

# STOP WHINING — AND — START SELLING

**INSIDE: How to Start Crushing Your Sales Quota in  
24-HOURS OR LESS!**



**GLENN  
FALLAVOLLITA**

Consultant | Sales Strategist | Keynote Speaker

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## Acknowledgments

This book is a culmination of 30+ years of interactions with 10,000+ business owners, sales leaders, salespeople, and marketing personnel.

Some of the people who have helped me along the way are:

- **My Clients:** I would like to send each of my clients and past clients a warm and very sincere “thank you” for your support and trust.
- **My Employees:** A special thank you goes to my past and current employees. Your loyalty, insight, patience, and help have always been greatly appreciated.
- **Bill Hoover:** This person impacted my sales career most as he taught me the science of selling. Plus, he was a no-nonsense guy who required me to track the right sales metrics.

### My Children.

You will be taught many business lessons during your journey through life. By the way, here are three lessons I keep near and dear to my heart (and you should too):

- **Lesson 1:** The faintest of ink will outlast the fondest of thoughts.
- **Lesson 2:** People grow short arms when they owe you money; therefore, keep an eye on your receivables.
- **Lesson 3:** No one and I repeat no one, will have more of an impact on your business career than you.

I love you to the moon and back! Dad

Glenn Fallavollita  
May 2021

## Preface

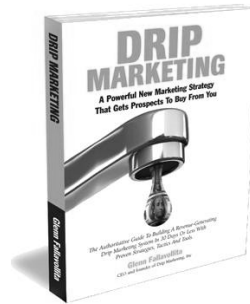
- Preface Word Count: **278**
- Read Time: **1.1 minutes @ 250 Words Per Minute**

Hi, my name is *Glenn Fallavollita*, and I am the proud founder and president of *Drip Marketing, Inc.* And after spending 20 years in the sales profession, I decided to start a marketing consulting and sales training firm to help business owners, sales leaders, marketing pros, and salespeople avoid the problems I've outlined in this book.

### My Background.

Since starting my company, Drip Marketing, Inc., in 2002, I have logged 50,000+ hours helping thousands of businesses across our great country.

Not only that, my company has sent 130+ million (yes, million) e-mail messages and 300,000+ direct mail campaigns on behalf of our clients. I've also been a keynote speaker at many corporate sales and marketing events. In addition, I was even an on-air guest product host for QVC's private label line of home-related products.



### This Book Is All About Helping You!

I wrote this book to help YOU improve your sales and marketing efforts, as most sales leaders do a poor job at teaching their salespeople how to prospect and sell. Therefore, you will find in the book:

- Sample sales letters, e-mail introductions, and scripts to land more sales.

- Powerful sales tips to supercharge your sales success; starting in as little as 24 hours (I prove this to my clients everytime I go onsite and train their salespeople).
- 50+ sales and marketing ideas winning salespeople use throughout the week.
- How to quickly separate your business from its competition.
- How one mistake almost cost this salesperson a \$2,000+ sale.
- How this one direct mail package generated a 90% open rate.
- The one question a sales leader needs to ask his or her sales and marketing staff.
- The hidden truth about salespeople and what a sales leader needs to do to ensure his or her sales team's success.
- Why every business needs a *Business Development Center* and a sales training manual for their salespeople.
- Plus, so much more!

To your sales success that starts today,

A handwritten signature in blue ink that reads "Glenn". The signature is written in a cursive, flowing style.

Glenn Fallavollita - President, Drip Marketing, Inc.

## The Reality Of A Sales Career

- Chapter Word Count: **140**
- Read Time: **33 Seconds** @ 250 Words Per Minute

My advice for anyone in the sales profession:

1. No one (and I repeat, no one) will care more about your sales success than you; therefore, if you don't go after what you want, you will never get it.
2. The answer will always be "no" if you don't ask the question.
3. If you give anything less than 100%, there is a good chance you will fail in the sales profession.
4. Victory goes to the salesperson with superior selling skills, discovery asking question skills, and people skills.
5. You can't improve the things you don't measure.

**Now The Good News:** You can make a lot of money in sales...

- If you work for a great company with solid products/services.
- If your sales leader/owner likes you.
- If you are willing to work when you are working.

