

SEMINAR NOTES

# JEFF BLACKMAN

---

## ***EXPLOSIVE SALES RESULTS!***

If you want real-world solutions to drive monstrous results, then *Explosive Sales Results* is for you! Jeff Blackman's clients have grown their businesses by 30% to 40% or more. Some have even doubled and tripled their incomes. If you're a business-leader, salesperson, CEO, manager, executive, or entrepreneur—get ready to grow your business, enhance your profits, boost your earnings, and improve your life. Quickly. Ethically. Dramatically. In this fast-paced, hard-hitting, high-energy, information-loaded and exceptionally entertaining session, Jeff shows you how to attain an almost unfair competitive advantage. You'll learn how to create loyal and devoted customers, shorten your sales cycle, whip your competitors and sell value to maximize profits and earnings.

Jeff Blackman is a highly sought-after Hall of Fame speaker, best-selling author (*Stop Whining! Start Selling!*, *Peak Your Profits!*, *RESULT\$* and *Opportunity Selling*), success coach, broadcast personality and lawyer. Jeff travels the world training individuals and major corporations such as Fed Ex, Kodak, AT&T, and Coldwell Banker. His clients call him a "business-growth specialist" because his ideas yield tangible results, fast! Now, it's time for Jeff Blackman to help *you* grow, prosper and generate explosive sales results!

**Proven Strategies  
to Outthink, Outdo  
& Outsell Your  
Competition**



**Jeff Blackman**



---

[www.seminarsondemand.com](http://www.seminarsondemand.com)

***“Never forget—people invest in who you are and what you can do for them. One without the other, only assures short-term success.”***

*Jeff Blackman*

# Relationship power

To truly maximize your relationships, two key elements of “relationship power” must exist:

## r

Your “little r” refers to *traditional relationship-building*. It’s your:

- likeability
- humanity
- courtesy
- trust
- sincerity
- respect
- personality
- chemistry
- rapport

The “little r” focuses on your ability to get along. It’s your inherent nature to be warm, caring and compassionate. You’re empathetic to teammates, clients and prospects. In Yiddish, the word for “little r” is mensch. And a mensch is simply, a good person!

## R

“Big R” is your ability to be a *growth specialist*. You, your products, services and team—have the talent and expertise to help prospects, customers and teammates attain a more favorable future—by assisting with:

- maximizing gain
- slashing costs
- providing security
- capturing market-share
- reducing loss
- creating enjoyment
- developing pride
- enhancing performance
- moving products
- assuring satisfaction
- producing results
- driving sales / profits

**People like to do business—with people they like. Yet “little r” is not enough. You also need “Big R”—to maximize results and profits!**

**Ask yourself: How do we improve one’s condition?**

# Potential Power Probes

1. (Name), to help you, like I've/we've helped other extremely satisfied clients/customers achieve their goals, I/we need to ask you some quick questions. First, let's focus on your business / personal goals/issues/concerns, etc. (See the following questions.)
2. What are your goals—short-term/long term? What are you looking to accomplish?
3. So I don't forget what matters most to you—do you mind if I take notes?
4. What are you doing to improve or upgrade your current \_\_\_\_\_?
5. How would you like to improve upon—your current \_\_\_\_\_?
6. What additional questions do you have—that will help me—help you?
7. What is it about this strategy—that looks appealing, sounds on-target?
8. What does your “perfect solution” look like?
9. How valuable would it be—if I could share with you—strategies that our team has used to help others like you—pursue and achieve their goal of / solve their problem of.....?
10. What have been some of your concerns—when previously considering \_\_\_\_\_? What can I do, to make sure that never happens—when you work with me and our team?
11. What's your biggest challenge?
12. What are your strategic initiatives? (for Q1, Q2, the year)
13. What additional information—do you think is important for me to know—before I suggest some options or solutions, that will help you i.e., solve your problem, meet your need, accomplish your goal, realize your dream?
14. What are the qualities you look for...in a relationship like ours?
15. How soon would you like to implement a plan and a direction...that will help you...? {Refer to their specific goal(s), issue(s), project(s), etc.}
16. What will you value most in our relationship?
17. What matters most to you about \_\_\_\_\_?
18. What are your priorities?

