

# From Keynote Presentation to Implementation with Your Team

Bradley Hartmann, Behind Your Back Sales Co.



**MiTek<sup>®</sup>**

Handout Sponsor



# FIRST PRINCIPLES

THE 1ST PRINCIPLE: WHAT EVERY BUYER WANTS.



ONLINE & OFF, BE THE

EXPERT

WHO CONSISTENTLY DELIVERS



IDEAS AND

INSIGHTS to

MAKE

FIND

SAVE



& MAKE ME LOOK



## SECONDARY PRINCIPLES



1. IT'S NOT ABOUT \_\_\_\_\_ .

2. PEOPLE BUY WHEN THEY ARE IN \_\_\_\_\_ OR WANT TO *GROW* .

3. PEOPLE WANT *INSIGHTS* OVER INFORMATION .

4. YOU MUST DELIVER \_\_\_\_\_ FIRST AND EVERY TIME.

YOU ARE OWED  
**NOTHING**  
DELIVER VALUE  
*First*



## THE 4 STATES OF SALES

### BUYERS—WHILE IRRATIONAL—ARE PREDICTABLE.

Sometimes sales gurus make this whole selling process a lot harder than it needs to be. (And hey—us sales folks are pretty good at making it harder on ourselves too.) Here's what you need to remember to sell: there are 4 states **when** people buy—and buy quickly.

#### PEOPLE BUY WHEN THEY ARE:

IN

OR WANT TO

#### PEOPLE BUY *FASTER* WHEN THEY FEEL:

AND IN



The first of the 6 core human needs is Certainty: the need for safety, stability, security, comfort, order, predictability, control, and consistency.

Tony Robbins

### IT'S ALL ABOUT THE NFPOs

Now that you're focused entirely on your prospect, what exactly should you be thinking about? Their NFPOs, that's what. List the top NFPOs facing your prospect.

NEEDS	FEARS	PAIN	OPPORTUNITIES FOR GROWTH



# THE LOW-MARGIN GUARANTEE



## HOW ARE YOU BETTER THAN THE COMPETITION ?

	✓
	✓
	✓



## HOW ARE YOU DIFFERENT THAN THE COMPETITION ?

	✓
	✓
	✓



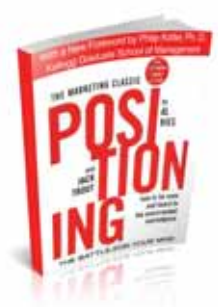
IN THE \_\_\_\_\_ OF \_\_\_\_\_, BUYERS WILL \_\_\_\_\_ ON \_\_\_\_\_.

1
2
3
4
5
6

7
8
9
10
11
12



The mind, as a defense against the volume of today's communications, screens and rejects much of the information offered it. In general, the mind accepts only that which matches prior knowledge or experience . . . You want to change something in a computer? Just type over or delete the existing material. You want to change something in a mind? Forget it.





# GUIDING THE CONVERSATION

## G.O.S.T.ING YOUR SOON-TO-BE CLIENTS.

The value you deliver is not a product—it's a keen business acumen that eliminates pain, promotes growth, and helps your clients make, find, and save money. Mastering the basics begin with the G.O.S.T. FRAMEWORK developed by strategy consultant Rich Horwath.

GUIDING GROWTH (AND PAIN REMOVAL!) WITH G.O.S.T.			
G	O	S	T




---



---



---



---

“ The most commonly cited strategy challenge is time. With more responsibilities and fewer people to handle them, many managers are overwhelmed with activities. While checking lots of tasks off a to-do list each week may foster a sense of accomplishment, activity doesn't always equal achievement.





# THE 3C FRAMEWORK



## QUESTIONS > ANSWERS.

You just confirmed a face-to-face meeting with your top prospect. List the top 8 questions you plan to ask DURING the meeting. If you can find out the answer to your question ahead of time . . . do NOT ask that question. For each question listed, imagine the prospects replying, "Why do I care?"

