



# "The Public Interest"

## Health/Safety and Environmental Issues

the PASMA way to shared knowledge

Public Agency Safety Management Association

February 28, 2016

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## MARCH 10, 2016 ANNUAL JOINT MEETING

**You** are invited to attend the Annual Joint PASMA/PARMA meeting. This joint meeting focuses on issues that affect both the safety and risk management professions in the public sector.

### **SPEAKER: DONNA EVANS**

**Performance Management: When, Why and How**

Effective performance management is often an afterthought, rather than the foremost goal of managers and supervisors and is usually traced to poor planning and communication. This session will help you strategize and excel at managing your employee's performance.

### **SPEAKER: MANNY TAU**

**Targeted Violence, Threat Assessments & Threat Management.**

2015 continued the disturbing convergence of workplace, school-place and domestic violence, with 2016 on a similar trajectory. Targeted violence is not an event; it is a process with a narrowing of focus, ramping up behaviors and leakages of intent. This advanced presentation will address warning signs of an emerging threat potential, indicators of a pathway of targeted violence, and a preliminary threat assessment approach involving threat posturing, preparatory behaviors and rehearsal fantasies of targeted violence. Considerations for threat management will also be discussed. The goal of this presentation is to provide attendees with a threat assessment/management framework to assist their efforts in their targeted violence prevention and intervention protocols.

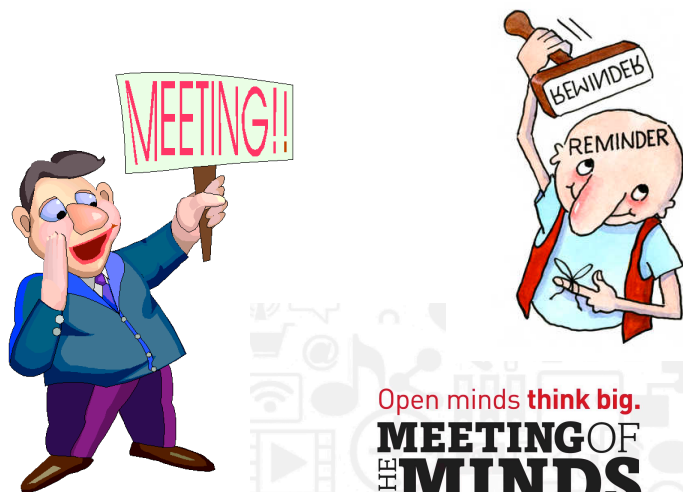
**RESERVATIONS:** To ensure enough handout materials are available,

**Please RSVP by March 3, 2016 MEETING LOCATION:**

**CJPIA 8081 Moody Street La Palma, CA 90623** (<http://www.cjpia.org>)

PASMA members: Tola Perkins [info@pasmaonline.org](mailto:info@pasmaonline.org) (909) 274-5501

PARMA members: [bquinlan@mtsac.edu](mailto:bquinlan@mtsac.edu)



Open minds think big.

**MEETING OF  
THE MINDS**

## Safety Program Sales and Marketing

**Always remember the golden rule of salesmanship -  
"Know thy customer."**

As promised, the second part of the "We have met the enemy and they is us" lead in article of last months PASMA Newsletter, these resources focus on the premise that we, in fact, do engage in "sales" everyday. Hence we ought to reference both the principles of sales, as well as the skills to close that sale. Ergo, it requires we examine the premise that safety and health professionals are the manufacturers of a product, our employees the consumer and Cal/OSHA the Consumer Product Safety Commission. How do we package and sell that product to their satisfaction???? Looking back at my own consumer history, I buy things based on three categories...**1<sup>st</sup>**.. My needs as opposed to my wants, **2<sup>nd</sup>**.. my own research relative to functionality, reliability and longevity...and **3<sup>rd</sup>**., the person or face of the product....he/she has to be believable and support oriented. Presumably, the product, our safety program (IIPP) is structurally sound, but we have an issue with "brand loyalty". We should remind ourselves, then, that we might have lost our "salesmanship". To help with that, I've searched the web for help and found the following articles that have helped me stay focused anytime that I'm at the podium trying to sell a buy in for my OSHA numbered courses. I'm certain that there are many more such articles and self help sites, but in the meantime, please enjoy...

### Top 7 Principles Of Professional Salesmanship

By **Jonathan Farrington**

<http://top7business.com/?Top-7-Principles-Of--Professional-Salesmanship&id=2512>

I received a call from an ex-student this week, who is designing an induction program for new recruits about to embark on a career in sales. He asked that if one had to create "twelve golden principles of selling", what would I come up with.

