

*“Marc has written  
a powerful, practical book  
that can transform your sales results  
and give you a real edge  
in today’s market.”*

—**Brian Tracy**  
Bestselling author of *The Psychology of Selling*



# **GAME PLAN**

# **SELLING**

*The Definitive Rulebook  
for Closing the Sale in the Age  
of the Well-Informed Prospect*



**Key Pages &  
Worksheets Guide**

# The Game Plan Selling DSP

**D**

Be Distinct

- Understand the game of selling
- Know the Hide, Cheat & Steal system of buying
- Stop the P.E.P!

**S**

Be Systematic

- Connect
- Disqualify
- Case study presentation

**P**

Have Your  
Prospecting  
Playbook

- Key prospecting activities
- Determine your goals
- Create a prospecting playbook
- Live by that playbook

## Your Opening Play (As seen on page 36)

Now that you have a better idea of what your Opening Play should be, take a few minutes to write yours down:

### Your New Opening Play:

"I am a/My company is a \_\_\_\_\_  
[your profession or type of company]

who/that works with \_\_\_\_\_  
[type of clients you have]

to \_\_\_\_\_  
[very briefly on what you do]

My clients come to me when they:

\_\_\_\_\_  
[challenge # 1]

\_\_\_\_\_  
[challenge # 2]

\_\_\_\_\_  
[challenge # 3]

Do any of these challenges ring true to you?"

Now you have an Opening Play to start a productive conversation with prospects and set you apart from your competition. Type this up and practice it. This will be your go-to statement whenever people ask you what you do.

## Disqualification Checklist (As seen on page 61)

Thus, after you have connected with a prospect, begin the conversation by taking the prospect through the Disqualification Checklist:

- ✓ Does the prospect have challenges you solve? Yes
- ✓ Has the prospect fixed the problems yet? No
- ✓ Do the problems cost a significant amount? Yes
- ✓ Is the prospect personally affected? Yes
- ✓ Is he willing to invest enough money in a solution? Yes
- ✓ Can he make the decision? + Yes

✓ Qualified

## Your Hourly Rate (As seen on page 100)

First, it's important to establish what you're worth on an hourly basis to your organization. This is going to require some very simple math:

### Your Hourly Rate:

How much revenue did you personally bring in through sales last year (or how much do you realistically expect to bring in this year)? This is your annual sales figure. Write it here:

\$ \_\_\_\_\_

How many hours do you work in an average week?

\_\_\_\_\_

Multiply the number above by 50 weeks ([# of hours in your workweek] x 50). What does that equal?

\_\_\_\_\_

This is the total number of hours you work in a year.

Now simply divide your annual sales figure from above by the number of hours you work in a year ([annual sales] / [# of hrs you work in a year]). What does that equal?

\$ \_\_\_\_\_ / Hour

You've just calculated your hourly rate to your company.

## Cost to Acquire a New Client (As seen on page 120)

### Marketing Cost to Acquire a New Client:

A. Total cost of marketing geared toward acquiring new clients in the past year: \$\_\_\_\_\_

### Labor Cost to Acquire a New Client:

B. Percent of time you and/or your salespeople spend prospecting, meeting with new prospects, working on presentations, and following up with prospects (all new sales activity) in the past year: \_\_\_\_\_% (Note: if you are a salesperson, this number should be close to 100%; however, if you are an entrepreneur, this number may be lower.)

C. What was the annual labor cost for you and/or your sales team (total amount, including base salaries, commissions and benefits)? \$\_\_\_\_\_

D. Now multiply line B by line C (remember that B is a percent): \$\_\_\_\_\_

E. Now add line A and line D together: \_\_\_\_\_

This is your total expenditure for acquiring new clients.

F. Number of new clients acquired in the past year:

\_\_\_\_\_

Finally, divide line E by line F: \$\_\_\_\_\_

This is your approximate cost for bringing on each new client.

## Prospecting Playbook (As seen on page 150)

### Your Prospecting Playbook:

Because this can be confusing, I'm going to give a very basic example after each question, just to show the math:

**A. What do you want to be able to have in your personal life over the next year?** Write out in as much or as little detail the life you would like to create for yourself and your family. What will you buy? What do you want to achieve personally over the next year?

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Example: Jen wants to move into a new house in the next year, take her family to Disney Land for Christmas vacation, and put \$10,000 into her kid's college savings account.

**B. How much will all of those additions to your life cost you?**

Estimate a dollar figure:

\$ \_\_\_\_\_

Example: This will cost Jen an additional \$20,000.

**C. How much do you have to earn in order to support your goals?** Calculate what your total annual pay (bonus + commission + salary) must be:

\$ \_\_\_\_\_

Example: Jen will have to make a total of \$100,000 in order to be able to afford all of this.

**D. What do you have to sell this year in order to earn that much money?** Given your compensation structure, calculate what your total annual sales must be to earn what you need:

\$ \_\_\_\_\_ This is now your annual sales goal.

Example: Jen is an all-commission salesperson with no base salary and she earns 10% of every sale she makes. Therefore she must sell \$1,000,000.

