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# Opening Doors To Decision Makers™

*A tutorial for sales organizations needing to close business quicker;  
improve quota performance and ride waves of success!*

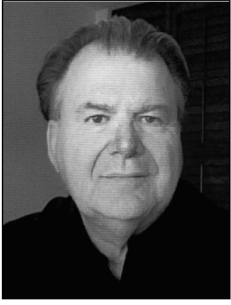
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## About the Author



Most sales people are merely exposed to general sales techniques, strategies and models. They're rarely taught how to transform that learning into a highly persuasive, successful and sustainable message.

While having a good sales model is vital, having a powerful ability to persuade others is something completely different.

Over the course of my domestic and international sales career I developed a suite of sales techniques that opened doors to decision makers; they created more prospect connections and most importantly they dramatically increased sales wins. I had originally felt these techniques were something all sales representatives were using, but as I began to ascend the sales management ladder I learned this simply wasn't the case.

I should first say that in my early college days, prior to transferring to business and marketing, I was a psychology major and learned a great deal about human nature. The suite of techniques I developed early in my sales career incorporated many psychological methods that were designed to play on human nature, needs and fears. Nothing shady or illegal; all my techniques do is use the power of human nature to have someone want to grant your request to speak with them.

This tutorial represents one of the techniques I've personally used over the years and one my sales teams all successfully used. It's also one I continue to teach in my consulting practice.

## My Story

During 20 years in corporate America my consistent record of top performance earned me a high level of success. Using a suite of unique sales techniques, I personally sold over \$100 million in products and services and established distribution in over 40 countries within Asia Pacific, Latin America, North America and Europe.

Throughout my career I've have held positions of Private Label Sales Manager, Asia Pacific Regional Sales Manager, VP of N.A. Sales, VP of International Sales, VP and General Manager, and Chief Operating Officer. So, I not only know how to lead and manage sales teams, I also know what it takes to effectively run a company.

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While I've held senior operations positions, I've always described myself a Salesologist. What's a Salesologist? Well, it's defined as a person who's a student of the sale; a collector of pitches; one with interests in social psychology and the art of war.

Thirteen years ago I left corporate America and founded nuVision Solutions where I work with companies to achieve maximum performance in their sales and marketing organizations.

About six years ago, I formed Bill Kliss Consulting where I specialize in teaching sales organizations my proven techniques on how to "open doors to decision makers<sup>™</sup>" using cutting edge techniques that can be traced directly back to my experience as a sales representative, international & national sales manager and leader.

In addition to my sales & marketing consulting practice, I now shepherd the "Sales and Business Development Group" on LinkedIn; we're a sub-group of Consultants Link. I recently made a short introductory video and I invite you to copy "<http://www.billkliss.com/sales---swat.html>" to your browser to learn more about me and the S&BD Group.

**-Bill Kliss**

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# Table of Contents

About the Author.....	2
Forward.....	5
Organization Profile.....	7
Determine Who To Target.....	9
Prospect Profile.....	10
Competition Profile.....	11
Positioning Worksheet.....	12
Taking Inventory.....	13
Letter To Decision Maker (example).....	15
Making The Call (example).....	16
About Bill Kliss Consulting.....	20

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# Forward

The holy grail in sales is gaining access to decision makers and closing sales quickly.

The question is, how do we get to potential clients or customers so we can inform them about our products or services?

This tutorial provides a highly effective technique on how to open decision maker doors. It provides a step-by-step process that works in almost every type of situation.

This technique is simple to understand, remember and use because its based on common-sense psychology. It works by engaging a persons key emotional drives and by making use of key fears that already exist in an organization.

You may look at the number of steps outlined in the tutorial and say this looks like to much work. In fact, you might be saying you don't have the time to complete each of the steps. I get it, but they are not that complicated nor demanding; in fact if completed properly this technique will save you a lot of time and money - and it will open more doors to decision makers and speed the decision process... And isn't this the holy grail in sales!

At Bill Kliss Consulting one of the training programs and strategic consulting services we provide is an in-depth "Opening Doors to Decision Makers<sup>tm</sup>" course for sales organizations and individuals of small to mid-sized companies. The course covers methodology and process as well as advanced techniques for reaching decision makers; **here's an example of just one of the advanced techniques:**

## USE OF SURVEYS...

When doing prospect research for a nationwide auto titling company I uncovered a large nationwide auto lending institution that was a good opportunity. Through research I found the lender had stopped doing business in fourteen states because of lending risk and the titling companies product was designed to mitigate risk.

Instead of writing an "Opening Doors Letter" I decided to include the decision maker for the lending institution in an online survey. Then, using SurveyMonkey, I designed questions around problems my research showed his company has experienced.

The title of the survey was "**Have a Latte and Goody on me**". All the person had to do to receive a \$10 Starbucks gift card was to simply complete a 10-question online survey... pretty simple.

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The targeted decision maker responded and his survey confirmed their desire to expand, but needed a risk mitigation solution. Now I had my opening and I wasn't simply going to drop a Starbucks gift card in the mail.

I found out the name of his executive assistant and gave her a call. After introducing myself, I informed her that her boss had responded to my online survey and by doing so he was to receive a \$10 Starbucks card. I told her I wanted to do something special for him and asked if she would assist me. I asked if there was a Starbucks close by and she said yes. I then asked, if I send you a \$50 Starbucks card would she pick-up his favorite latte and one for herself? I told her she could keep the remaining money on the card as my way of saying thank you. I then said, one more thing, I'd like you to coordinate the latte delivery with a basket of Mrs. Fields cookies I'm going to have delivered, can you help with this? The executive assistant was now helping and coordinating everything on my behalf.

Along with the \$50 Starbucks card I enclosed a letter the executive assistant was to hand deliver to the decision maker. It was a **simple Thank You** for completing the survey with **not a lot of product details** other than stating our product would mitigate the risk they had experienced **and hoped we would have an opportunity talk at some point.**

**The day the decision maker received his latte and cookies I received a call.** He laughed and said how he liked how I got his staff to coordinate everything and wanted to know when I could come to his office to discuss our solution.

Oh, and I **closed the sale in record time...**

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# About Bill Kliss Consulting

Bill Kliss Consulting helps organizations sell more effectively and efficiently. The company is a provider of training programs and strategic consulting services, headquartered in Orange County, California. The company delivers leading-edge programs and consulting services to the sales organization and senior management of small and mid-size companies.

The Products and Services we provide have allowed:

1. ***Sales organizations*** to significantly increase access to decision makers early in the selling cycle, improve quota performance, close business quicker and gain greater clarity into the sales and marketing organization. As a result, they are able to:
  - ❖ Close, or not, close business much quicker
  - ❖ Compress the closing cycle by up to 50%
  - ❖ Reduce cost of sales
  - ❖ Improve margins on each sale
  - ❖ Improve quota performance
  - ❖ Deliver better results from your sales organization
  - ❖ Reduce customer and staff turnover rates
2. ***Companies*** to quickly pinpoint their capability and constraints, and identify best opportunities for business improvement. As a result, they are ideal for:
  - ❖ Strategic Planning for an Enterprise, Business Unit or Small Business
  - ❖ Assessing Management Consensus on Key Priorities and Initiatives
  - ❖ Comparing Management and Employee Perceptions
  - ❖ Determining Organization Readiness / Employee Engagement
  - ❖ Helping Newly-Appointed CEO's and Senior Executive's Identify Current Issues
  - ❖ M&A Analysis

For more information on any of the above please visit our

Web Site at:

**[www.BillKliss.com](http://www.BillKliss.com)**

or

You can write, call or email us at:

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