



**THE SIGNIFICANT EDGE**  
**Your Unfair Competitive Advantage**

**24 PROVEN**

**POINTS TO**

**DOMINATE**

**YOUR SALES**

**GOALS**



# THE SIGNIFICANT EDGE

## Your Unfair Competitive Advantage

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# THE SIGNIFICANT EDGE

## Your Unfair Competitive Advantage

### The Evolution Of Tech. Is Changing The Sales Process

As consumer buying habits change, so too do the strategies used to sell them products and/or services. In the past 10-20 years, sales processes have gone through a whirlwind of dramatic changes. These changes have been particularly pronounced in the areas of market and technology. Perhaps that's why Millennials are 33 percent more likely to use sales intelligence tools, which generate background and contact information on leads, than industry peers aged 35-54.

Our society has gone through not just one- but three- technological revolutions in this relatively short period; all of which are applying pressure on the traditional market model to change in anticipation of the changes in consumer habits.

- **Digital Revolution-** The increase in public access to the internet and the use of digital commerce over the 90's and early 2000's.
- **Social Revolution-** The virally-fast spread of social media and social platforms in the early 2000's.
- **Mobile Revolution-** Nowadays, almost everyone in a buying position uses a smartphone and can literally look up product or service information in a matter of seconds.

**Currently, there are a globally estimated 2.5 billion social media users. And by 2020, experts estimate that that number will be just shy of 3 billion.** It doesn't take a genius to figure out that you should be taking advantage of these possible connections with prospects and peers alike. Figuring out *how* to connect with people and make those connections really count, however, is no easy feat.

There was a time when it was a sales person's or business owners job was to provide information, but that's simply no longer the case. Now its important help prospects identify whether they're the right fit for a particular product or service.

As you begin this process to improve your sales, you will undoubtedly face moments of uncertainty and trepidation. It can be difficult to step out of your comfort zone and learn a new and better way to sell. But if you're willing to take those first steps outside of your normal sales routine, you will discover a world of selling success that you otherwise may never have known. This is a personal journey as well as a professional one—I learned early on that success in sales is all about meeting personal goals. The more you sell, the more you can afford to have what you need and want in life. The only question is whether you have the determination to see the journey through.

By simply reading this eBook, you have already joined an elite group of people: those who are willing to face their weaknesses, open their eyes, and explore what is possible beyond the status quo.

Congratulations on taking your first step toward the excellence that accompanies The Significant Edge! Having said that, don't forget the most important tip of all: EXECUTE NOW!



# THE SIGNIFICANT EDGE

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### Point 1: EXECUTE NOW

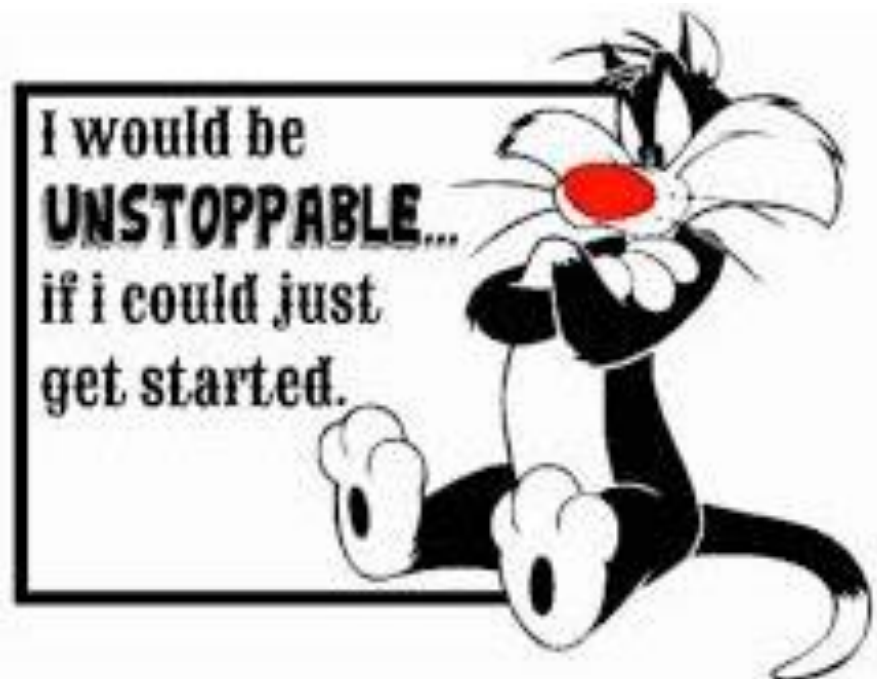
The most successful sales people out-earn, out-perform, and can work fewer hours than all other sales people because they take action. As you read this eBook, implement the ideas that are shared. Don't put this off till tomorrow, do it now!