**E. What is your average sale, approximately, in dollars?** Ballpark what an average sale is for you:

\$ \_\_\_\_\_

Example: Jen's average product sale is \$20,000.

**F. How many sales do you need to make this year to hit your annual sales goal?** Divide your annual sales goal by your average sale ( [line D] / [line E] ):

\_\_\_\_\_ Sales This Year

Example:  $\$1,000,000 / \$20,000 = 50$ . Jen must make 50 sales this year to hit her goal.



**G. In order to make one sale, how many initial sales meetings do you need to conduct?** This is obviously going to be an estimate:

\_\_\_\_\_ Initial Sales Meetings

Example: In order to make 1 sale, Jen probably has to set 4 initial sales meetings.

**H. How many sales meetings must you set up this year in order to hit your goal?** Multiply the number of sales you must make this year by the number of meetings you need in order to make a sale ( [line F]  $\times$  [line G] ):

\_\_\_\_\_ Meetings This Year

Example:  $[50 \times 4] = 200$ . Jen must set up 200 sales meetings this year in order to hit her goal.

**I. How many sales meetings must you set up per week in order to hit this goal?** Divide the number of sales meetings you must set up this year by 50 ( [line H] / 50 ).

\_\_\_\_\_ Meetings Per Week

Example:  $200 / 50 = 4$ . Jen must set up 4 meetings per week in order to hit her sales goal.

You must set up this number of meetings per week in order to achieve your goals.

Now that we know how many meetings you must set up each week, it's time to figure out how much of which prospecting activities will get you to your goal.

Here are some of the prospecting activities related to what we've discussed:

- Cloud Calls

- Introductions
  - ✓ Asking clients for introductions
  - ✓ Asking other people for introductions
- Selling Deeper
  - ✓ Client Calls
  - ✓ Client Meetings
- Targeted Networking
  - ✓ Events attended
  - ✓ Networking connections made
  - ✓ Trade shows attended
- Speaking to Sell
  - ✓ Speeches given
  - ✓ Calls made to book speeches
- Marketing Efforts
  - ✓ Only focus on efforts that you directly manage

Now, using the list above and your own ideas, make a list of all the key prospecting activities you must do regularly:

Prospecting Activity # 1\_\_\_\_\_

Prospecting Activity # 2\_\_\_\_\_

Prospecting Activity # 3\_\_\_\_\_

Prospecting Activity # 4\_\_\_\_\_

Prospecting Activity # 5\_\_\_\_\_

Now estimate how many times you must, on average, perform each activity in order to set up one meeting. (For example, you might need to make **100 Cloud Calls** in order to set up **1 meeting**, or you

might need to ask for **5 introductions** in order to actually get **2 introductions** in order to set up **1 meeting**.)

Number of Times You Must Do Prospecting Activity # 1 in order to set up one meeting: \_\_\_\_\_

Number of Times You Must Do Prospecting Activity # 2 in order to set up one meeting: \_\_\_\_\_

Number of Times You Must Do Prospecting Activity # 3 in order to set up one meeting: \_\_\_\_\_

Number of Times You Must Do Prospecting Activity # 4 in order to set up one meeting: \_\_\_\_\_

Number of Times You Must Do Prospecting Activity # 5 in order to set up one meeting: \_\_\_\_\_

Now that you know how many times you must do your prospecting activities, it's time to match those numbers with the number of meetings you must set up each week. This is where you're going to have to figure out your own mix.

I will continue with the example of Jen, so you can see how this works: Let's say that this is Jen's list of prospecting activities:

Prospecting Activity # 1 Cloud Calls (she figures she must make 200 Cloud Calls to set up 1 meeting)

Prospecting Activity # 2 Asking for Introductions (she figures for every 5 introductions asked for she gets 2 introductions which lead to 1 meeting)

Prospecting Activity # 3 Networking Events Attended (she figures that at every networking event she attends, after following up on her prospects, she'll set up 1 meeting)

Prospecting Activity # 4 Calls to Book a Speech (she figures she must make 100 speech calls to book 1 speech; and after every speech she gives, she sets up 2 meetings)

Now Jen determines that in order to achieve her 4 sales meetings each week, she must:

- Make 200 Cloud Call.....1 Sales Meeting
- Ask for 5 Introduction.....1 Sales Meeting
- Go to 1 Networking Events.....1 Sales Meeting
- Make 50 Calls to Book a Speech.....1 Sales Meeting

Now, to get her day-to-day activity goals, we just divide her weekly goals by 5.

Therefore, each day, Jen must:

- Make 40 Cloud Calls
- Ask for 1 introduction
- Make 10 calls to book a speech

She must also make sure that she attends a networking event once a week.

Jen has now identified exactly what she must do each day and week in order to achieve her \$100,000 earnings goal. She now has a crystal clear Prospecting Playbook.

### **Your Day-to-Day Prospecting Playbook:**

Daily Goal for Prospecting Activity # 1 is: \_\_\_\_\_

Daily Goal for Prospecting Activity # 2 is: \_\_\_\_\_

Daily Goal for Prospecting Activity # 3 is: \_\_\_\_\_

Daily Goal for Prospecting Activity # 4 is: \_\_\_\_\_

Daily Goal for Prospecting Activity # 5 is: \_\_\_\_\_

Note that some prospecting activities are not daily. For example, it might make sense to only go to one networking event per week. In that case, just have a weekly goal for that prospecting activity.

