

# OPASTCO

**2010 Convention and Trade Show  
Seattle, Washington  
July 26, 2010**


**“Generating Sales in a Service Culture”**

**By**

**Roy E. Chitwood, CSP, CSE  
Max Sacks International**

# My Objective

- **Thoughts, ideas and processes**
- **Help you sell more services**
- **Be more successful**
- **Earn more money**
- **Have more fun**

The background is a dark blue gradient that transitions to a lighter blue on the right side. A thin, light blue curved line starts from the top left and curves downwards towards the center. A bright blue spotlight effect originates from the center of the text and spreads outwards to the right.

**KIS - MIF**

**80% - 20%**

**80 % of all products and  
services are sold by 20 %  
of the salesforce**

- **Any company's greatest asset is the undeveloped potential of its people.**

# Five Buying Decisions

The background is a dark blue gradient that transitions to a lighter blue on the left side. A curved line separates the dark blue area from the lighter blue area, starting from the top left and curving towards the bottom right.

# Five Buying Decisions

## 1. SALESPERSON

a. Integrity

b. Judgment

# Five Buying Decisions

## 1. SALESPERSON

a. Integrity

b. Judgment

## 2. COMPANY

# Five Buying Decisions

## 1. SALESPERSON

a. Integrity

b. Judgment

## 2. COMPANY

## 3. **PRODUCT / SERVICE**

# Five Buying Decisions

1. SALESPERSON
  - a. Integrity
  - b. Judgment
2. COMPANY
3. PRODUCT / SERVICE
- 4. PRICE**

# Five Buying Decisions

1. SALESPERSON
  - a. Integrity
  - b. Judgment
2. COMPANY
3. PRODUCT / SERVICE
4. PRICE
- 5. TIME**

# Five Buying Decisions

## 1. SALESPERSON

a. Integrity

b. Judgment

## 2. COMPANY

## 3. PRODUCT / SERVICE

## 4. PRICE

## 5. TIME

F  
U  
D

The diagram features a funnel shape on the left side, narrowing towards the right. The five categories listed on the left are grouped by the top and bottom lines of the funnel. Three horizontal arrows point from the right side of the funnel to the letters F, U, and D, which are stacked vertically. The letter F is positioned above the U, and the U is above the D.