People always ask me for my opinion of what they should do to get to the next level in their personal life or professional sales life. My answer is always the same TAKE ACTION. The issue is they normally never really know what the next step is. **IF YOU'RE CONFUSED ABOUT WHAT ACTION STEPS TO TAKE I RECOMMEND COMPLETING THE "THE SIGNIFICANT EDGE ACTION GUIDED TO WINNING IN LIFE AND BUSINESS!"** Here is where the rubber hits the road. The defining line between the people who will achieve significance in their lives and business vs. the ones that don't. This step is purely up to you. No matter how amazing this e-book is or any program that you purchase, if you're not willing to take a risk, make the necessary changes, and implement the necessary habits you will never move forward, you will never become significant, you NEVER make more money, you will always remain frustrated, and inevitably live a life of massive REGRET!

I want you to know how happy I am that you're investing your time in this eBook. I want you to succeed and experience what's out there beyond old-school selling techniques. And when you do, please share your thoughts, stories, and experiences with me, as well as share my content with a friend or colleague. Also, be sure to contact me at [www.TheSignificantEdge.com](http://www.TheSignificantEdge.com) if you have any questions about my sales coaching programs for sales people and entrepreneurs, my sales training for companies, or my speaking programs for associations and corporate functions.

Here is to your significant Edge & Market Domination,

Ashton T. Harvey





# THE SIGNIFICANT EDGE

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### STAND OUT AND BE SIGNIFICANT!

Everyone in sales or business wants to stand out from their competition for one simple reason—when you are perceived as similar to all other sales people, you are perceived as valueless. In this market, if we don't show value, we are broke. Here are simple tips to stand out from the competition:

#### **Point 2: Pitching Will Fall On Deaf Ears**

“Before we are motivated to make a purchase, we must understand our need for it and how much it's going to hurt if we don't get it.” - Ashton Harvey

Most entrepreneurs, salespeople, and marketers make the same mistake. Most believe a simple but powerful lie. The lie: **The transmission of information equals the creation of understanding.**

Simply sharing information with people does not create an understanding of their need for your services or products. Information does not create a desire to purchase. Information does not create awareness of the pain of not *having* your product or service.

Rather than starting a sales meeting with a pitch, seek to understand what challenges the prospect is facing first!

#### **Point 3: Enthusiasm DOES NOT Work**

Have you ever walked into a store only to have the sales person say, “Hi! How can I help you!?!?!?”

It's annoying and insincere. The reality is that old-school sales training has been teaching sales people to be super-duper enthusiastic. But, after eighty years of that same played-out technique, prospects have caught on to the shtick. Rather than being enthusiastic, stand out from your competition by just being genuinely interested in helping the prospect.

This is a very technical balance, but the fact is you need to have A GENUIN interest in in wanting to help the other person. DOES THAT REALLY REQUIRE HIGH ENERGY?

