

CHAPTER

1

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WHAT IS THE 5-MINUTE SELLING SYSTEM?

The 5-Minute Selling System consists of two planners to help you lay out your proactive calls and follow-ups for the coming week, and two trackers where you can record your progress and success.

The 5-Minute Selling System consists of implementing *any* of the 16 proactive communications actions listed in this chapter and Part 4 of this book for a combined total of five minutes per day and writing down the results on the Action Tracker in this chapter.

We will use two planning tools and two tracking tools. I will introduce them in this chapter and then revisit them throughout the book where it makes sense.

The approach is to *communicate* with customers and prospects proactively for a combined 5 minutes per day, or 25 total minutes weekly.

You'll need to spend five to 10 additional minutes intentionally planning your week on Sunday or Monday morning. And you may need another 10 minutes weekly to write down your actions and results to track your success and additional opportunities for following up.

So if you stick to these timelines, we're looking at 55 minutes in a week. Less than an hour to do work that will dramatically increase your sales. It might shoot your sales up 50% or 100%. Is it worth less than one hour out of a 40-hour week to focus on increasing your sales that much?

Can you do more than five minutes a day? Of course. You're welcome to.

The more you communicate with customers and prospects, the more they buy. And the less you communicate, the less they buy.

More on these five daily minutes at the end of this chapter.

THE PROACTIVE COMMUNICATIONS

Here are the 16 actions that make up the 5-Minute Selling System:



THE 5-MINUTE SELLING SYSTEM

Do any combination of these proactive communications with customers and prospects for five total minutes every day. Record your progress in the 5-Minute Action Tracker.

Proactive Phone Calls	Proactive Communications
✓ Call Your Current Best Customers (PC-BestC)	✓ Offer Additional Products and Services to Existing Customers (DYK)
✓ Call Small & Medium Customers to Make Them Bigger (PC-SmallC)	✓ Ask What Else Your Customers Need or Buy Elsewhere (rDYK)
✓ Call Customers You Haven't Talked to in Three Months or More (PC-3moC)	✓ Follow Up on Pre-Quote Opportunities (PreQFU)
✓ Call Customers Who Used to Buy But Stopped (PC-GoneC)	✓ Follow Up on Quotes & Proposals (QFU)
✓ Call Customers Who Recently Received an Order or Service (PC-PD)	✓ Review Order History & Ask About Products Previously Purchased (OH)
✓ Call Prospects You're Engaged In Active Buying Conversations With (PCPro-BC)	✓ Ask for the Business (Pivot)
	✓ Ask Happy Customers for a Referral (Refer)
	✓ Ask Your Customers What Percent of Their Business You Have, and Then Ask for More (%Biz)
✓ Call Prospects You Know Are Buying Elsewhere (PCPro-Else)	✓ Send Handwritten Notes (Note)
✓ Call Prospects You've Never Talked to (PCPro-1C)	✓ Email DYK Weekly (eDYK)

As you can see, the entire left side consists of proactive phone calls, which are a big focus for this work. There are eight different kinds of people you can call: five are customers, and three are prospects.

These calls will often result in a voicemail, and I will teach you how to leave a really effective one (see Chapter 15).

On the right side are 10 proactive communications that do not require you to dial out. They can be made on your existing calls, with customers who call in throughout the day. You certainly *can* call customers to make these communications, but you don't need to. Many of these communications—including the fast-acting *did you know* question (DYK—Chapter 25) and *reverse did you know* question (rDYK—Chapter 26) are single questions, requiring 3 seconds to ask and another 10 seconds to write down.

There is a brief chapter on each of the 16 actions on this list in Part 4 of this book.

QUICKLY PLANNING YOUR UPCOMING WEEK OF PROACTIVE OUTREACH

Because making proactive communications is not the default position for most of us salespeople, we need to be intentional about this work so that it can become a habit.

We need to write down *who* we will reach out to and follow up with. This helps us think about people we wouldn't usually talk to during the week and, more importantly, *keeps them in front of our eyes during the week so that we remember to call them*. To this end, I am arming you with two quick planners.

Here is the Proactive Call Planner:



PROACTIVE CALL PLANNER

My Best Customers Who Can Buy More	Customers Who Used to Buy but Stopped
My Smaller and Medium Customers Who Can Buy More from Me	Customers Who Recently Received Products or Services — Follow Up
Customers I Haven't Talked to in 3 Months or More	PROSPECTS I Am Having Active Buying Conversations With — Follow Up
PROSPECTS I Once Talked to, but They Did Not Buy — Follow Up	PROSPECTS I Know Are Buying Elsewhere

Download all the 5-Minute Selling Planners and Trackers at www.goldfayn.com | Copyright 2020 Alex Goldfayn

This is where to quickly think through who you will call this week. Three minutes of writing here is enough to load you up with five business days' worth of calls. Not 30 minutes, but 3 minutes.