### COMPANY

What do you know about your prospect's company? Their culture? Goals?



### CUSTOMERS

What do you know about your prospect's customers? Their wants & needs? Their size?



### COMPETITORS

What do you know about your prospect's competition? Who is their chief rival?



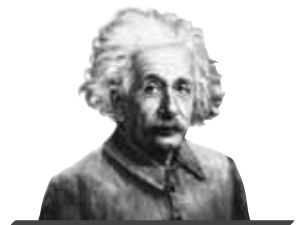


# QUANTIFYING PAIN, GROWTH, AND YOUR VALUE TO THE PROSPECT

## MAKING THE CHOICE EASY WITH ARITHMETIC.

As you know, buyers want to know how you will help them make, find, and save money—while explicitly making them look smart. The following seven questions will help you do just that. When extrapolated (\$3 word alert!) over the duration of X number of homes or Y months or Z occurrences, you will more accurately portray the value you will provide.

THE 7 QUESTIONS TO QUANTIFY PAIN, GROWTH, & YOUR VALUE:		
1	HOW	?
2	HOW	?
3	AT WHAT	?
4	WHO ALL DOES IT <i>AFFECT</i>	?
5	WHO IS <i>MOST RESPONSIBLE</i>	?
6	WHAT ARE THE	?
7	WHEN WOULD YOU LIKE IT	?



If I had an hour to solve a problem and my life depended on it, I would use the first 55 minutes to determine the proper questions to ask.

Albert Einstein  
(1879 - 1955)



The *relevant executive* is the one who most feels the pain, most owns the problem you can solve, and will most richly reward you for providing a solution. The relevant executive will be someone with a combination of rank and political influence, with an internal network that allows her to initiate projects, kill projects, intervene in projects, and find funding, both in her silo and across departmental boundaries. And the relevant executive isn't always found at the C-level.





# THE ALPHABET SOUP OF SALES PRODUCTIVITY

## R.R.I.: HOW TO GET EMAILS / VOICEMAILS RETURNED.

String together the following three elements to improve your email and voicemail response rates.



NAME

---

DEMONSTRATE

*RESEARCH*

---

IDEAS AND

---

## C.P.R. TIME: THE HEARTBEAT OF EVERY MEETING.

Meetings of any kind—left to the varied wishes of those in attendance—will surely devolve into inefficiency and annoyance for those who value their time. The C.P.R. TIME FRAMEWORK sets the parameters to allow for an effective meeting and limit distractions.



C

---

P

---

R

*RESULTS (foreshadow next steps!)*

---

T

---



If you had to identify, in one word, the reason why the human race has not achieved, and never will achieve, its full potential, that word would be 'meetings.'

Dave Barry





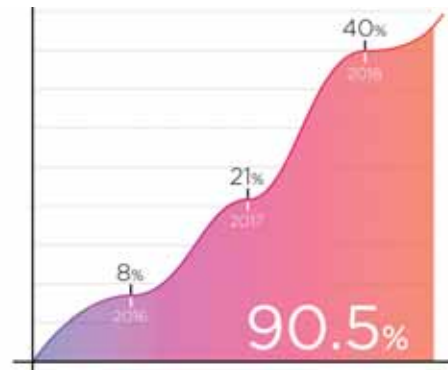
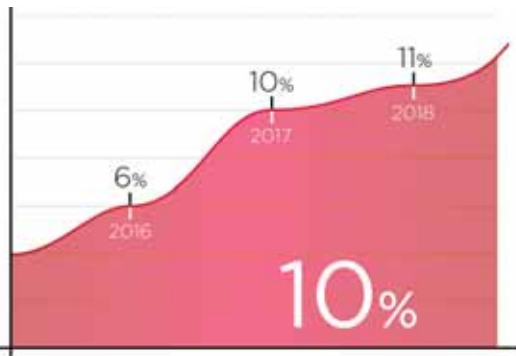
Online content and social media platforms are not going away. The speed of change in this arena will more than likely continue to accelerate in the next five years. If you feel like every time you commit to establishing a presence on one social media platform, a new one crops up . . . Get used to it.