#### **Point 4: Quite Trying To Persuade**

Persuasion is the number one most common term used in the past eighty years of sales training literature. Every sales person is out there trying their best to persuade prospects to work with them. When you start persuading prospects, you instantly look like every other sales person out there. Plus, the other problem with persuasion is that it assumes that a prospect is the right fit for you... rather, ask good questions to understand if there is, in fact, a fit.

Remember, when we are perceived as similar to other sales people, our value to the prospect plummets. Use these three simple tips to stand out from the competition prospect after prospect.





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### WE ONLY BUILD WALLS TO KEEP PEOPLE WHO ARE NOT US OUT, LEARN HOW TO BREAK DOWN YOUR PROSPECTS WALLS.

Old-school sales trainers have told us for an eternity that we need to develop a rapport with prospects. However, in today's much more competitive market, excellent sales people must go deeper than just some surface-level rapport. Great sales people must develop a connection with their prospects. Here are three simple points to instantly connect with your prospect to start that process:

#### **Point 5: Find Common Ground Destroys Walls**

Who is the most important person to any prospect? Himself! It's the way humans are wired. We connect with those that we perceive to be similar to us. So, act similarly to you prospects. You can accomplish this by matching your prospects on three (3) levels: visually, vocally, and in vibe. You should stand and sit like your prospects; you should sound like your prospects in volume and tone (not accent, you weirdo!); and you should present a similar vibe to that of your prospect.

What is Vibe? If the prospect is cool and relaxed be cool and relaxed, if they are hyped up get hyped up. When you match a persons vibe it is so much simpler to either take them back down or up to your comfort level. Find common ground, then take them where you want to.

#### **Point 6: Be Authentic?**

When you are being your true self, you display a genuine sense of honesty and trustworthiness. These traits will make it much easier for colleagues and clients to trust you and build relationships of substance with you. When you're comfortable sharing your true self with others, they are more likely to open up and do the same with you – creating true connections with those around you.

Prospects are so used to the overdone enthusiasm, and it immediately puts up walls. Just imagine answering the phone to someone saying, "Hi Ms. \_\_\_\_\_. How are you today?!?!?" Immediately, you check out. Don't let this happen in your selling situations. Simply be genuine when talking to your prospects. Show that you actually want to learn about their challenges and issues.

#### **Point 7: Seek To Understand**

When a prospect feels that you really want to understand their situation, he will open up and let you in. Of course, this requires a genuine desire to help and understand a prospect. However, if you show that prospect that your first goal is to understand what is going on in her world, then the prospect will start to open up and you will develop a connection that goes far beyond surface-level rapport.

Remember, great sales people aim to go deeper than just rapport. They want to develop a strong connection with their prospects. Apply these three points to create that deeper connection with prospects.



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### TIME IS THE MOST VALUABLE COMODITY WE POSES. RESPCTING YOUR OWN TIME IS THE ONLY WAY TO HAVE OTHERS DO THE SAME.

So many sales people are running around wasting their time following up on prospects that are never going to do business with them. The tragedy of it all is that they could have easily known that information in the first 30 minutes of their first interaction with the unqualified prospect. Knowing whether a prospect is in fact qualified can save you infinite time and pain in sales. Here are three tips to easily qualify every prospect in sales:

#### **Point 8: Disqualification Is A Powerful Tool**

I hear lots of sales trainers telling their clients that they need to qualify—I tell them the exact opposite. Great sales people want to think in terms of a disqualification mindset. When you meet with a prospect, don't assume that he is qualified and try to prove yourself right. This will come off as salesy and will lead 25 Tips to Crush Your Sales Goal 14 to wasted hours.

Instead, start with the mindset that you don't know whether the prospect is qualified and be comfortable if you have to disqualify him in the end.

#### **Point 9: When In Doubt Act Like A Doctor**

When you walk into a doctor's office with a problem, what happens after you briefly explain your problem? Does the doctor jump into her pitch about the top five reasons that you need a certain solution? "I have the perfect solution for you!!!!"

Of course not, the doctor asks you lots of questions to understand where you are hurting and what might be causing it way before ever suggesting a solution. We sales people must have that same mindset in selling situations.

