



## **Frippicisms**

### **Sales Success Secrets**

It is not your customer's job to remember you. It is your obligation and responsibility to make sure they don't have the chance to forget you.

Life is a series of sales situations, and the answer is NO if you don't ask.

Don't celebrate closing a sale; celebrate opening a relationship.

Your best clients are the hottest prospects for your competitors.

Nurture the clients you have; never take them for granted.

The real sale comes after the sale, reselling the customer you have to retain their business.

We are all in the business of offering creative solutions to our clients' problems.

All I ever wanted in business is an unfair advantage over my competition. I learned a friendlier more personalized sales conversation is often the answer.

If you sound the same as everyone else, you have no advantage.

You don't compete on price. You compete on relationships.

Relationships are strengthened when you tell stories that paint pictures to help clarify the results you can create.

When you lose a customer, you lose two ways: You don't get their money; your competitors do.

Find out what your customers want before your competitors do.

When everything else is equal, the best presentation wins.

Don't be foolhardy enough to assume seasoned content experts and sales teams can naturally deliver their message well.

Without consistency there is no true quality.

To win more sales make sure you are unforgettable.

Take your satisfied clients on your sales calls by telling their success stories.

Always dress as if you are your company's top sales producer. Begin on your first day.

**Presentation Skills expert Patricia Fripp gives you permission to use her Frippicisms in your presentations, PowerPoint slides, and articles as long as full credit is given.**

When your message must be memorable, your presentation powerful, and your sales successful, Patricia Fripp can help.

*Kiplinger's Personal Finance* wrote, "Learning presentation skills from Patricia Fripp is one of the best ways to invest in you." Patricia has been named "One of the Top 30 Women in Sales" and "One of the Top 30 Global Communication Gurus."

Patricia's latest book is *Deliver Unforgettable Presentations*. Co-authors Darren LaCroix and Mark Brown are both Toastmasters World Champions of Public Speaking.

Patricia's coaching clients include sales teams, engineers, executives, and professional speakers.

Her online learning platform—FrippVT *Powerful, Persuasive Presentations*—is embraced as a "must-have" by speakers and companies worldwide.

To become a great speaker easily, conveniently, and quickly: Take a trial [www.FrippVT.com](http://www.FrippVT.com)

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