### EXECUTIVE BIOS



### E-NEWSLETTERS



### NOTES:

## HOW CAN THESE IDEAS & INSIGHTS TO DRIVE YOUR BUSINESS IN 2020?

WHAT DID YOU FIND MOST VALUABLE AND USEFUL?

1

2

WHAT IS THE FIRST ACTION YOU'LL TAKE?

# SALES FUNDAMENTALS WORKSHOP

*The Craft of Thinking Like a Builder.™*

Collaborating with sales leaders across the country, we have heard the same challenge expressed again and again—**the sales fundamentals are not being executed by sales reps on a consistent basis**. This is why we created the **Sales Fundamentals Workshop**, a live, 2-day sales training event which will focus on the timeless principles of selling. This workshop—which includes training for one full year—is designed for sales professionals who need to improve time management, consultative selling, prospecting with confidence. The result is guaranteed to drive new sales habits that close new deals and deliver higher margins for your company.

## WHO SHOULD ATTEND?

- Sales veterans fine tuning their skills for an increasingly tech-driven industry
- New sales reps looking to improve sales discipline and effectiveness
- Inside sales reps preparing for an outside sales role
- Operations managers wishing to improve their sales coaching abilities

## BEFORE EVENT

- Pre-workshop planning call with attendee
- Pre-planning call with attendee's manager
- *Behind Your Back* Book (print + audiobook)
- Pre-workshop assessment

## DURING EVENT

- 2-Day sales training event with builders present
- Sales Fundamentals Playbook
- 2-night hotel stay and 100% meals included
- Audio and Video recording during event
- LinkedIn professional photo

## AFTER EVENT

- Post-workshop assessment: confirm improvement in skills
- Behind Your Back Bulletin: weekly digital sales training for 52 weeks
- SFW Weekly Planner: reinforce concepts and guide implementation
- SFW film review: private access to SFW training performance on video
- SFW Book Club: new sales leadership book shipped quarterly

## 2 DAYS LIVE—365 DAYS OF SALES EXCELLENCE

You know *exposure to sales training* concepts does not ensure *adoption* of those concepts. While most sales boot camps (no soldier ever enjoyed boot camp, by the way...) offer hit-and-run style training, the **SALES FUNDAMENTALS WORKSHOP** will deliver on-going sales training for more than one full year to remind and reinforce the sales fundamentals. To ensure this is the best training event for each participant, we are limiting attendance as we curate every phase of the experience. To reserve your seats, contact [jenny@redangleinc.com](mailto:jenny@redangleinc.com).



*A fantastic experience for me and my team focusing on becoming a more organized and effective sales team. It was a great time. I highly recommend it.*

Dave Reichert  
President  
Davis-Hawn Lumber

*I've been to many sales seminars, but this is hands-down the best sales training I've ever been to. I've never received this much from a single event and look forward to putting it to use.*

Jerrod Steffes  
Account Manager  
Drexel Building Supply

APRIL 14-15, 2020  
FT. WORTH, TX



**BRADLEY HARTMANN**  
PRESIDENT  
THE BEHIND YOUR BACK SALES CO.

c) 630.234.7321  
BRADLEY@BEHINDYOURBACKSALES.COM

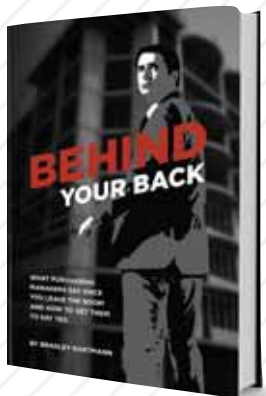


THE SON OF AN LBM MANAGER, BRADLEY HARTMANN WAS BORN INTO THE LUMBER BUSINESS. UPON REALIZING HIS NFL DREAMS WOULD NEVER COME TRUE AS A QB AT EASTERN ILLINOIS UNIVERSITY, HARTMANN STEPPED ASIDE TO ALLOW TONY ROMO TO FULFILL HIS DESTINY.