Please visit Jeff's website and subscribe to his FREE e-letter, *The Results Report*.  
Plus connect with Jeff on LinkedIn and follow him on Twitter: @BlackmanResults

## Even More Power Probes

19. What are your key performance or profitability indicators? How would those be jeopardized by \_\_\_\_\_ or without \_\_\_\_\_?
20. What's the best business decision you ever made?
21. What in your business...brings you the greatest happiness?
22. Let's imagine, we walk out together, into the future for \_\_\_\_ years. When you look back at that time, what would you have liked to accomplish?
23. How might time become your enemy...if you choose to do nothing?
24. How can I help you then...achieve your goals, solve your problem, etc.?
25. Why do you think it's so important that we consider this now?
26. Where are you now? Where would you like to be? How would you like to get there?
27. Let's imagine (refer to a specific goal, project, opportunity they state), comes true...how does that make you feel? What would the impact be?
28. What's the risk of doing nothing?
29. If anything in your world could come true, what would that be?
30. Over the next \_\_\_\_\_ months/years—what would you like to be your biggest triumphs?
31. What would you most like to change—about your current situation?
32. What kind of resources could be re-directed to achieve your goals?
33. Realizing, where we go from here, is strictly/totally up to you, do I have your okay/permission to be politely persistent?
34. What's the biggest headache(s) about your current situation, that you'd like to eliminate? What keeps you up at night?
35. If we could develop and implement a program, a game plan, a solution(s)—that would help you meet or exceed your goals of... (reiterate with *their* specific and verbatim language), or eliminate the problems of: (reiterate with *their* specific and verbatim language), would that lay a strong foundation for us to work together? {Okay, I'll admit it—this and numbers 3 and 33 are closed-ended questions, but they're powerhouses!} **Also consider:** How would that lay...a strong foundation for us to work together?
36. Will the Cubs win a pennant or World Series in our lifetime?

# U\$P

## Unique Selling Proposition

1. To each customer, you must make a proposition, that when you buy this product or service, you get this specific **benefit**.
2. The proposition must be one that competition cannot, or does not offer. It must be **unique** either in the brand, product or claim.
3. The proposition must be strong enough to move the masses...or pull over new **customers** to you, your team and products or services.
4. Your USP can be how your business is operated, how your product is developed, “manufactured” or marketed, or elements that go into your product/service that are of **significantly** higher quality, value or durability than your competitors.
5. Your USP can even be something your competitors have, but have failed to articulate, explain or make it known to their customers, your customers and prospects. Therefore, the first company to define “it” and “educate” the decision maker—takes a unique, powerful and profitable **pre-emptive** advantage.

***“To know others is learned. To know one’s self...is wise!”***

*Lao Tse*

## **Rise to the top...with your “elevator speech!”**

**How do you/your folks respond to the question, “So...what do you do?”**

These ain’t eloquent elevator elixirs:

- I head my own company.
- I’m an executive with a local service firm.
- I’m in sales. I’m in manufacturing.

Crafting considerations for your elevator speech:

- is it short
- is it clear, concise and easy to understand
- is it creative or descriptive...generating intrigue and interest
- is it meaningful and memorable
- is it conversational, natural
- is it capable of creating—an appropriate smile, chuckle or laugh
- is it prompting a follow-up question or a blank stare
- is it identifying who you are, what you do and most important...who benefits... and how they benefit
- is it quickly positioning or allowing you...to politely probe and stimulate conversation / dialogue
- is it focused on outcomes, benefits, value and results NOT yawn-inducing facts and features
- is it logically and emotionally compelling
- is it capable of avoiding the “who cares” test
- is it working—on elevators, escalators, over the phone, at networking events, baseball and soccer games, the grocery store, etc.
- is it free of empty, boastful and meaningless claims, i.e., “the best, unique, superior, high quality, state-of-the-art,” etc.
- is it adaptable / flexible for different markets or decision-makers
- is it easily repeated / referenced by; clients, peers, etc.
- is it generating results

Please visit Jeff’s website and subscribe to his FREE e-letter, *The Results Report*.  
Plus connect with Jeff on LinkedIn and follow him on Twitter: @BlackmanResults

***“There’s nothing strange or mystical about creativity and change. Nothing superhuman. It’s simply the willingness to take a step beyond.”***

*Jeff Blackman*

# CHANGE

***You need not change!***

***But remember:***

- If you always do, what you’ve always done, you’ll always get, what you’ve always got!
- Daily, ask yourself three questions:
  1. Do I choose to innovate?
  2. Do I choose to imitate?
  3. Or, do I choose to vegetate?

And, if you vegetate, prepare to abdicate!

- Avoid wandering through life with a “Wizard of Oz” philosophy - No heart! No brain! No courage!

