



Subject: Sales

Title: Selling to VITO the Very Important Top Officer Author: Anthony Parinello

Summary:

Anthony Parinello is recognized and respected for his ability to access the top officer in any organization and make high dollar sales to those organizations. If you are dreaming of getting access to and making sales to the top official of big corporations this is a must read for you. Anthony will give you ideas and tools to build your confidence and get you in the door.

Top take away points –

- VITO's have the power to say yes. They are most concerned with the directly measurable return on investment from whatever you are offering.
- VITO's pay attention to things that add value to them so position yourself and your offering from a value added proposition. When you call on VITO you are really on a job interview proving that you have the best solution. Position yourself as a business ally committed to making things happen for VITO. Identify ways you can help VITO increase shareholder value through increased revenues, increased efficiencies and effectiveness, lowered operational expenses etc. Look for ways to add value that don't necessarily include you.
- Five key qualities you will need to work with VITO: unshakable confidence, willingness to develop synergy, ability to build rapport, unlimited desire to succeed, and unlimited energy. Ten behaviors to avoid: small talk, overstating or understating anything, criticizing anyone's efforts, sharing confidential information, assuming business rapport extends to personal rapport, being late, procrastination, speaking negatively of others, saying you know something you don't, and asking for an unearned favor. Ten desired behaviors: making a good first impression by knowing something about VITO, exceeding expectations, making yourself an appreciated asset, your ability to become indispensable, apparent self-improvement, always have a positive attitude, dress for success, speak with an appropriate vocabulary, become a useful team player by being a giver, and listen intently.
- VITO must perceive you as being of equal stature and as someone responsible for making things happen and delivering results. You must understand their problem and have a solution in the form of a benefit.
- Do your research before contacting VITO by mail to find out as much about VITO's company as possible.
- Draft your VITO letter. Start out with a specific detailed benefit laden headline statement that focuses on measurable results. Keep you letter

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to one page. Develop an opening paragraph that follows the theme of your headline and ties into the benefits that you list. Develop a closing paragraph. Include a P.S. letting VITO know the exact time and date that you will call. Your letter must be industry specific and experience based.

- Make the call. Your opening statement should encourage VITO to interrupt you and must sound conversational. The structure of your call should look like this: open by using Mr. VITO's name, indicate your respect of the value of getting to speak with VITO, create a conversational bridge to link your opening to why VITO should give you the time of day, prepare a hook sentence similar in nature to the headline statement of your letter, introduce yourself, and end with a question that gets VITO to do the talking. Let VITO drive the conversation.
- Get around the Gatekeeper by treating the gatekeeper with respect and developing a relationship with them.
- When you meet VITO face to face don't sit until invited to do so, don't treat VITO's desk as community property, and don't get in VITO's space. Listen for VITO's learning style (visual, auditory, kinesthetic, auditory digital) and communicate in that style.

Review:

What's good-

Anthony has templates that you can just plug your own information into and have at least a starting point in his book. He gives some great example letters, phone conversations, and phone messages. If you are ready to move to the top instead of trying to work your way up from the bottom, which is a really bad plan, this book is a good read for you.

What's might not be so good-

This isn't new information so any VITO has probably been exposed to this approach numerous times and may have a better idea of how it is supposed to work than you do. It may be a little more hard sell than is appropriate. It all depends on your product/service and how important a relationship is before and after contact. Make sure that you don't set yourself up for never and leave the door open for not now. All in all you will come away with some good pointers and ideas.

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