



# Dan's Top 10

## 35 years in 60 Minutes

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**EXHIBIT  
SALES**  
ROUNDTABLE

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# 35 Years: 10 Lessons

1. Attitude and Persistence Wins
2. Creating a Selling Organization
3. S.U.R.E. We Can!
4. Different Strokes for Different Folks
5. Effective Prospecting
6. Our Most Treasured – Long Term Clients
7. You Don't Know Everything – Ideas to Sell Buy
8. Soft Sells – Productive Open-Ended Questions
9. Words Matter
10. Always Be Learning (ABL)

# 1 Attitude and Persistence Wins - Charge!

- ✓ Be a Rino
- ✓ Be Audacious
- ✓ Be Willing to Charge Through Walls



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## S.U.R.E. We Can!

### Outward Turns Inward

- **S**ense of
- **U**rgency
- **R**esponsiveness and
- **E**mpathy

# 3 Selling Is an Organization-Wide Effort

## TRACER — Six Steps to Success

1. **Training:** Structured onboarding; sales skills, product and industry knowledge; and role-playing
2. **Revenue:** Entire organization supports every facet of the sales process.
3. **Activity and Analysis:** Data and metrics forecast/measure sales productivity.
4. **Customer Interaction:** Deep involvement from Sales Leadership
5. **Environment of Urgent Enthusiasm:** Deliberate, Intentional, Results Now!
6. **Recruiting:** Maintains a bench new recruits to replace or add onto existing team.

# 4

## Different Strokes for Different Folks

What Makes 'Em Tick - Dominant Buyer Motive (DBMs)

✓ **C-Suite**

- CEO
- CMO
- CFO
- COO

✓ **VP Level**

- Marketing
- Sales
- Product

✓ **Trade Show Managers**

✓ **Outsourced Agencies/Consultants**

# 5

## Effective Prospecting

1. Hunters vs. Farmers
2. Sources
3. Mining Internally
4. Tactics
5. New Business vs. Renewals



# 6 Our Most Treasured – Long Term Clients

## They Become Advocates

- Offer feedback
- Enhance our brand
- Encourage repeat business

## How to Keep Them

- Establish a foundation of trust
- Communicate transparently
- Keep your word
- Over deliver



# 7 You Don't Know Everything

## Ideas to Sell Buy

- 1 “I’ll See You at the Bell”
- 2 “No”...Not Necessarily
- 3 You Don’t Know Jack
- 4 Features tell. Benefits sell.



# 8

## Soft Sales

### Productive Open-Ended Questions/Phrases

“Has there ever been a time...”

“Just to clarify my thinking...”

“Just suppose for a moment...”

“Some of our happiest clients felt the same way until...”

“What is your biggest challenge right now?”

Make ‘em sick and make ‘em well.

“I’m sorry. It will never happen again. What can I do to make this right?”



# 9

## Words Matter

### Replace Hard with Soft Words

- Price or Cost to Investment or Value
- Contract to Agreement
- Product to Solution
- Customer to Client
- Floor Plan to Bird's Eye Overview
- Prospectus to Brochure
- Discount to Incentive
- Problem to Challenge

# 10 Always Be Learning (ABL)



## Books:

- *Greatest Salesman in the World* by Og Mandino
- *The 7 Habits of Highly Effective People* by Stephen Covey
- *Rhinoceros Success* by Scott Alexander
- *The Sales Bible* by Geoffrey Gitomer
- *Zapp! The Lightning of Empowerment* by William Byham and Jeff Cox
- Anything by Stephen Schiffman

**My Thoughts:** Dan's LinkedIn Articles (also on Lippman Connects resource page)

# Contact Dan

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