## The Rules of Game Plan Selling

(As seen on page 163)

**Rule #1:** In the age of the well-informed prospect, information selling is dead.

**Rule #2:** When you are perceived to be like every other salesperson, the protective walls of the prospect go up.

**Rule #3:** Times are different in today's market and salespeople must adapt or die.

**Rule #4:** Whether or not you sell with a system, prospects will always buy with a system.

**Rule #5:** Prospects will cheat in order to gain any advantage with salespeople.

**Rule #6:** Most salespeople will jump at the opportunity to be abused and cheated by the prospect. Don't let it happen to you.

**Rule #7:** The solution to winning more sales is painfully simple: Be distinct.

**Rule #8:** When you're a high-fee expert, clients treat you infinitely better than when you're begging to give your information away.

**Rule #9:** Think of yourself as a doctor, rather than a salesperson.

**Rule #10:** You don't want to persuade everyone to buy from you; you want the right people to buy from you.

**Rule #11:** Rather than persuade, identify where your prospect hurts.

**Rule #12:** There's no more "making stuff up" when you're in a selling situation. It's all about being systematic.

**Rule #13:** People are no more born with the skills to sell than they are born with the skills to play golf.

**Rule #14:** There is no room in sales for improvisation.

**Rule #15:** Every prospect expects to be qualified; no prospect wants to be disqualified.

**Rule #16:** People don't buy from people they like; they buy from people who understand them.

**Rule #17:** Most sales trainers will tell you to dress to impress. Dressing to impress may actually hurt your chances of closing a sale.

**Rule #18:** Match the "right you" to the prospect.

**Rule #19:** Realistically, at least fifty percent of your prospects will not be a good fit for your services.

**Rule #20: Great salespeople do not get compliments from prospects; they get orders.**

**Rule #21: Ninety percent of what's in a salesperson's pipeline is pure junk.**

**Rule #22: People hate a sales pitch, but they love buying stuff.**

**Rule #23: Hurt you can solve + money to invest = qualified prospect.**

**Rule #24: Know what challenges you solve and only help people with those particular challenges.**

**Rule #25: Identify what the challenges are costing a prospect in actual dollars.**

**Rule #26: If a prospect isn't hurting personally due to a problem, he won't put in the effort to resolve it.**

**Rule #27: The person who needs your product or service the most is the one who can't afford it.**

**Rule #28: It's time to start asking about the prospect's budget.**

**Rule #29: Avoid giving presentations to non-decision makers.**

**Rule #30: A prospect does everything for a reason, and you can never assume you know what that reason is.**

**Rule #31: Always answer a question with a question.**

**Rule #32: It's not your job to read minds. Just ask.**

**Rule #33: Almost all salespeople are using the "feature and benefit" selling technique. Stop.**

**Rule #34: You and your services will immediately seem higher-value to the prospect when you ask them good, meaningful questions.**

**Rule #35: Have a repertoire of case studies that appeal to a prospect's hurt.**

**Rule #36: It's not about price; it's about rescuing clients from their hurt.**

**Rule #37: Keep your presentations short and sweet.**

**Rule #38: Always close with the question: "What would you like to do next?"**

**Rule #39: If you were strong in the beginning, the end is the easiest part of the meeting.**

**Rule #40: Have a script for every single part of selling.**

**Rule #41: Create a clear and effective playbook and follow it consistently.**

**Rule #42: Your goal is to maximize your return on time invested in prospecting activities.**



**Rule #43:** Figure out which activities will maximize your return on time invested; add those activities—and only those activities—to your Prospecting Playbook.

**Rule #44:** The majority of salespeople make cold calls to people in the lowest level positions because they feel more comfortable talking to people with little authority.

**Rule #45:** Always call as high up as is relevant. Period.

**Rule #46:** Follow a script during Cloud Calls.

**Rule #47:** I expect my clients to introduce me to everyone they possibly can. So should you.

**Rule #48:** If you're not asking all of your clients for introductions, you're letting money slip through your hands.

**Rule #49:** The more you can sell to the clients you already have, the easier it is to generate sales.

**Rule #50:** Current clients are the greatest wasted assets of most salespeople.

**Rule #51:** Create a subscription service and offer it to all of your clients.

**Rule #52:** It's time to get away from the old-school mindset of only finding new clients.

**Rule #53:** Volunteering in professional organizations can become very time-consuming if not done cautiously. Closely monitor your time invested.

**Rule #54:** Don't get creative when it comes to starting conversations. Stick to what works.

**Rule #55:** Connectors enjoy doing what they do best—connecting people. Love these people.

**Rule #56:** Speaking to sell is a little work-intensive up front, but once you get going, the rewards are huge.

**Rule #57:** Take advantage of the many powerful, low-cost marketing technologies at your disposal.

**Rule #58:** Every goal in selling must be personal if it is to be compelling.

**Rule #59:** What gets tracked gets done.