# Five Buying Decisions

## 1. SALESPERSON

a. Integrity

b. Judgment

## 2. COMPANY

## 3. PRODUCT / SERVICE

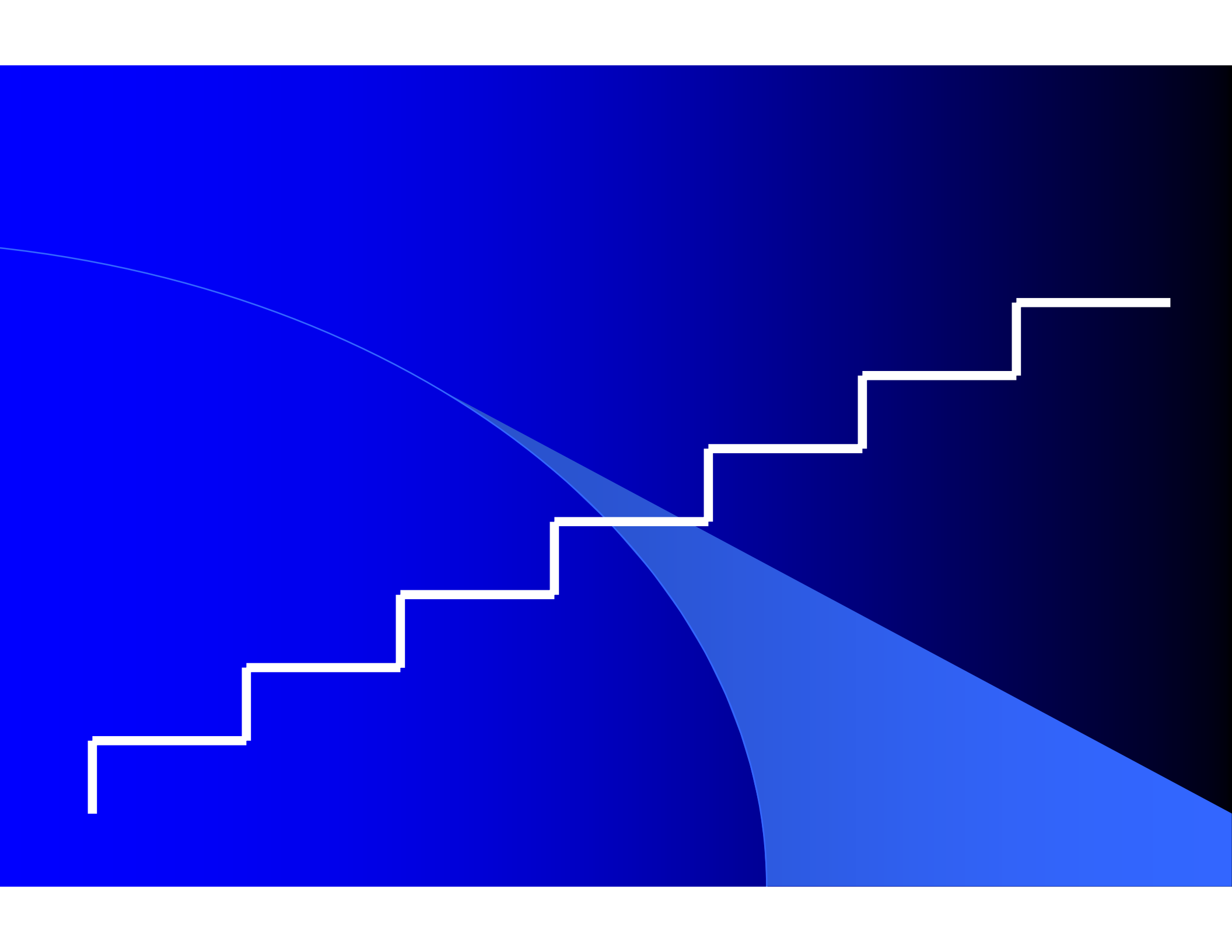
## 4. PRICE

## 5. TIME

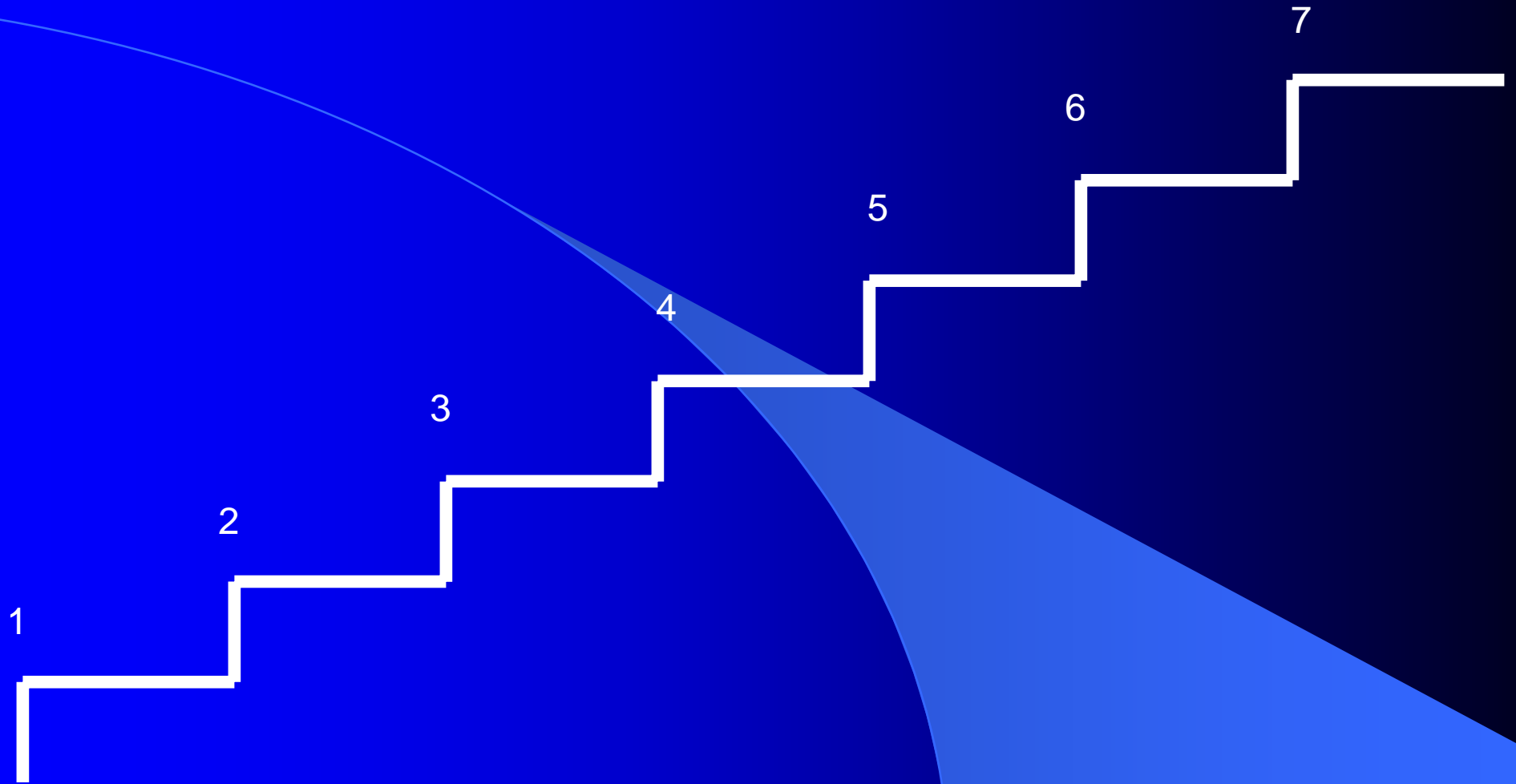
