Can you disagree without being disagreeable?

Well, extraordinary sales champions possess the "rare" attitude that objections are merely buying signals from a prospect. Therefore they have developed confident and non-threatening techniques for

handling these objections; they are very comfortable and relaxed when the customer raises one of these.

They almost **never** lose business based on "price objections" and they can spot the difference between legitimate concerns and commonplace stall tactics.

Rare Attitude # 4

Recognizing That Rejection Is Not Personal...It's Part Of Sales!

Let's face it; regularly being told "no" is a normal part of selling. In fact, if everyone you present to says "yes," chances are pretty good you are not talking to enough people, changing too little, or are too quick to drop your price!

Fear of rejection can cause you to develop a great reluctance about making sales calls; it can also make you timid about asking for an order, or make you so depressed that you waste your most valuable selling time worrying about personal matters.

Extraordinary salespeople recognize that prospects buy for **their** reasons, not yours or mine. The opposite is also true: People refuse to buy for their own reasons. They may like you, respect, you, and generally feel very positive about all their dealings with you, but they may refuse your business proposal for their own personal reasons. But it does take some work to move from intellectually accepting this idea to incorporating it into your mental attitude.

Rare Attitude # 5

Expecting to Win.

Extraordinary salespeople seemed to have an attitude of calm, confident, positive self-expectation.

They feel good about themselves and they have absolute faith that everything they are doing is contributing toward their inevitable success. They know they are good at what they do, and their customers know it as well.

Often, their customers decide to buy from them even before they've made a sales presentation or described their product or service. That is because they walk into every situation with the end clearly defined in their minds. They have already closed the deal mentally before they go in to see the prospect. They walk in with an "expect to win" mental attitude.

Imagine yourself walking into your next prospect's office, knowing that you are just there to collect the check or get the signature. How much easier would it be for you to really tie up that deal?

Rare Attitude # 6

Having Specific Clear Visions Of What You Want Out Of Life

Extraordinary sales champions have very specific and clearly defined goals about what they want. They know exactly where they want to live, the make, model and color of the car they want to buy, how much money they will donate to charity, and have a timeline for achievement.

Because they are so specific, they are always internally motivated, and never have to be dragged out of bed on a Monday morning. Every day they visualize themselves as they would like to be - and then they act that way!

Rare Attitude # 7

Viewing Selling As A Process, Not An Event.

Extraordinary sales champions have the "rare" attitude that sales is a science that when practiced correctly, becomes an art. They have set themselves up to win by taking the guesswork out of selling and have adopted an integrated, comprehensive selling system that runs like clockwork, no matter what the circumstance. They personally choose to follow a selling system that:

- They can close their eyes and implement with very little effort
- Allows them to customize their selling game plan, but remain on target for the close.
- Is simple to learn, easy to remember and produces results in all environments...

They know they have a 93% chance of making a sale with a linked, integrated selling system; without one, it drops to a less than 42% chance. And they are NOT willing to bet against the odds!!

Once again thanks for requesting this FREE report! I hope it's been beneficial to you and your organization. If you have any questions please call 203-808-1986 or email me at paul@gizoom.com.