***“What’s the risk of doing nothing?”***

*Jeff Blackman*

## **16 ways to kill a great idea.**

1. That’s not the way we do things here.
2. That’ll never fly, it won’t fit-in with our culture.
3. That’s against our policy.
4. We’ve never done it that way before.
5. We didn’t invent it here, so we won’t do it here.
6. We know that’ll never work.
7. There’s no budget.
8. We can’t afford it.
9. We’re just not ready to do that yet.
10. We’re way too busy.
11. We’ll be fine without it.
12. We shouldn’t rock the boat.
13. Everything is fine, there’s no need to upgrade or change.
14. Our people looked into that last year, no need to re-consider.
15. Our folks aren’t properly trained.
16. There’s no need to reinforce this message, our people will take action on their own.

**Three powerful words that generate  
breakthroughs, action and results:**

# UP ‘TIL NOW



***“Success and goal setting are simply the progressive movement toward, and eventual realization of—a worthwhile idea.”***

*Jeff Blackman*

**Push your paradigm!  
Bust out of your box!  
Raise your ceiling!**

**What today, is impossible  
to do...yet if it could be done...  
would significantly change and  
upgrade how you do business?**

**Remember to R.E.M.E.M.B.E.R.!**

**Referrals Every Moment Every Month Bring Excellent Results**

Please visit Jeff's website and subscribe to his FREE e-letter, *The Results Report*.  
Plus connect with Jeff on LinkedIn and follow him on Twitter: @BlackmanResults

*“People invest in your ability, to deliver to them...  
a more favorable future!”*

*Jeff Blackman*

## Are you ready, willing and able to “swing” from a VINE?

### **V** Value-driven

- Always deliver more in perceived value, than you take in actual cash value.
- In the absence of a value barometer, the relationship will be reduced to a price eliminator.

### **I** Integrity-based

- Never reduce the relationship, to a mind-manipulating, profit-reducing, energy-sapping game of, “who do you trust?”
- Honesty doesn’t require a good memory.

### **N** Non-manipulative

- It’s okay to be; persistent, aggressive and proactive, yet never manipulate another human being into making a decision.
- Play the game for the long-term success, not the quick and fleeting “hit.”

***“Selling has its real fascination in its ability to communicate, persuade and move others to action...and that is an art!”***

*Jeff Blackman*

**A potent "six pack" ...to pave your path to profit!**

<b>O</b>	<b>OPEN</b>	Your initial contact with your client, customer, prospect or decision-maker.
<b>P</b>	<b>PROBE</b>	Determining the problem to be solved, need fulfilled or dream realized.
<b>R</b>	<b>REVEAL</b>	Presenting the ideas, products or services—that meet one’s needs.
<b>T</b>	<b>TRANSLATE</b>	The translation of features into benefits—not what an idea, product or service “is”—yet what it will <u>do</u> .
<b>N</b>	<b>NEGOTIATE</b>	Overcoming objections and solving problems in a win-win environment.
<b>TY</b>	<b>THE YES</b>	Getting others to say “yes!”

***“Objections shouldn’t terminate dialogue, they should help promote it. They’re really nothing more than a delay, tangent, or even a couched inquiry for more info.”***

*Jeff Blackman*

## **Objections (of any kind), usually fall into one of four categories:**

- 1. no bucks**
- 2. no desire**
- 3. no immediacy**
- 4. no belief**

**If your decision-maker claims they’ve got no bucks**, focus on quality, value and return on investment.

**If your decision-maker has no desire**, probe. Then probe some more. Search for problems to solve, needs to fill and dreams or goals to realize.

**If your decision-maker has no immediacy**, help them answer the question, “How does time become your enemy, if you choose to do nothing?”

**If your decision-maker has no belief**, it means they have skepticism about you, your products, services or company. To instill confidence and faith, offer:

- |   |                |   |                      |
|---|----------------|---|----------------------|
| ✓ | proof          | ✓ | comparative analysis |
| ✓ | testimonials   | ✓ | exhibits             |
| ✓ | analogies      | ✓ | success stories      |
| ✓ | case studies   | ✓ | research             |
| ✓ | demonstrations | ✓ | statistics           |

Please visit Jeff’s website and subscribe to his FREE e-letter, *The Results Report*.  
Plus connect with Jeff on LinkedIn and follow him on Twitter: @BlackmanResults

***“A key driver for relationships, revenue and results...is simplicity.”***

*Jeff Blackman*

# Are you...ETDBW?

"It has become painfully obvious, that the promise of the digital revolution to make our lives easier, simpler, better, is not being delivered. In fact, in many respects, it's only made life more complicated. And we are to blame."

