

Target **10** to Win!

Helps You
Win the Race
and **Increase Profits.**



Charlie Van Hecke

www.Target10toWin.com

Target 10toWin!

Helps You Win the Race and Increase Profits

by Charlie Van Hecke

2011 Copyright Pending
ISBN 978-0-578-08283-7

About The Author

Charlie Van Hecke has experience in sales, sales management and sales support with companies like Dictaphone, America Online and Impromed. Charlie has multiple top seller awards and gained a Masters in Human Resource Development while he was a facilitator at the Pitney Bowes World Training Center. It was during this phase where Charlie began studying high performing salespeople across multiple industries. Charlie helps salespeople, managers and business owners, but also volunteers with job seekers, veterans and 2nd chance citizens. Charlie believes that selling skills build relationships and foster positive attitudes. Mr. Van Hecke is married, has two children and lives in Charlottesville, VA. For more information, please visit www.salestrainer4u.com!



Contents

Forward by David Washco		iv
Introduction		v
Chapter One	The Race Against Time	pg. 1
Chapter Two	The Value Of V.I.P. Time	pg. 3
Chapter Three	Three Primary Components: A.I.M.	pg. 5
Chapter Four	Case Studies	pg. 9
Chapter Five	Real Time Smart Phone Challenges	pg. 13
Chapter Six	Messages That Hit the Target	pg. 15
Chapter Seven	Sales Fundamentals and Success Stories	pg. 24
Chapter Eight	Sales 101- Dealing with Resistance and Objections	pg. 35
Chapter Nine	The Role of Passion and Enthusiasm	pg. 42
Chapter Ten	Summary and Action Plan	pg. 43

Target10toWin!
536 Pantops Center
Suite 210
Charlottesville, VA 22911

Forward – David Washco

There are many books focusing on the importance of sales, but there are few books that actually walk you through the process, and actually teach you how to capture sales lightening in a bottle- until now!

Investing the last 20 years of my life studying the field of sales through personal and researched experiences, I have come to the conclusion, “Regardless of your expertise or level, you must always revisit the fundamentals of selling to be at the top of your game.”

After my first two years in the field of sales (at which I was mediocre at best and in the bottom 20% of Dictaphone Corporation’s sales team), my manager, Charlie Van Hecke intervened. He took me under his guidance where I adopted his best practices. The very next year I became the first “Million Dollar” salesperson in the history of the company.

Charlie’s principles are time honored and guided me in the pharmaceutical industry where I earned the award of “U.S. Pharmaceutical Salesman of the Year.” I was the youngest recipient in Searle’s 100 year history.

Through *Target10toWin!*, Charlie Van Hecke is now able to guide you too! He is sharing the secrets, tips and formula to award winning selling. Known as the “Olympic Coach of Sales,” Charlie’s career mission has been to understand the psychology and strategy behind the sales process from start to finish. This book is a culmination of his career best practices and will prove to be a resource referenced again and again by those seeking self-improvement or those simply looking to increase sales earnings. Once your pipeline has more opportunities, you will want to check out Charlie’s programs in Empathic Communication and Negotiations.

From entry level positions to C.E.O., Charlie has been on the phone, across the desk, in the trenches, and on the front line, analyzing every angle of this challenging yet fascinating industry of sales. What Charlie has so masterfully done, is take us all back to the basics. He teaches us how to prioritize and focus in our busy over-committed lives. He reminds us that in any industry, the key to success is working smarter not necessarily harder.

I am one of the many walking testimonies to the success of the sales strategy outlined in Charlie Van Hecke’s book, *Target10toWin!* Reading this book will put you on your way to break out sales performance. Remember, exceptionalism does not have to be a trait you are born with. It can be what you are capable of accomplishing once you awaken the talents you possess.

-David Washco

President, Washco Consulting

Introduction

What is *Target10toWin!*?

Target10toWin! is a business development plan that will help you:

- Find new business
- Save time
- Reach Very Important People – Decision Makers!

With *Target10toWin!*, you will find practical, easy to implement ideas based on tested principles and proven techniques. The key is to take small baby steps on the way towards achieving your business development goals. So, if you're ready to take your sales performance to the next level, keep reading *Target10toWin!*



Chapter One

The Race against Time

Every year we start over. Every year we hear, “What have you done for me lately?” Every sales organization, sales manager and salesperson knows that selling is a race against the clock. It’s our job to bring the revenue in and hit our time specific targets. The challenge becomes the limited time in each day. Every month we are confronted with schedule conflicts, deadlines and escalating sales targets.

Business leaders want results NOW! Whether you are a salesperson, business owner, sales manager or job seeker – action is required to produce a positive outcome. This requires goal setting, defining of expectations, and identifying target markets. Creating reasonable, achievable expectations helps you reach these goals one at a time. Identifying target markets and qualified buyers provides a weekly game plan that turns your dreams into reality! If what I have outlined above appeals to you, then *Target10toWin!* will give you the tools to recalibrate your sales skills and help you get on track to executing Olympic sales performance.

Target10toWin! is a weekly program that takes only one hour a day. A collection of success habits has been organized to overcome time constraints with easy to execute activities. A weekly personal marketing campaign communicates persuasive messages to buyers. This sets the stage for business development principles that really work. There is even a persuasive message method that maximizes Smart Phone efforts. We will review The Persuasion Equation (a way to get attention and motivate buyers) later in *Target10toWin!*

If you start every month embracing goals, then you begin with a competitive advantage. By doing this, you have decided to be a little better than you were before and to stretch to achieve higher levels of performance. It is this incremental improvement over time that will create greatness. Your commitment is just one hour a day. It involves a blend of high payoff activities that will increase your income. Earning new business then becomes fun.

