

# TITAN TIMES NEWSLETTER

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TITAN BUSINESS DEVELOPMENT GROUP, LLC

## *Happy New Year!*

### 9 USEFUL SALES TIDBITS TO THINK ABOUT



As we enter the new year, we thought to give you something to think about related to making the most of you marketing efforts. These tips should help do just that ...

1. The best time to cold call is between 4:00-5:00pm. The second best is 8:00-10:00am. The worst times are 11:00am and 2:00pm. (InsideSales and Kellogg School of Business)
2. Thursday is the best day to prospect. Wednesday is the second best day. Tuesday is the worst day. (InsideSales)
3. In 2007 it took an average of 3.68 cold call attempts to reach a prospect. Today it takes 8 attempts. (TeleNet and Ovation Sales Group)
4. 80% of sales require 5 follow-up calls after the meeting. 44% of sales people give up after 1 follow-up. (The Marketing Donut)
5. After a presentation, 63% of attendees remember stories. Only 5% remember statistics. (Chip and Dan Heath)

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*“The Learn to appreciate objections as they provide opportunities to solve customer problems. “*

6. 70% of people make purchasing decisions to solve problems. 30% make decisions to gain something. (Impact Communications)

7. Each year, you'll lose 14% of your customers. (Business-Brief)

8. Prospects that buy have 58% more objections than prospects that don't. Learn to appreciate objections as they provide opportunities to solve customer problems.

9. The #1 reason Customers buy from you isn't service, selection, quality or price -- it's your confidence! (Guerilla Selling)

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### Masterful Quotes

*“Remember, a real decision is measured by the fact that you've taken new action. If there is no action, you haven't truly decided.”*

*- Anthony Robbins*

*“You can't overestimate the need to plan and prepare. In most of the mistakes I've made, there has been this common theme of inadequate planning beforehand. You really can't over-prepare in business.”*

*- Chris Corrigan*

*“We are told that talent creates its own opportunities. But it sometimes seems that intense desire creates not only its own opportunities, but its own talents.”*

*- Eric Hoffer*

## Delegation and The 4-Stage Apprenticeship Model

Once a business owner/manager/etc has decided that certain tasks and responsibilities should be delegated to others within the organization, quite often the next step is to learn how to effectively transition the new person into the role of handling those tasks. One very effective way to make the transition is to use the “4-stage apprenticeship model” outlined below.

	<b>Stage 1</b>	<b>Stage 2</b>	<b>Stage 3</b>	<b>Stage 4</b>
<b>“Master”</b>	Do the task	Do the task	Help with task	Observe
<b>“Apprentice”</b>	Observe	Help with task	Do the task	Do the task

In stage 1, the Master performs the task or executes the action while the apprentice observes. The observation by the apprentice should include taking notes, asking questions, and using critical thinking skills to understand why a task or job is done in a certain way. There should be dialogue between Master and Apprentice throughout the stages.

In stage 2, the Master still performs the task or executes the action, but this time the apprentice takes a more active role in helping, or doing some of the minor parts of the task if the task can be broken up in such a way as to allow this. Again, there should be note taking, questions, and critical thinking during this stage.

In stage 3, the Apprentice takes on the lead role of performing the task or executing the action while the Master becomes the less dominant participant and acts in a support role. In this stage the Master might offer assistance and perform some of the minor parts of the task if possible. In this stage, however, the questioning is reversed and the Master is asking the Apprentice to explain why the task is important, why it is done in this way instead of some other way, and so on in order to gauge the apprentice’s level of understanding of the task or action.

In stage 4, the Apprentice performs the task or executes the action while the Master observes. The observation by the master may include taking notes and asking final clarifying questions to ensure that the apprentice has internalized the task and taken ownership of it. At this point the final and permanent assignment can be made from Master to Apprentice of this task.

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