#### **Point 10: Be Prepared**

Just like a good journalist has the same questions that she asks everyone she interviews, so should great sales people. The best sales people are not creative about the questions that they ask. They ask the same questions of every prospect time after time after time. By doing this, you no longer have to wing it in a selling situation, and can start to focus exclusively on whether the prospect is qualified or not.

Remember, your goal in a selling situation should be to determine as quickly as possible whether the prospect is qualified. Use these simple tips to qualify and disqualify prospects as quickly as possible.

**MAKE EVERY MINUTE COUNT**





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### DON'T BE SALESY, BUT CLOSE THE SALE

All too many sales people tell me about how uncomfortable they feel when it is time to close the sale and they don't want to sound salesy. Old-school sales training would suggest you use some kind of Kung Fu closing technique like, "So, should we plan to start this week or next week?"

But this is transparent and just puts pressure on a prospect. Knowing that we don't want to be salesy, what should we do after we have determined that the prospect is qualified? Here are three simple points to closing the sale without being salesy:

#### **Point 11: Present Case Studies**

Often, sales people will try to bombard prospects with every single feature and benefit of their product or service. However, in this new market, where prospects are far more savvy, they don't need an education on your product or service.

Prospects need to see that you can help them achieve their desired outcomes by solving their challenges. By presenting them with case studies or past examples similar to their story, you can show how you will help them without bogging them down in every single feature and benefit.

#### **Point 12: Get Feedback**

During the presentation phase of a sale, it should not be a one-way conversation. Throughout your presentation, you should constantly be checking in with the prospect to make sure that she is on-board with what you are presenting. For example, after you share a particular part of your service, ask, "Does that make sense for your situation?"

The prospect will then give you feedback. Ask quick questions like that throughout your entire presentation. Do you agree with that?

#### **Point 13: The ONE THING That Will Kill Your Sale**

SHUT UP! During presentations, too many sales people and business owners begin to talk and talk and talk. Stop that. Your goal is not to give the prospect an MBA in your product—it's to close the sale. There is no need to do a lot of talking.

Present to the challenges that your prospect has, and then shut up. If a prospect interrupts you during your presentation, stop talking and let the prospect talk. What he has to say is always more important than what you have to say. Even if you are naturally chatty in your personal life, don't bring that over to your selling situation. You control the sale by keeping the prospect talking throughout. \

Remember, professional sales men and women don't need to use some fancy close technique because they have done a strong job throughout the sale. In the end, just follow these steps and close those sales.



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### WHEN YOU WORK THESE POINTS, YOU WILL BE ABLE TO SELL A POPSICKLE TO A WOMAN WITH WHITE GLOVES!

There are strategies to getting more customers that require a complete change of process, and then there are ninja techniques that are very easy to implement and require little effort. Both are important, but we all love the ninja techniques because a very small amount of effort can lead to huge increases in the numbers of customers. Here are three ninja techniques to open the floodgates to more sales:

#### **Point 14: Remove The Risk**

At the point of sale, it is the prospect who is taking on the risk. What if you turned out to be a snake oil salesman? What if your product is crap? What if your solution doesn't work? All of these questions are running through your prospect's head, so remove all of that risk by offering a total money-back guarantee for the first phase.

If your solution isn't exactly what the prospect wanted, then the prospect can have his money back within the first phase of implementation. This will put prospects at ease and will allow you to close more sales. If your solution is great, they will almost never ask for their money back.

#### **Point 15: Affiliate**

Find another company that sells a different product or service to the same kind of customer as you and share your customer-bases. You spent years developing your customers, and other companies have also spent years developing their customers. Simply share your assets and you both grow exponentially in a very short period of time. As long as you have complimentary rather than competing products or services, you will only win in this scenario. Find other companies with the same types of customers and become affiliates for one another

#### **Point 16: Allow Them To Test The Water**

Often, a prospect needs what you have, but simply isn't ready to make the full investment because he is not fully sold on your solution. At this point, you can throw your hands up and walk away or you can sell that prospect something smaller to just get the relationship started. What is a small introductory product or service that you can offer to prospects just to get your foot in the door? You don't always have to lead with this, but it is a great tool to have when you just want to take a first step in converting a prospect into a customer.