## A Letter From A Salesperson To Himself

- Chapter Word Count: **249**
- Read Time: **1.0 Minutes** @ 250 Words Per Minute

*“Yep, I’m pretty much screwed.*

*After spending three weeks at this new sales job, I have determined it’s going to be a huge uphill battle to be successful here; I’ll be lucky to last six months.*

*What’s worse is my so-called sales leader is a financial guy who doesn’t know squat about sales or marketing – all he does is sit behind his desk and nag me about how many phone calls I make each day. And his product training program was a few sales brochures.*

*On top of all this, he refuses to spend money on marketing as he thinks it’s my job to market the business by calling people. When I ask him to update the company’s website with our new line of products and buy a database of prospects for me to target, all I hear is, ‘Yeah, I’ll get to it later.’ It’s no wonder why the last salesperson quit after only 90 days.*

*UGH, I’m totally jammed; If there is a sales god out there, please help me!”*

**According to Harvard Business Review. . .**

*“Annual turnover among U.S. salespeople run as high as 27%—twice the rate in the overall labor force. In many industries, the average tenure is less than two years. While some attrition is desirable, such as when poor performers quit or are terminated, much of it isn’t—and every time a solid performer leaves, his or her company faces some direct and indirect costs.”*



## Want To Win More Sales? Do These 3 Things

- Chapter Word Count: **80**
- Read Time: **18 Seconds** @ 250 Words Per Minute

If you want to generate more leads and win more sales this week, do these three things:

1. Turn off your smartphone during your prime selling hours.
2. Start taking action by holding yourself accountable by setting sales goals for yourself.
3. Start tracking your proactive sales activities, proposals sent/closed, and sales revenue results.

That's right; if you do these three things, you will attract more sales opportunities and win more sales. It's that simple!

Now read the next chapter.

## 1,350 Words Of Tough Love

- Chapter Word Count: **1,350**
- Read Time: **5.4 Minutes** @ 250 Words Per Minute

Since I'm not a kumbaya type of guy, here are a few words of tough love for anyone in sales...

- **Stop Your Whining:** It's time you stop whining about your sales dilemma, as it will only prolong the issue. I want you to tell yourself right now, *"I am going to take ownership of my sales results."* After that, give yourself a reality check and admit that change is needed – whether the sales profession is right for you, taking a sales training course(s), upgrading your time management skills, setting sales goals, or, for that matter, changing companies.
- **Make The Commitment To Increasing Your Sales:** The first step to increasing your sales is the commitment to taking action. If not, everything listed in this book will be, for the most part, a waste of time. Now read the following bullet point.
- **Your Sales Pipeline Is YOUR Life:** Starting today, you will fill your sales pipeline with more sales opportunities. Remember, it is NOT about what you sold yesterday; it is about what you will sell tomorrow. Your bank account will thank me for giving you this advice.
- **Give 100% Because 99% Or Less Won't Cut It:** If you are giving anything less than 100%, the sales profession (and your sales leader) will eat you up.
- **Turn Off Your Smartphone:** You and I both know that your smartphone is a massive distraction to you – especially when making cold calls or at a meeting. Stop texting your friends, spouse, kids, or girlfriend(s)/boyfriend(s) throughout the

workday. Unless someone is on their death bed or delivering a baby, they can wait!

- **Keep Score Of Your Sales Results AND Sales Activities:** As the great Vince Lombardi said, *"If it doesn't matter who wins or loses, then why do they keep score?"* The reality is that you need to track what you are doing on a day-to-day basis. This should include the number of calls you made to your database of prospects, proposals you have sent and closed each week, your proposal close rate, the number of NEW appointments you had each week, etc. And once you start keeping score, you will see what is/isn't working.
- **Invest In Yourself Because No One Else Will:** Since no one will care more about your sales success than you, I recommend that you take a few sales training classes and read as many books on the subject of sales and marketing as possible. By the way, this book may not be the silver bullet to your sales success, but it will be an excellent first read.
- **Stop Being A Mind Reader:** I have made 100,000+ phone calls to all types of prospects in my career. One thing I have learned about cold calling is this: You cannot look at a prospect's name and say, *"I'm not going to call this person as they're probably not interested in buying what I am selling."* Now read the following bullet point.
- **Start Calling More People:** One of the best ways to increase your sales is to make more phone calls to your database of contacts. Sure, you can use social media to post articles and motivating pictures, but you still need to talk with people. It's incredible what will happen when you start calling your database of customers, past customers, prospects, and referral partners.

- **Write Down Your Sales Goals:** Make a list of what you are going to do differently, as doing better is the result of taking action on that decision. By the way, writing down and reading your sales goals daily is the number one way to make them happen.
- **Work Continuously On Building Your Database:** Your marketing database(s) represents 50% to 60% of your sales success; therefore, make it a priority to build and update your database of contacts (phone number, e-mail address, and physical mailing address). As I advise all salespeople, *“Show me your e-mail marketing database, and I’ll show you your sales future.”*
- **Go Old School:** If you read something of interest in a magazine, scan it/take a picture of it and e-mail it to the people you have in your database (or send a hyperlink to the article). If you want to stand out from your competition, send a handwritten “thank you for your time” and “thank you for your business” note to the new people you meet and who buy from you, respectively. They will remember you for this simple act of kindness.
- **e-Mail More Than An Newsletter To Help Market Yourself Or Your Business:** If you are only blasting a generic, one-size-fits-all newsletter to everyone in your e-mail database, you are committing e-mail marketing suicide. Here’s why:
  - 1.) 90% of your prospects are NOT reading this newsletter.
  - 2.) Of the people who open a newsletter, they spend 10 - 15 seconds skimming it.