**F**ears

**U**ncertainty

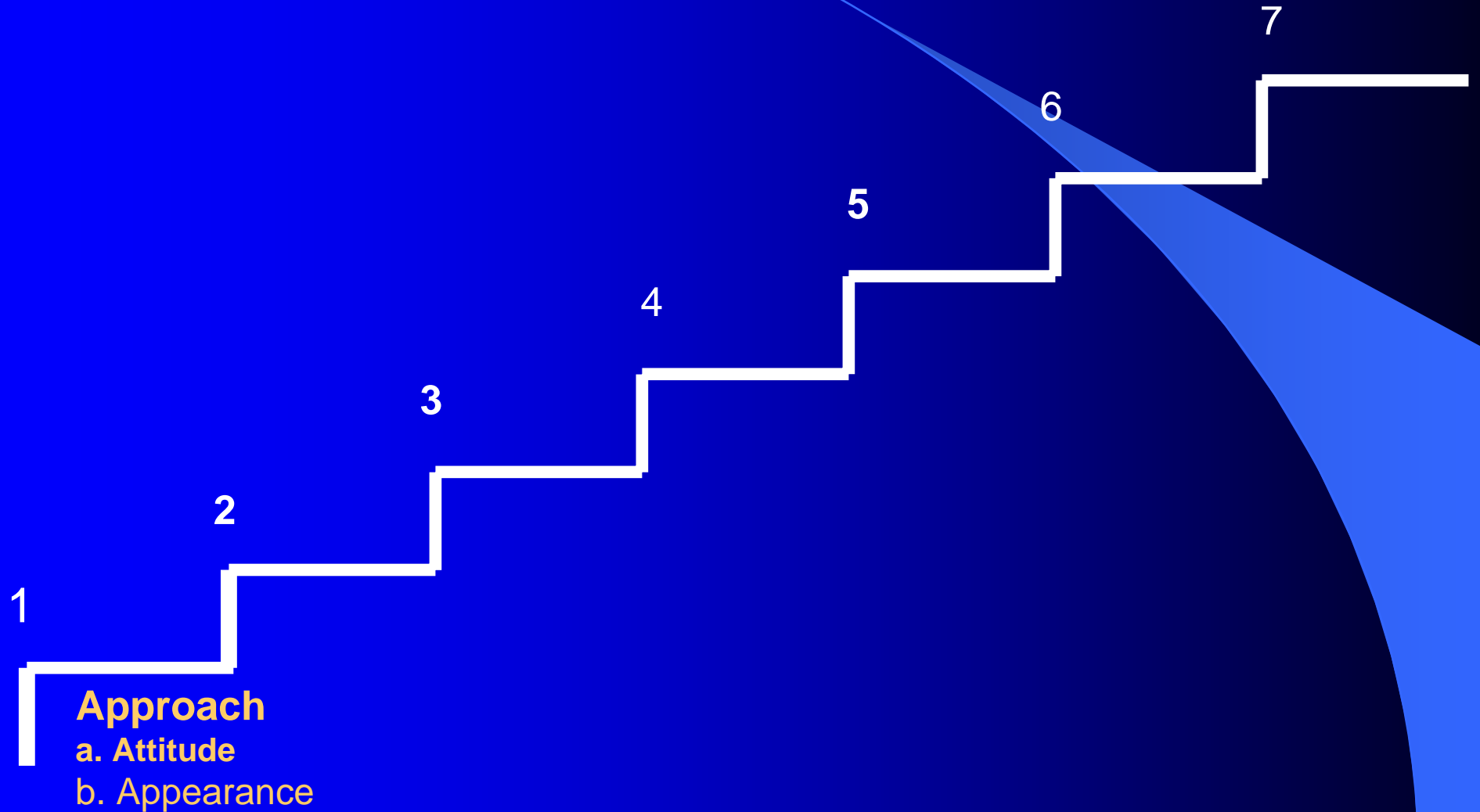
**D**oubts



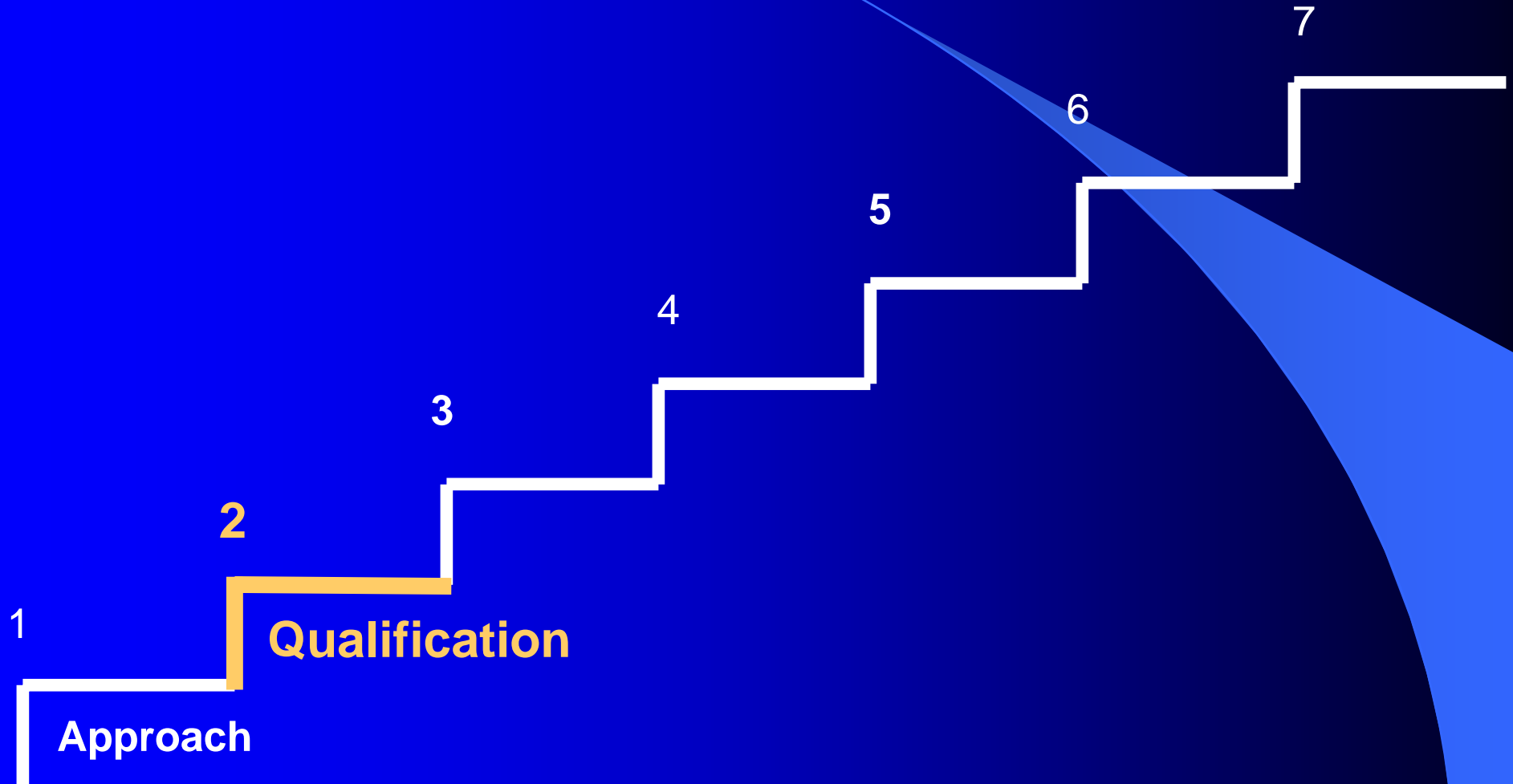
# Seven Steps To A Sale



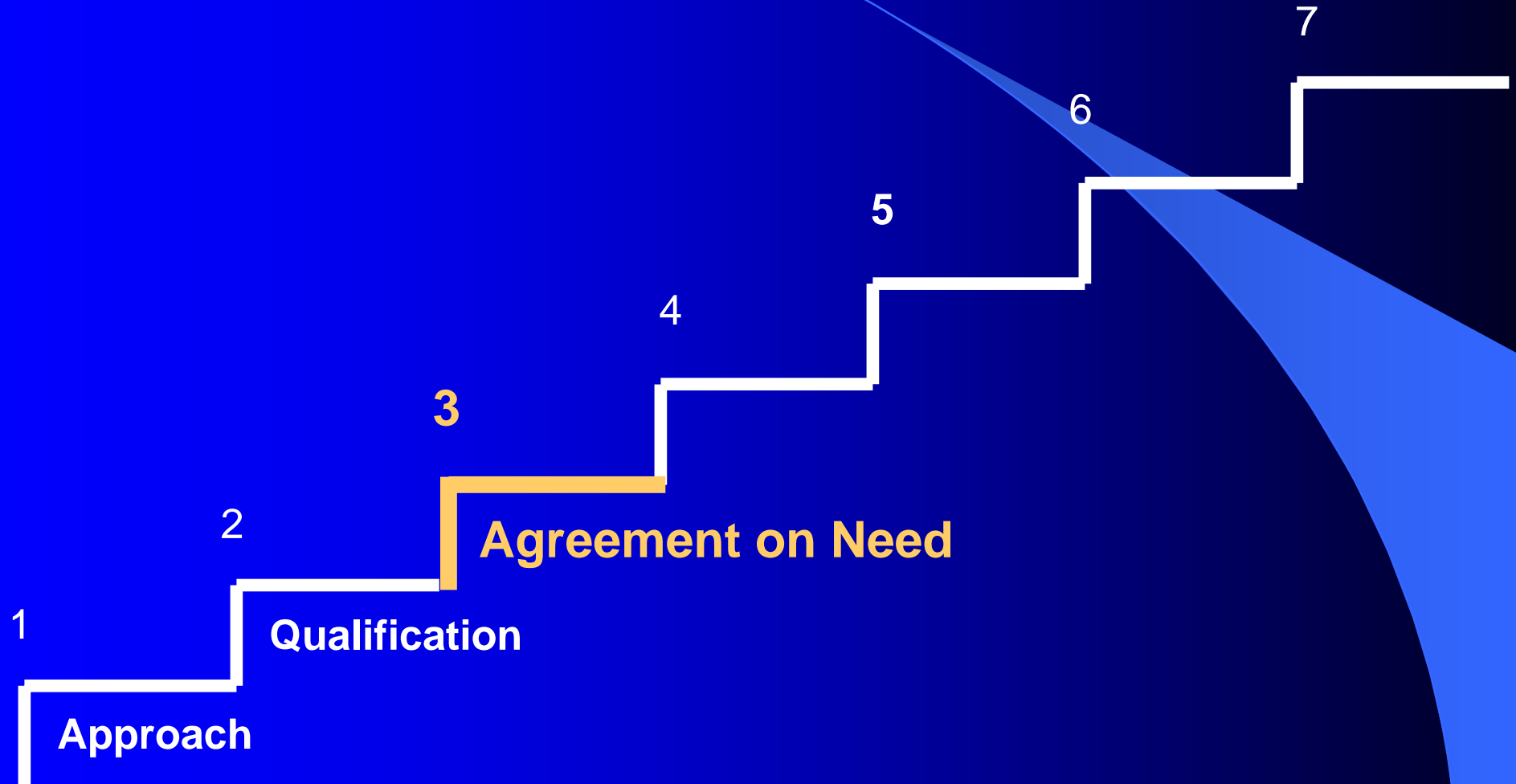
# Seven Steps To A Sale



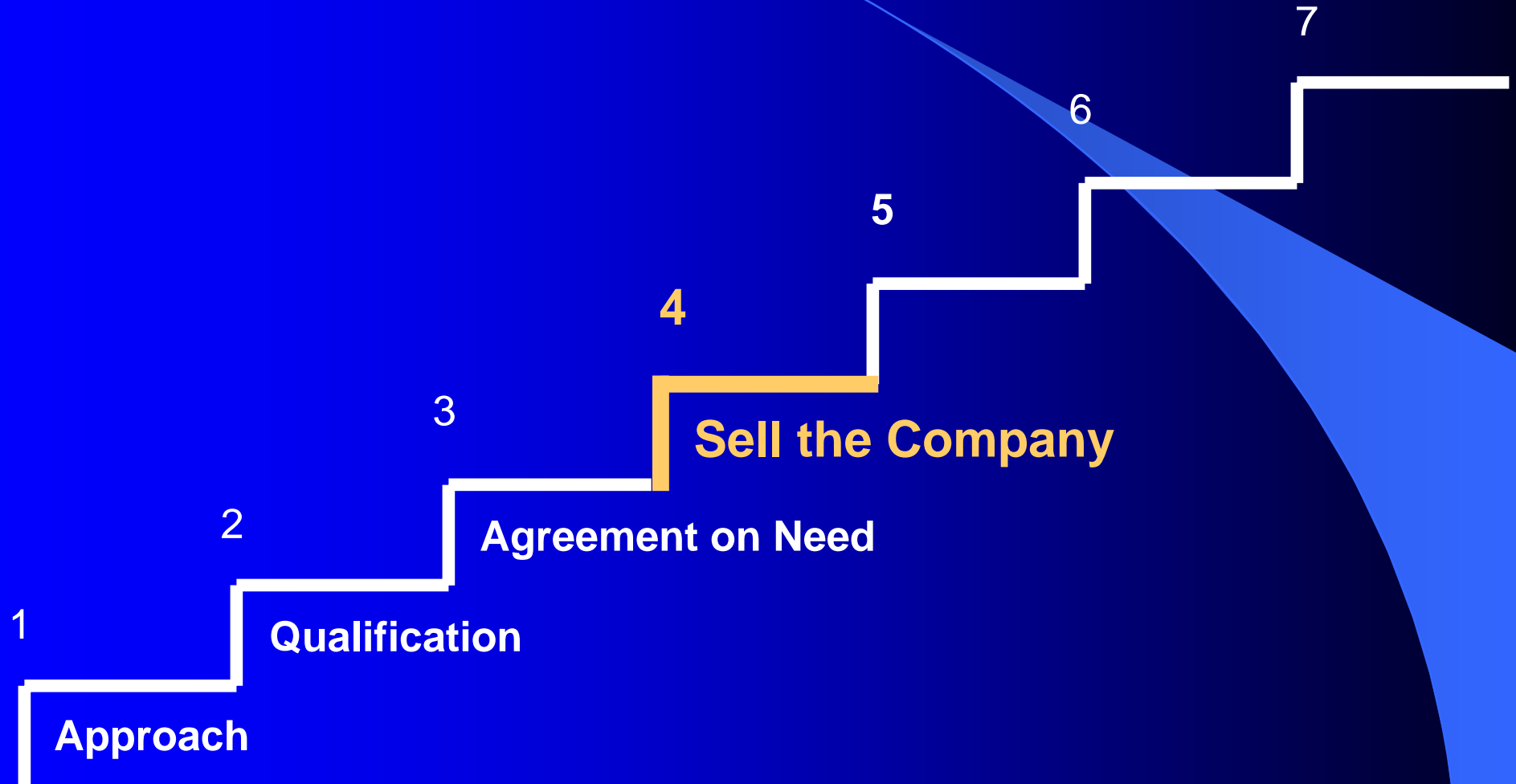