**Gerard Kleisterlee, CEO · Royal Philips Electronics**

\*\*\*\*\*

**The Philips initiative or strategic direction,  
"Sense and Simplicity" —is built on three pillars:**

1. advanced technology that's...
2. easy to experience and...
3. designed around you

## Consider:

How can you, your people and company, be even Easier To Do Business With = ETDBW?

What's causing frustration, irritability and anger with your clients? Internal? External? How can these "points of pain" be eliminated?

Do you have rules, regs or policies that make you "tough" to do business with? How is this impacting relationships? How is this impacting sales? Which rules, regs and policies can be knocked-out or changed?

What businesses, (in any industry) are easy to do business with, when you're the customer? (It could even be your corner baker, grocer or cleaner!) What are they doing—you could improve, enhance or adapt?

*“On the “clock of life” or “watch of winners,” the key word is NOW!”*

*Jeff Blackman*

Procrastination is your foe!  
Indecision an assassin!  
Make every day count!

What haven't ***you*** done, that  
if ***you*** did...would significantly  
change and upgrade how  
***you*** do business?

**Over the next 90 days and beyond, my  
FOCUS FIVE™ commitment to actionable,  
quantifiable, measurable behaviors / results is:**

- 1.
- 2.
- 3.
- 4.
- 5.

## Jeff Blackman delivers results!

Jeff is a speaker, author, success coach, broadcast personality and lawyer. He heads Blackman & Associates—a results-producing business-growth firm in the Chicagoland area. Jeff's clients call him, a “business-growth specialist.” His customized “Referrals: Your Road to Results” learning-system, helped one financial services client generate \$230 million directly from referrals, in only 23 months!

Since 1982, Jeff has shared his positive and profit-producing messages with numerous; Fortune 500 companies, closely-held businesses, entrepreneurial driven organizations, solo practitioners and association audiences throughout the world.

He's also a member of NSA - the National Speakers Association. On August 4th, 2008, at the Marriott Marquis in New York City, Jeff was one of five elected inductees into NSA's *Speaker Hall of Fame*. He was awarded the CPAE: Council of Peers Award for Excellence designation. Only 215 professional or celebrity speakers have been selected and honored worldwide, including; Ronald Reagan, Colin Powell, Zig Ziglar, and Norman Vincent Peale. Jeff is also one of approximately ten percent of professional speakers to receive the CSP or Certified Speaking Professional designation from NSA.

In June, 2008, Vistage, (TEC) - the world's leading CEO organization, named Jeff *Fast Track Speaker of the Year*, based upon the quality and impact of his content and delivery.

As a radio and TV talk-show host, some of Jeff's guests have been; Oprah Winfrey, Ted Koppel, Jerry Seinfeld, Marcel Marceau, astronaut Jim Lovell and Olympic gold medalists Bruce Jenner and Dan Jansen.

Jeff is a Contributing Editor to numerous magazines and newspapers. And his best selling books include; *Opportunity Selling®*, *RESULTS\$*, *Carpe A.M. • Carpe P.M. – Seize Your Destiny™* and *Peak Your Profits*—which was also published in Malaysia and Singapore, and selected by Fast Track as one of “the best business books on tape.” Jeff's last book, *Stop Whining! Start Selling!* was published by John Wiley & Sons and achieved “Bestseller” status at Amazon, within one month of its release.

As an audio-author, Jeff's results-strategies were featured on Nightingale-Conant's *Sound Selling*. POPP Publishing released/distributes Jeff's audio-CD business-growth system: *Opportunity Selling® - Six Profit-Producing Steps to Multiply Your Earnings*. And in April, 2008, the new *RESULTS\$* CD was released. Jeff has also written and hosts two video learning-systems published by JWA Video; *Profitable Customer Service* and *How to Set and Really Achieve Your Goals*. All of these programs are distributed worldwide.

Jeff graduated with honors from both the University of Illinois and the Illinois Institute of Technology Chicago Kent College of Law. He's also a happy husband, devoted father, avid softball player and a loyal or nutty, Chicago Cubs fan!

Jeff Blackman helps you *create profits through people!*®

### Blackman & Associates, LLC

2130 Warwick Lane ▲ Glenview, IL 60026 ▲ Phone: 847.998.0688 ▲ Fax: 847.998.0675  
e-mail: [jb@jeffblackman.com](mailto:jb@jeffblackman.com) ▲ web: [www.jeffblackman.com](http://www.jeffblackman.com)

**Please visit Jeff's website and subscribe to his FREE e-letter, *The Results Report*. Plus connect with Jeff on LinkedIn and follow him on Twitter: @BlackmanResults**