Be smart and develop specific campaigns for each database you have on file. The leads you will generate from these types of campaigns can be staggering.

- **Schedule Phone Blitz Sessions Each Week:** Look at your weekly calendar and block out 90 to 120 minutes for your phone blitz sessions. Depending on what product or service you sell, plan on making 15 to 20 dials per hour.
- **Look At What Your Company's #1 Salesperson Is Doing:** If you want to become better at what you sell, blueprint what your company's top salesperson is doing, what they say, whom they say it to, and how often they say it. If this salesperson isn't selfish, ask to shadow them on a few sales calls. If and when you ride shotgun on a sales call with this person, pay close attention to their discovery process (and take great notes).
- **Don't Give Up:** My extensive research has confirmed ~50% of all salespeople stop calling a prospect for at least 9 to 12 months after their first unsuccessful attempt at moving the sales process forward. Sadly, this percentage skyrockets to about 99% after their third unsuccessful attempt at moving the sales process forward. Just because a prospect said "no" today, it doesn't mean a "no" tomorrow. Remember, things change.
- **Stop Playing The Sales Stalking Game:** Most salespeople play the "let's see who I can call" sales stalking game with little to no strategy on who to call. Map out your objectives and stick to a plan.
- **Deliver Every Proposal In Person Or Via A Webinar:** When giving a proposal for what you are selling, provide a prospect two to three options either in person or via a screen share program. Please do not send a prospect your proposal and wait for their response. By the way, if the person isn't "engaged in what you are selling," the odds of them buying from you are relatively slim.

- **Get In The Right Mind-Set:** Here are some essential tips that have helped many top salespeople in the country (sorted alphabetically):
  - Dress for success.
  - Know your competition.
  - Learn to ask business-related discovery questions.
  - Organize your desk.
  - Practice your presentation.
  - Understand the features and benefits of what you are selling.
  - Upgrade your office technology.

**My Last Two Pieces Of Advice.**

- **#1: Start Taking Action Today** - If you want to win more sales, start improving your sales and marketing skills today, not tomorrow. Successful salespeople don't wait until their selling season starts to take action.
- **#2: It's Called "Selling" For A Reason** - I have been around salespeople my entire professional career. Unfortunately, many underperforming salespeople lie to their sales leader about the number of sales calls they had each week, how robust their sales pipeline is to where they were on a particular day. Today is the day you will start taking ownership of your sales pipeline/results and your time management skills.

Until a device is invented that can predict the exact moment in time when someone will buy what you sell; you need to have a game plan for your sales and marketing efforts. This book is designed to do that for you.

## Start Tracking Your Sales Activity

- Chapter Word Count: **255**
- Read Time: **60 Seconds @ 250 Words Per Minute**

Do you want to see an immediate increase in your sales? If you do, one of the best things you can do is to start tracking your sales activities (see below):

- **How Many Proposals/Prospects Closed** – I recommend creating a Proposal Tracking Report via Excel. As archaic as this may sound to you tech CRM gurus, you don't know what you don't know. Remember, salespeople want things simple. Please turn to page 129 to review my proposal tracking report.
- **How Many Outbound Calls Made** – The number of outgoing calls you make each day/week is directly related to your sales performance.
- **How Many Appointments/Meetings Set** – This report keeps track of the number of First Time Appointments (FTA) you have made each week with either a new prospect and/or a center-of-influence AKA referral partner.
- **How Many People Are In Your e-Mail Database** - I also recommend tracking the size of the following databases:
  - a. Prospects
    - i. How many are in your database?
    - ii. How many have an e-mail address associated with their name?
  - b. Referral Partners
    - i. How many are in your database?
    - ii. How many have an e-mail address associated with their name?

- c. Past Customers/Active Customers
  - i. How many are in your database?
  - ii. How many have an e-mail address associated with their name?

**Now Read This!**

You need to keep track of what you are doing; if you don't, you won't know what is working. Remember, if you don't change what you are doing, your sales results will NOT change either.



## Send This e-Mail To Your Customers

- Chapter Word Count: **196**
- Read Time: **48 Seconds @ 250 Words Per Minute**

To help you get more 5-star reviews, send this campaign to your database of customers/clients.