# Seven Steps To A Sale



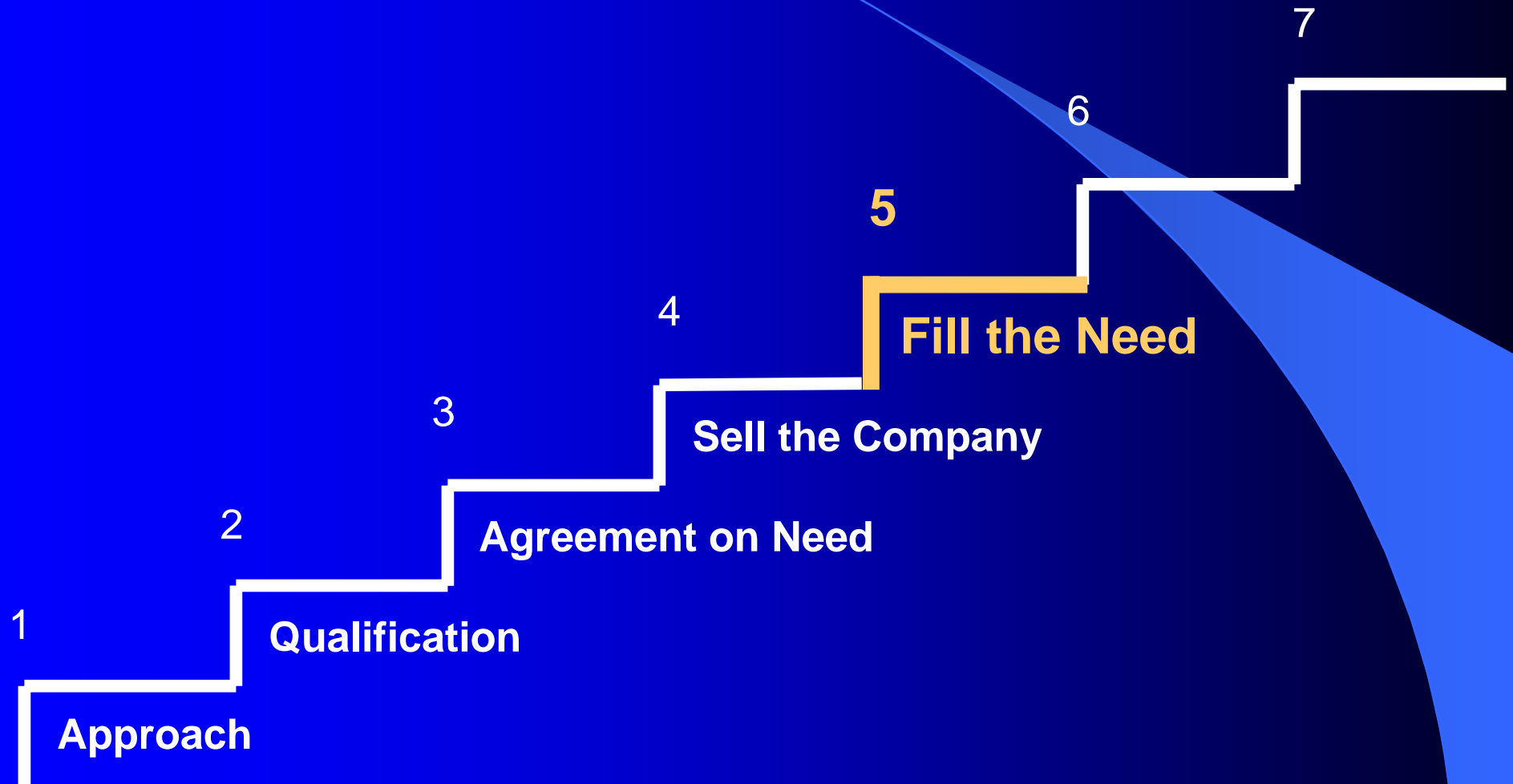
# Seven Steps To A Sale



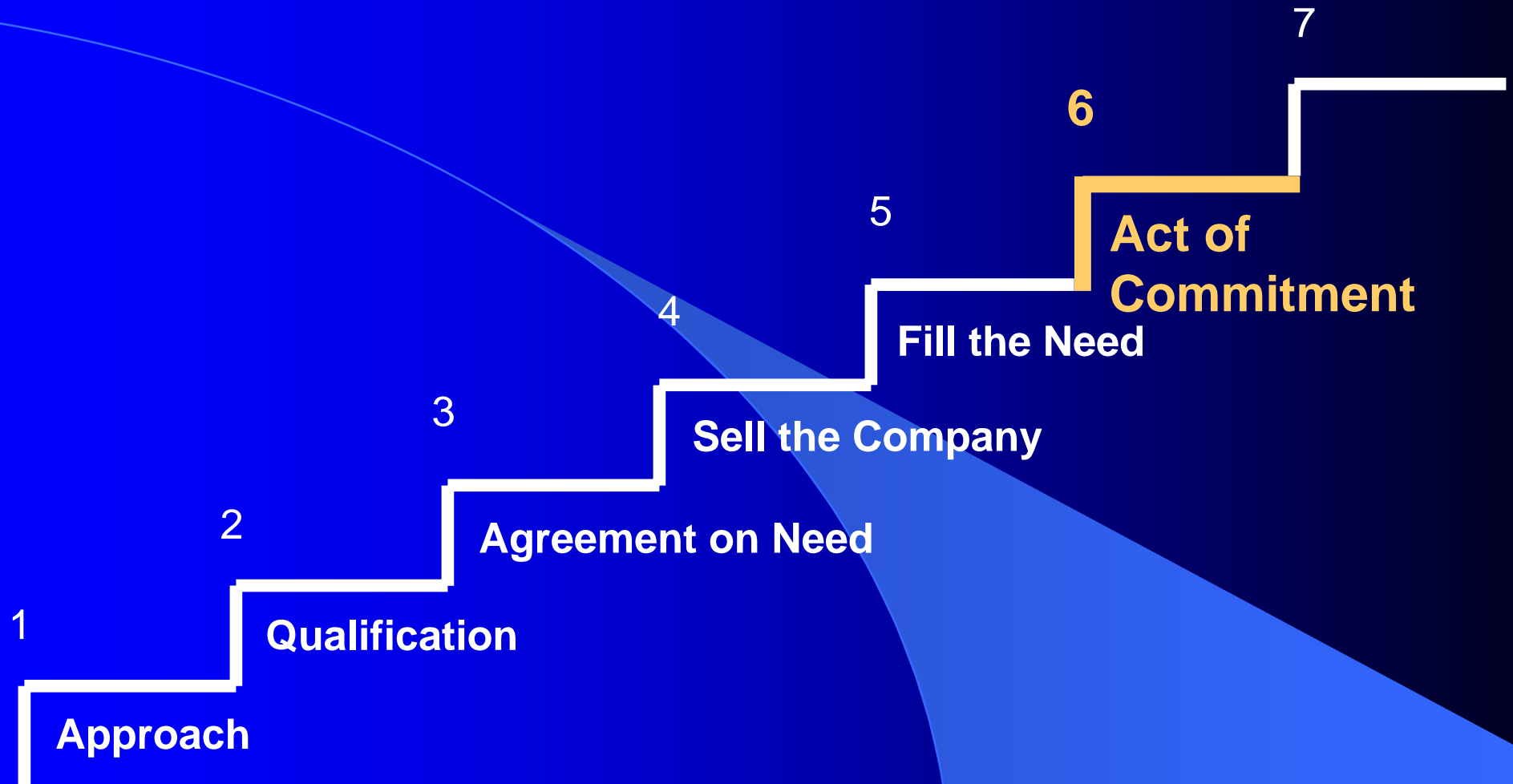
# Seven Steps To A Sale



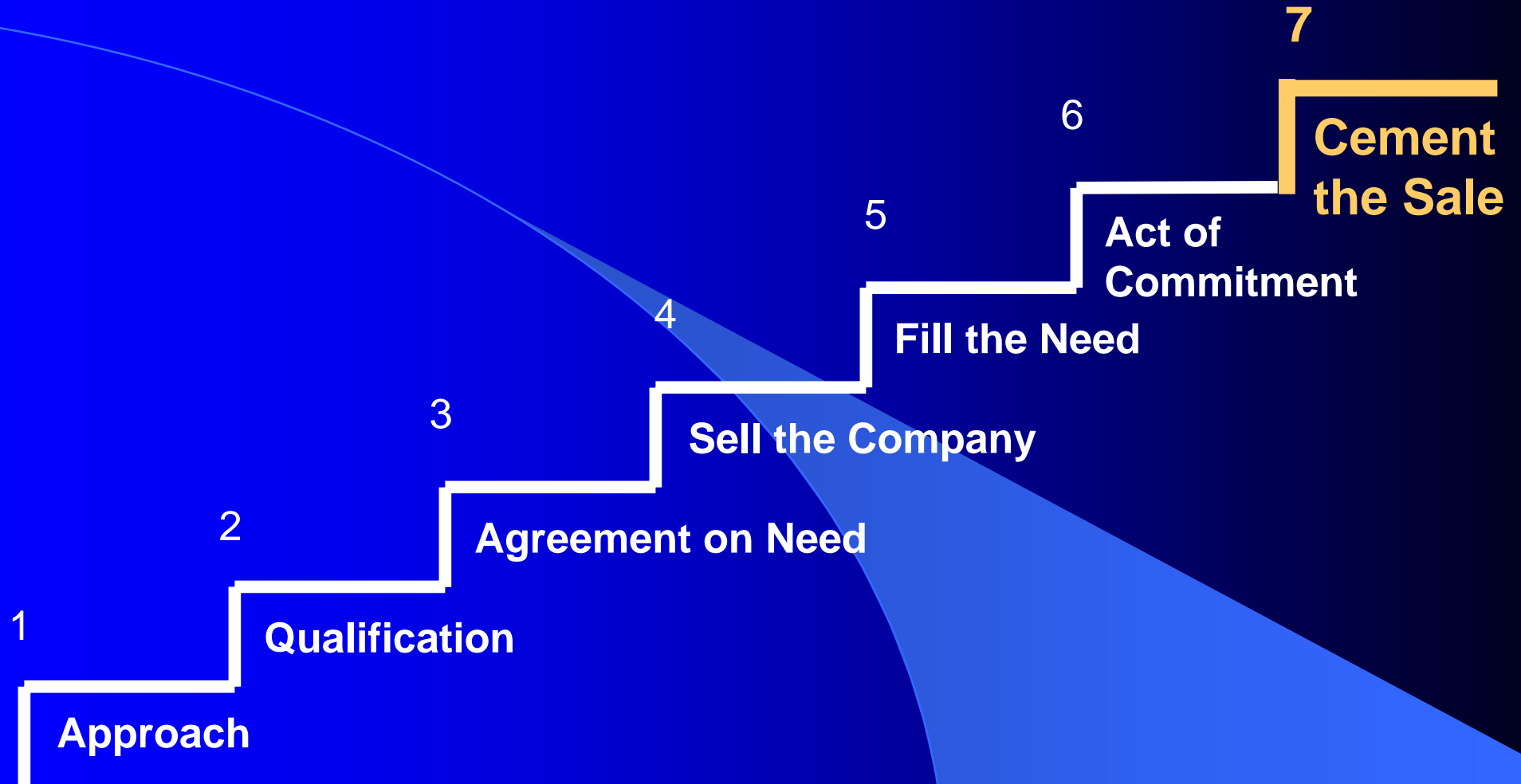