Another quick tool for you to spend a few minutes with at the beginning of your week is the Weekly Follow-Up Planner:



WEEKLY FOLLOW-UP PLANNER

Week of (Date):

[illegible]

This is a place to write down the three most important, lowest-hanging kinds of opportunities to follow up on in the coming week.

I recommend that you use these two planners for no more than three minutes each at the beginning of the week. Write down as many names as you can in the three minutes. More guidance on how to use each planner is in Chapter 11. This chapter is a quick overview. Later, we'll dive deeper.

QUICKLY TRACKING

Planning lets us organize our thoughts and quickly prepare ourselves for proactive actions during the week. Then, throughout the week, mostly in quick bursts that take seconds, not minutes, we do the work.

As the work gets done, I'd like you to quickly write it down. If you don't want to *write*, you can *type*.

It doesn't matter how you plan and track—it only matters that you quickly plan and quickly track. This way, you can track your successes.

You know what's working. *And most importantly, you know what to follow up on.*

First, consider using a quote tracker.

Most organizations do not have a *complete and accurate* list of quotes that have gone out. This Quote Tracker is a simple tool, but it can be revolutionary to your sales success. As in, it can double your sales *on its own*, just by you knowing what quotes are out there that you need to follow up on. Many more details on this Quote Tracker are in Chapter 12.



QUOTE TRACKER

Week of (Date):

[illegible]

And here is the Action Tracker you can use to write down your proactive actions, progress, and results throughout the week:

[illegible]

This is a place to log each action and write a quick note about what you said, and what the customer or prospect said. The last column is where you'll note the dollar value of your efforts—even if the opportunity has merely been opened or progressed. I want you to connect dollar values to your three-second proactive actions.

Each action should take a maximum of 20 seconds to write down. Not 20 minutes, but 20 seconds. Read more about this tracker in Chapter 13.

Remember, you can download these tools on my web site at www.Goldfayn.com.

THE SYSTEM IS THE KEY TO YOUR SALES GROWTH

This is the thing that my thousands of successful client salespeople most attribute their success to: *the system*.

These pieces of paper will prepare you for success each week and *prove* your success to you. They will hold you accountable, because you need to write things down.

They will *remind* you to make some high-speed proactive communications daily. They will remove self-doubt and make you bold, because your tracker pages will be filled with successes and wins.

And in this work, the wins come very quickly.

Offer a customer an additional product, and, statistically, one out of five such offers will be accepted and purchased. Follow up on a quote or proposal, and, statistically, we know that one out of five follow-ups will close.

Call a customer you haven't talked to in three months or more, and have a lovely relationship-building conversation and discuss new opportunities. You'll feel good.

You'll do well.

And your bank account will grow.

BUT IS FIVE MINUTES PER DAY REALLY ENOUGH?

Yes, five minutes of implementing these proactive actions daily is enough.

Some days, you'll spend far less. Some days you'll spend less than a minute, and in that time you'll ask five questions about additional products and services. I call these *did you know* questions, as in, "Did you know we can also help you with this product or that product?" On these one-minute days, you will also have time to ask five *reverse did you know* questions, where you ask the customer about other products they buy elsewhere that you can help them with.

Most of your proactive calls will be done in five minutes or less, and a number of the actions on the right side of the checklist sheet can be done during these calls.

Will some calls go longer than five minutes? They can, but they don't have to. You can easily accomplish everything you need in these calls in less than five minutes.

Want do more than five minutes? You should feel free, if the spirit moves you.

This is fun, positive work because you are helping the customer while helping yourself, your company, and your family. In the 5-Minute Selling System, you offer more value to your customers and prospects, and they reward your effort by buying it!

You help them more, and they pay you for it. That's a pretty good way to live.

That's 5-Minute Selling.

5-MINUTE SELLING SUCCESS

Every chapter from this one to Chapter 34 will end with a real success story from a salesperson or other customer-facing professional. My goal with these is two-fold: first, I hope to motivate and energize you to implement the 5-Minute Selling System; and second, I want to prove to you that this stuff works, and quickly.

These are all people who have participated in a revenue-growth project with me wherein we grow my client's (their employer's) firm between 10—20% on average. I've made a few necessary edits to these stories: I've made them anonymous for a variety of mostly obvious reasons, and I've changed the names. But all the details are real, as are the people who experienced them.

Here is the first one.

"I've had a phenomenal year applying your sales growth habits. I think the best thing about them is that you stay focused on doing something every day, every week, every month, to keep stuff moving through the sales funnel. It infuses a discipline into my sales work. So even when one is busy with projects, billing payroll, technical problems, or whatever, one can ALWAYS make time to move the sales process forward just a bit." —Mike D., project manager at a service company.