



Theme

Today more companies are competing for the same business dollars. When prospects are reviewing all of the brochures, letters, marketing pieces and proposals on the same products and services, there's a good chance that they won't be able to distinguish your information from your competition by the time they're finished reading. Clever Delivery helps sellers seize the opportunity to differentiate their marketing materials and stand out from the rest of the pack.

Approximate Preparation Time

- 20 Minutes, plus time prior to meeting day to purchase candy



Materials



- Prepare 1 flip chart per outline
- Flip chart and markers
- Small mint candy similar to the red/white peppermints in wrappers often available at restaurants. Quantity needed equals 80% of the sellers attending the meeting.
- \$100,000 Grand candy bars. Quantity equals 20% of sellers attending the meeting.
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- For sellers to experience how something so small can be the differentiating factor to success, it's important to be well prepared with the candy exercise at the beginning of the meeting.
- It's important for one type of candy to be seen with a higher value than the other.
- Do not offer any explanation when/if sellers ask why they got different candy. Respond with non-verbal gestures such as a shrug of your shoulders or a smile.
- If a sellers says "No thank you." to the candy for whatever reason (diet, allergic, etc.) ask them to play along with the exercise and take it and not eat it.
- Optional: Visit <http://www.ultimatekeychains.com> to make a copy of the key chains to use with Example #4 in Clever Delivery Examples.

Clever Delivery



Time	Session Outline	Dynamics	Visual
	Pre-Start of Session As sellers enter the room for the meeting, greet each one and hand 80% of the sellers a non-descript mint similar to the red/white peppermints in wrappers that you get at a restaurant. Give 20% percent of the sellers a \$100,000 Grand bar. Do not comment when/if asked why a person got a \$100,000 Grand bar and they didn't.	Large Group	Hand out Candy
	Opening Welcome to today's sales booster, Clever Delivery. What did you observe about the reactions of your colleagues receiving the candy at the beginning of this meeting? <i>Possible responses:</i> • <i>Excitement to get a good candy bar</i> • <i>Disappointment to get an ordinary candy</i> • <i>Good candy bar made people feel special</i> • <i>People began paying attention to everyone</i> • <i>Added an element of curiosity</i> • <i>Something was different about this meeting</i> How is this exercise similar to our relationships with our customers? <i>Possible responses:</i> • <i>We like them to be excited about working with us</i> • <i>We like to think we are different than other sellers</i> • <i>People like to feel special</i> In sales, differentiating ourselves, standing out from our competitors and helping our prospects and customers feel special can be as simple as the package in which we deliver information.	Large Group	

Time	Session Outline	Dynamics	Visual
	The Information We Deliver What materials, items, or information do we deliver to our prospects throughout the sales process? Use your Success Achievement Plan worksheet to take notes and we will also flip chart a list. <i>Possible responses:</i> • Market research • Product samples • Proposals • Company brochure How do we currently deliver this information? <i>Possible responses:</i> • In person • Email • UPS, Federal Express, USPS	Large Group  or Pairs 	Success Achievement Plan Worksheet  Flip Chart List 
	Clever Delivery Examples Here are a few clever delivery examples that other sellers used and found successful: Example 1: Training firm sending a written proposal to an insurance company. • A small household security box was purchased. • Used an actual Business Insurance Plan policy and copied the front cover. Used white-out to change the business name to the insurance prospect and added a message, “XYZ’s Insurance Policy to Increase Sales 5 – 35%.” This was used as the front cover of the proposal. • Placed proposal inside the security box and locked it. • On a note card wrote: “The key to future growth is inside.” • The key was placed inside the note card envelope.	Large Group 	

Time	Session Outline	Dynamics	Visual
	- The note was taped to the security box. - The box was placed in brown box and shipped by UPS. Example 2: Radio station sending a written proposal to an advertising agency for consideration to use their radio station for a cruise line specializing in the Caribbean client. - Used purchased paper with a beach scene on it for the proposal. - Placed sand and mini sea shells in a bottle. - Inserted the proposal in the bottle. - Placed larger sea shells surrounding the bottle. Example 3: A proposal was sent with lifesavers attached with a message... "We are your lifesaver to..." Example 4: There are miniature board game key chains Clue, Sorry, Chess, Chutes and Ladders, Twister, Monopoly at http://www.ultimatekeychains.com. Attach one to a proposal with a message that ties in to the essence of the game. For example if using the Clue key chain the note may say: "Take the mystery out of..."	Large Group 	
	Our Turn to Brainstorm - We'll work in groups of _____. (Divide groups of 4 - 6) - On your Success Achievement Plan select an account or prospect that within the next 10 days you have an opportunity to deliver documents and that delivering in a clever way may help advance the sale. - Select a discussion leader in your group. The leader's role is to keep the group focused on the activity and complete the activity in the time allowed. - In your table groups, discuss each seller's opportunity and select one. - Now, brainstorm clever ways to deliver the document. - We have 10 minutes for this exercise. If you finish before the time is over, continue selecting other opportunities and brainstorm.	Group of 4-6  Individual  Group of 4-6 	Success Achievement Plan Worksheet 

Clever Delivery

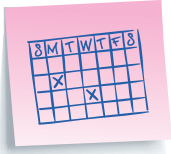


Time	Session Outline	Dynamics	Visual
	Sharing Clever Delivery Ideas Each discussion leader will present the situation selected and the Clever Delivery idea.	Large Group 	
	Success Achievement Plan Worksheet Sellers complete the remaining items on the Success Achievement Plan worksheet. In pairs, share the specific action you will take to increase your success this week.	Individual  Pairs 	Success Achievement Plan Worksheet 

Reinforcement tips



Clever Delivery



Reinforcing the Message

- First opportunity: 1 - 3 weeks later
- Repeatability: For a new product launch, to ramp up differentiation from the competition, for personal branding, to get in the door

Facilitation Ideas



- In the Our Turn to Brainstorm activity, each seller was asked to think of a specific opportunity where delivering documents to a prospect or customer in a clever way could help advance the sale. Not all sellers' opportunities were used in the brainstorming session. Select different sellers' opportunities and repeat the same exercise.
- Use the following questions to lead either table group or large group discussions:
 - Share how you implemented a clever delivery, the reaction and outcome.
 - What did you like about using that clever delivery?
 - What would you do differently?
 - What is the next situation where you plan to use a clever delivery?

Next Sales Booster



- *Customer Loyalty* or *Now to Wow* found at www.30minutesalesmeetings.com

Success Achievement Plan



Clever Delivery



Documents Delivered to Prospect/Customer

Method of Delivery

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

Clever Delivery Brainstorm Session

Document

Client or Prospect

_____	_____
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Clever Delivery Ideas

The Specific Action I will take to increase my success this week:

The resources I may need to implement the Specific Action: (people, time, dollars)