# Seven Steps To A Sale



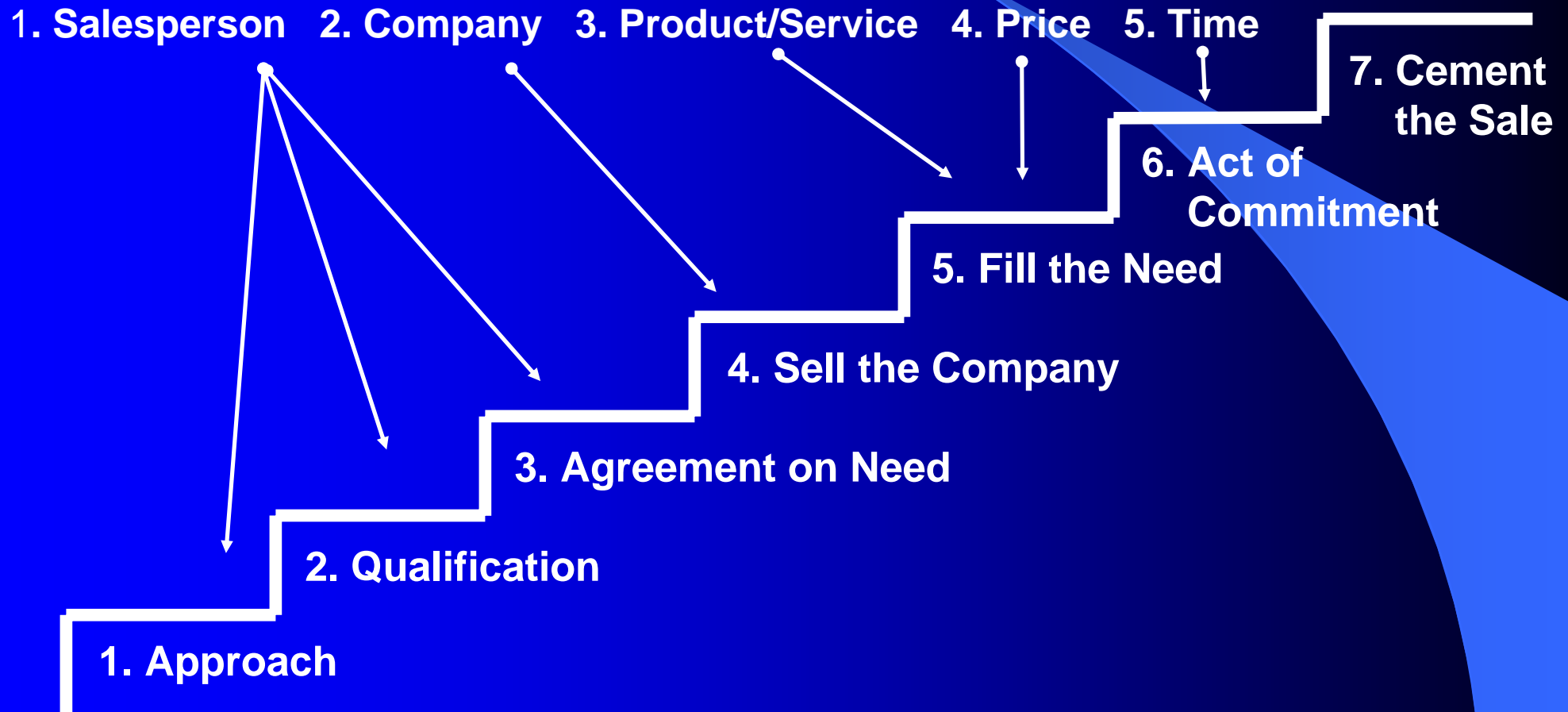
# Seven Steps To A Sale



# Seven Steps To A Sale



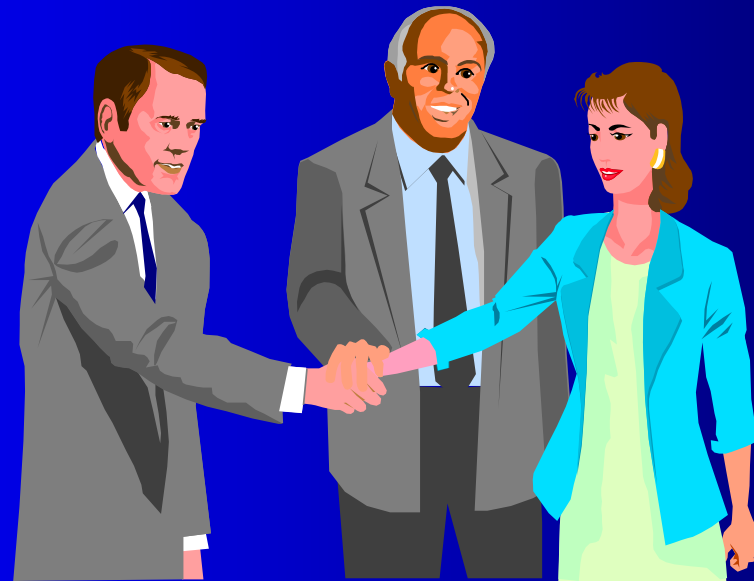
# Seven Steps & The Five Buying Decisions





# **The Greatest Myth In Selling**

**It is your people knowledge  
that makes your  
product/technical  
knowledge pay off**





**max**  
**sacks**  
international

The logo for Max Sacks International is centered on a white rectangular background. It features the word "max" in a bold, lowercase, sans-serif font. Below it, the word "sacks" is written in a larger, bold, lowercase, sans-serif font. To the right of "sacks", the word "international" is written in a smaller, lowercase, sans-serif font, oriented vertically. The background of the entire image is a gradient of blue, with a dark blue area on the right side and a lighter blue area on the left, separated by a curved line.