UPON GRADUATING, HARTMANN JOINED PULTE HOMES, WHERE HE BUILT OVER 1000 HOMES BEFORE TRANSITIONING INTO AN AREA PURCHASING ROLE. AFTER 11 YEARS AT PULTE, HARTMANN LAUNCHED HIS OWN TRAINING AND CONSULTING FIRM HELPING DEALERS IMPROVE SALES, PRODUCTIVITY, AND PROFITABILITY.

AS PRESIDENT OF THE BEHIND YOUR BACK SALES CO., HARTMANN'S FOUR CORE SERVICE AREAS ARE SALES AND MARKETING STRATEGY FACILITATION WITH EXECUTIVE TEAMS, CUSTOMIZED SALES MANAGEMENT COACHING, SALES REP COACHING AND WORKSHOPS, AND KEYNOTE SPEECHES.

HARTMANN HAS WRITTEN 6 BOOKS FOR THE INDUSTRY—MOST RECENTLY PUBLISHING *THE SKEPTICAL LUMBERMAN GUIDE TO SOCIAL MEDIA*—AND HOSTS THE **BEHIND YOUR BACK PODCAST**, A WEEKLY SALES LEADERSHIP PODCAST.



HARTMANN RECENTLY CO-AUTHORED A RESEARCH STUDY WITH PURDUE UNIVERSITY AND THE UNIVERSITY OF DENVER WHOSE FINDINGS AND RECOMMENDATIONS WILL BE SHARED IN THE 2020 BOOK, *THE SKEPTICAL LUMBERMAN GUIDE TO LEADING AND MANAGING MILLENNIALS (AND EVERYONE ELSE)*.

BRADLEY EARNED A DEGREE FROM THE UNIVERSITY OF ILLINOIS AND LIVED IN GUADALAJARA, MÉXICO, WHERE HE BECAME FLUENT IN SPANISH. HARTMANN LATER EARNED HIS MBA WITH DISTINCTION AND TEACHES IN THE CONSTRUCTION MANAGEMENT DEPARTMENTS AT PURDUE UNIVERSITY AND OKLAHOMA STATE UNIVERSITY. HE LIVES NEAR DALLAS WITH HIS WIFE AND TWO SONS.









# How **BCMC** Contributes to Your Business Success



**B**est practices are shared by industry experts in every educational session.

**C**onversations with peers lead to ideas that transform individual businesses.

**M**eetings with suppliers give insight into opportunities for further innovation.

**C**oming together for one week every October generates ideas and energy that drive the industry forward throughout the year.

**2020**

**KNOXVILLE**

# WASTE LESS. BUILD MORE. SELL MORE.

## MATCHPOINT® DIRECTDRIVE™ SYSTEM

### WASTE LESS LABOR, SPACE, LUMBER AND PRODUCTION TIME.

MiTek's MatchPoint® DirectDrive™ System is a fully integrated software and material handling system boosts roof truss cutting and assembly for greater plant productivity.

The MatchPoint® DirectDrive™ System:

- A cellular approach to truss manufacturing that takes multiple manually managed processes and coordinates them as a whole
- Utilize software and machinery relationship to stabilize the manufacturing schedule – thus allowing for better planning and less variability
- Pick, cut, and deliver material to a build station with no hands touching the material
- Designed to address labor shortages, complex truss designs, material handling issues, and productivity demands

Achieve a new standard of performance for you and your customers with the strongest, most complete commitment to support your success at every step.

Learn more at [MiTek-US.com/DirectDrive](https://www.MiTek-US.com/DirectDrive) or call us at 800-325-8075

COPYRIGHT © 2019 MITEK INDUSTRIES, INC. ALL RIGHTS RESERVED

# MiTek®