Not all selling strategies have to be difficult to implement. Simply begin using these strategies to bring in far more clients.



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### DO NOT BE AFRAID TO AIM HIGH, THIS IS THE ONLY WAY TO GET MORE HIGH QUALITY AND QUALIFIED PROSPECTS

“If I could only get in front of more qualified prospects, I could close far more sales.” I hear this every single day from sales people. It’s the magic bullet to making lots and lots of money in sales.

Here are three of the best strategies to get in front of more highly qualified prospects:

#### **Point 17: Call High, Utilize Your Resources**

Prospecting with the telephone is still an excellent tool to getting in front of prospects, however it needs to be done properly in order to yield the big results.

One of the most critical aspects of prospecting calls is ‘who’ you are calling. Most sales people and business owners spend their time calling lower-level prospects because they believe that it is easier to get their foot in the door. This is simply not true. Higher-level prospects can be just as easy to connect with and, more importantly, they have far more authority to sign off on a deal. Low-level prospects often cannot give you a ‘yes,’ but they can easily give you a ‘no.’ During your prospecting calls, call as high as is reasonable in the organization.

#### **Point 18: Get Introductions**

Stop asking for referrals! They are confusing to whomever you’re asking. Is a referral a name and a phone number? Is a referral a recommendation? It’s unclear when you ask your client for a referral what you are really asking for. But, when you ask for an introduction, it is clear that you want to be introduced to somebody. The likelihood of closing a strong introduction is far greater than closing a weak “Tell Joe I sent you” referral. Hold yourself and your people accountable to asking for just one introduction every single day.

#### **Point 19: Speak To Sell**

What if I told you that there is a way to have the exclusive attention of a room full of qualified prospects? Would you want to learn about it? Well, the good news is that there is a way—speaking. You are a topic expert on whatever you sell. Networking groups, associations, trade groups, and companies all want experts to talk on subjects that can help them. Start speaking to small groups at first. Develop a simple 45-minute speech and use them to set appointments with people in the audience.

Getting in front of qualified prospects does not have to be a mysterious process. It just requires following the right strategies and staying focused. Use these tips and watch your prospecting pipeline bulge.



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### YOUR PIPELINE IS YOUR SALES LIFE BLOOD. MORE PEOPLE=MORE OPPORTUNITY

So often, sales people tell me how they need to invest all of their time into finding brand new clients. I always ask, "What about the ones that you have worked with in the past?"

Selling is not just about hunting for new clients. It must also include keeping your existing clients around and getting them to buy more frequently. Here are three tips to get your clients buying all the time:

#### **Point 20: Emails Are Still Powerful**

How many times, as a buyer, have you worked with someone great and then forgotten her name next time you needed her? This happens all the time to your prospects and clients. By having an email list, where you are providing great information to your prospects and clients, you stay connected. Don't let your clients just slip away to the competition simply because they forgot about you!

#### **Point 21: Don't Be Afraid To Call**

So many companies are spending their effort calling new prospects, while leaving their existing clients in the dark. This is a huge lost opportunity. As part of your sales prospecting mix, you should be calling your existing clients to check in on them. Maybe call to share something relevant to them. Even offer them a service that they don't currently have. Just stay connected and show that you care.

#### **Point 22: Notes... Personally Write Them**

In the day of emails, phones, and social media, people don't get hand-written notes. This has become a lost art, which leaves open a huge opportunity for the sales people with the initiative to stand out. It's amazing how quickly one can shoot off a quick hand-written note to a client, and it will always get read. Next time you see an article that is relevant to your clients, send off a copy to them with a brief hand-written note. Birthday coming up? Send a quick note. These touches will go a long way.