*Subject Line: We Could Use Your Help (Google Review)*

***Dear First Name or From The Desk of (Your Name):***

*As the (owner/ President, etc.) for (company name), I wanted to let you know how much we appreciate your business, loyalty, and feedback; we truly value you as a client.*

***Will You Give Us A 5-Star Google Review?***

*Our goal is to provide you with 5-star service. And if we haven't, we failed at keeping you happy as a (customer/client). However, if we did, simply click the link below and give us a 5-star review (Google).*

*Click Here To Give Us A 5-Star Review (this needs to be a hyperlink to Google's review page).*

*Thank you so much for taking the time to give us a review. More importantly, thank you for your business, as we are beyond grateful for our relationship!*

*Sincerely,*

*(First/last name) – (Title)*

*(Company Name)*

*Office: (555) 555-1212*

*E-mail: (e-mail address)*

**NOTE:** When we sent this campaign to a client's customer database, they saw a 150% increase in their Google reviews (all 5-star reviews).

## How To Set Your Sales Goals

- Chapter Word Count: **703**
- Read Time: **2.8 minutes** @ 250 Words Per Minute

When planning your sales goals, you might have said to yourself:

- *“I’m going to close more proposals this year.”*
- *“I’m going to do more networking.”*
- *“I’m going to make more prospecting calls each week.”*
- *“I’m going to make this year my best sales year ever.”*
- *“Next month, I’m going to hit my numbers out of the park.”*

Unfortunately, 80% of all salespeople will never hit their sales goals. And if you don’t want to not be part of this group, having a written set of sales goals is one of the most important things you can do as a salesperson.

### How To Make Your Sales Goals A Reality.

1. Identify and write down your goal(s), as it is not good enough to say, *“I’m going to make more prospecting calls each week.”* When writing your goals, you need to identify the specific number of calls you will make each week. If your goal is to do more networking, define the word “more.” Write down exactly how many networking events you will attend, etc.
2. Identify and write down the reasons why you have picked a particular goal. If you don’t have any motivation to accomplish a goal, there is a good chance you will not achieve it.
3. Write down the exact date that you will accomplish your goal(s).
4. Break your goal(s) into smaller, bite-size pieces to help you reach your final goals. Remember, if a goal is too large, it will overwhelm you. Write down the steps necessary to attain your goal; be specific.
5. Keep your goals realistic and UNCOMFORTABLE for you. Remember, set yourself up to succeed by picking a goal you can accomplish; however, make it uncomfortable.

6. The key to your success will be this: Take action each day, as consistent action toward a goal is the #1 thing to do (better known as discipline).

**Keep Weekly Score Of Your Sales Performance Numbers.**

As I advise all salespeople, it is important to keep score of specific sales metrics. I know it probably pains you to keep track of your sales activity, but trust me, it will be to your advantage if you do.

**Keep Track\* Of The Following Items On A Weekly Basis.**

1. How many proposals sent/closed.
2. How many NEW first-time appointments (FTAs) set.
3. How many meetings with a referral partner.
4. How much revenue you closed.
5. \_\_\_\_\_

\*What you sell will dictate these metrics.

If you don't keep score of what you are doing, you will never know what will need improvement.

**How Many Appointments Do You Need Each Week To Hit Your Quota?**

Let's say your sales quota is one new sale per week. Your goal would be eight NEW appointments per week based on two critical factors:

1. The number of appointments, on average, that go to the proposal stage.
2. The percentage of proposals you close.

**Here Is Your Appointment Formula.**

- 8 Appointments (New) X 90% Appointments That Go To The Proposal Stage = 7 Proposals Presented
- 7 Proposals Presented X 15% Proposal Closing Ratio = 1 Sale

If you want to generate more sales, you need to find a way to generate more new prospect appointments and/or increase your proposal close ratio.

**Keep Track Of Your Sales Activities.**

Now that you know the numbers to hit your sales quota, you need to understand what it takes to achieve them. Therefore, you need to start tracking the following items on a weekly basis:

- How many outgoing "Oh, By The Way" calls made.
- How many proposals sent/presented and closed.
- How many demos or presentations made.
- If you are selling multiple products/services, you should measure the number of SKUs sold and for how much.
- Write what you should measure below:

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Once you start measuring the things that are part of your sales process, it will reveal to you the areas that need improvement.

Remember, the sales profession is a numbers game (don't let anyone tell you otherwise), and if you are not hitting your sales metrics, you need to find out what is holding you back or areas that need improvement.

**Sample Weekly Activity Report:**

Weekly Activity Report (Prospects)				
Week Ending: _____				
2 – 3 Hours Dialing/Day @ 25 - 30 Dials/Hour = Success				
Day	Oh-By-The-Way Dials Made	Actual First Time Demos/Presentations No-Decision Maker	Actual First Time Demos/Presentations W/ Decision Maker	Total Sales Calls Attended - Non Demos/Presentations
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Total				
Target Goals		_____ Per Week	_____ Per Week	_____ Per Week
Day	Proposals Sent	Proposals Closed	Sales Volume Closed	
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Total				
Target Goals	Goal = _____ Per Week	Goal = _____ Per Week		