

The Ultimate Guide to Ad Specialty Sales

*Discover how the industry's most successful distributors are **growing rich** selling promotional products.*



**The Ultimate
Guide to
Ad Specialty
Sales**

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About the author

Peter Ebner is a professional sales trainer and management consultant with over 25 years of experience. As author of over 12 books and audio programs, he lectures throughout Canada, United States, South America, England, Australia and South Africa. His articles on winning the sales call are published regularly and thousands read his sales management newsletter. **The Ultimate Guide to Ad Specialty Sales** not only reflects his personal experience, but also the experiences of the thousands of successful salespeople he has trained.

You'll find no theory here, but rather the proven and tested techniques that North America's most successful salespeople are already using to grow rich selling ad specialties.



When reading this book look for this symbol. It draws your attention to tips and rules that you must know.

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ST x A = R

A formula that predicts your sales success

Sales success has nothing to do with luck nor is it driven by the so called born salesperson. Sales success is a measurable and repeatable process and the outcome can be accurately predicted by the formula **ST x A = R**; where **S** represents *Strategy*; **T** stands for *Technique* or selling skills; **A** represents *Activity* and **R** equals *Results*.

As the **ST x A = R** formula shows, sales consist of 3 separate components and a weakness in even one of these components will result in poor sales performance and a loss of earnings. For example, even the best **S**trategy, supported by excellent **T**echnique will bring poor results unless accompanied by the right amount of **A**ctivity. Likewise, a highly skilled (**T**echnique), hardworking (**A**ctivity) salesperson, will generate poor results unless the sales approach is **S**trategic. So here is a short explanation of the 3 sales components and how to use them to drive your sales and maximize earnings.

1. **Sales Activity**

As the old proverb says, “*You can’t get there if you don’t know where you are going.*” so goal setting is absolutely essential to sales success. You must have a clear picture of where you are going and how you will get there; otherwise you will just be stumbling in the dark; hoping to bump into that big account.

Although we all understand the importance of goal setting most of us don’t know how to set goals,