Don't forget that the foolish sales person forgets about the massive opportunity, which is her existing client-base. Use these tips to sell far more to your existing clients.



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### WHEN PUSH COMES TO SHOVE, KEEP YOUR EYES ON THE PRIZE

Achieving sales goals is strangely more simple than most sales people think. The problem is that most sales people have put very little time into thinking about their sales goals. A simple process that may take no more than 45 minutes of your time can be the difference between actually hitting your goals and finishing another disappointing quarter. Here are three tips to make sure that you hit your sales goals:

#### **Point 23: Be Clear On Your Goals**

often ask sales people about what they would like to earn, and most of the time I get something that sounds like, “Well, I’d like to make six figures this year.” What? I’d “like” to make “six figures”? That sentence is spoken by someone who will not achieve his goal. It’s a weak and vague statement. Rather, a winner will 25 Tips to Crush Your Sales Goal 24 respond to that same question with, “My goal is to earn \$110K in the next 12 months.” This statement is both stronger and crystal clear. Get clear on what you intend to earn.

Many sales people base their sales goal on what their quota is. Really? You’re going to let someone else set your sales goal for you? Weak. Great sales people set their sales goals based on their personal goals. For example, Jane Winner is going to sell \$1M this year, which will earn her \$150K. She wants to earn \$150K so she can put \$20K towards her kid’s college savings, maintain a great lifestyle, and take her family on a trip this summer. The \$1M in sales is based exclusively on achieving her personal goals

#### **Point 24: Focus On Prospecting Activities**

Once you are clear on your goals, then it’s time to focus on the prospecting activities that will fill your pipeline to achieve your desired sales goal. To continue with the example of Jane, she knows that in order to hit \$1M in sales, she must set 10 new prospect meetings per month. In order to set those 10 meetings, she must make 500 dials, ask for 20 introductions, call 100 clients, and go to 4 networking events. By clarifying this, Jane has removed all mystification from hitting her sales goal. All she has to do now is follow her plan on a daily basis. Mission accomplished.

Remember, it does not take long to become clear on your sales goals, tie those sales goals to your personal goals, and finally link them to your prospecting activities. Just follow this process and hit those goals.

**BE KIND**

**BE CONFIDENT**

**BE SIGNIFICANT**





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### ABOUT THE AUTHOR



Ashton Harvey is a Business Strategist and Sales Optimization Specialist. He is one of the top experts in innovative sales leadership strategy, thriving on helping sales professionals and leaders push the boundaries of creativity and innovation to set new standard in industries and within their company. This is something seldom ever taught in the business and entrepreneurial space today.

Ashton specializes in helping businesses pursue marketplace significance through innovation and impact. He believes that no matter what area of business you are in or organization that your apart of, you are always dealing with people, so if you now how to build stronger relationships, develop products and services that serve a need and leverage the skills of adding value and building trust with others you will never have to stress about success ever again.

Ashton is the Co-Founder alongside his wife, Brittany of Yellow Threads Company, a revolutionary clothing company changing the way the fashion industry views creativity.

Yellow Threads Co. designs and manufactures high quality fashionable and medically functional clothing for adults and children living with cancer, giving them fashionable options that allow easy access to their ports on infusion days.

### **In Business**

Ashton created "The Significant Edge" out of his success in the corporate world utilizing the skills and techniques to grow his territory from \$600K to \$1.2 MM in a two year period over the phone and close contacts up to \$1.5 MM in person. He has now taught his program to sales teams and business owners across the country helping them increase conversion rate, optimize sales presentations, and exceed sales quotas.

### **Speaking**

Ashton now speaks on stages internationally teaching his Significant Edge program to sales professionals and entrepreneurs helping them break 6 and 7 figure revenue marks

He aims to bring creativity, fun and innovation back into the hearts of the millions of sales professionals and business owners around the globe.