I responded that I could do better than that - I could reduce my list to seven! Clearly this is a very subjective view but mindful of the fact that this exercise is designed to provide guidance to salespeople just starting on the first rung of the ladder, this is what I came up with.

1. Always Sell To People
  - People are different
  - No two sales are the same
  - Aim at becoming a people expert
  - Professional salespeople actually like people
  - People buy from people - they always will
2. You Have To Sell Yourself
  - Be interesting
  - Develop 'intellect'
  - Never be arrogant - never talk 'up' or 'down'
  - Respect the buyer and they will respect you
  - Develop your empathy levels
  - Learn to develop rapport
  - Control your ego levels
3. You Must Ask Questions And Listen To The Answers
  - Develop your questioning techniques
  - Remember What? Where? When? Which? Why? Who? And How?
  - Continually 'test your understanding'
  - Listen to understand
  - God has given us two ears and one mouth, we should use them in that order
  - Successful sales professionals talk for 20% of the time and listen for 80% of the time
  - Develop your active listening skills



### Principles of Sales Cont'

#### 4. Features Must Be Linked To Benefits

Remember:

- Features are common - benefits are personal and specific
- Use the 'link phrases' - 'which means that.....'
- Be specific
- Sell The Results - 'Paint A Picture'
- Discover 'prime desires'
- Personalize benefits
- Describe end results
- You Cannot Rely On Logic

• 84% of all buying decisions are based upon emotion - not logic

• What are the chief buying emotions? - Ego - Security - Pride Of Ownership - Greed - Health - Prestige - Status - Ambition - Fear Of Loss

#### 5. Aim To Be Unique - 'Me First' Rather Than 'Me Too'

- Every business, every company, every product has something that is unique
- Look outside the square
- Identify the uniqueness of: - your product - your service - your company - yourself
- Buyers buy solutions and results they do not buy products or services

#### 6. Don't Sell On Price

- It is a 'cop out'
- Value your expertise - your products - your service and price accordingly
- Always keep the 'bottom line' firmly in your mind
- Anyone can give business away
- Selling on price means we do not need sales people

#### 7. And Finally: Be Professional At all Times

- The greatest compliment a customer can pay you is to describe you as "professional"
- Don't worry about being liked -be respected.
- Being professional is not one thing it is three:
- It is what you do, what you say and how you present yourself,

**"When I see a bird that swims like a duck, sounds like a duck and looks like a duck; then I call that bird, a duck" Rudyard Kipling**

**Relationship  
Selling Skills  
Are A**

SALES SKILLS TRACK

**Big  
Deal!**



## 5 Traits of Highly Successful Salespeople

Are you cut out to make the sale? Make sure you've got these characteristics--or else learn to develop them.

**By Geoffrey James** <http://www.inc.com/geoffrey-james/5-traits-of-highly-successful-salesmen.html>

Selling and buying are not purely intellectual exercises. Buyers and sellers are emotional human beings, which is why great salespeople are always masters at managing their own emotions. Based upon my observation (and some pretty hefty research in emotional intelligence), highly successful salespeople cultivate the following five emotional traits:

### 1. Assertiveness

This allows you to move a sales situation forward without offending or frustrating the customer. Think of it as being located halfway between passivity and aggressiveness. For example, suppose a customer is delaying a decision. There are at least three basic responses:

Passive: "Could you give me a call when you've made a decision?"

Aggressive: "If you don't buy right now, the offer is off the table."

Assertive: "Can you give me a specific time and date when you'll make your final decision?"

**Traits - Cont'd** The passive response puts the sale on hold indefinitely (or give your competitor the opening to outsell you). The aggressive response creates pressure and resentment: Even if it works, you'll be seen as a typical pushy salesman. The assertive approach sets up the specific conditions for the close, without forcing the customer's pace.

## 2. Self-Awareness

You need to be able to identify your own emotions, understand how they work, and then use them to help you build stronger customer relationships. This is a four-step process:

Identify the emotions that you're feeling,

Based on experience, predict how those emotions will affect your sales effort.

Compensate for negative emotions that might hinder the sale.

Expand your positive emotions that might help you make the sale.

For example, suppose you feel furious that an important customer stood you up. You might take a break before your next meeting in order to remind yourself of all the times you've succeeded in the face of challenges. Or you might, as an ice-breaker, tell your second customer that you're having a tough day and why.

## 3. Empathy

This entails adapting your behavior to the customer's moods and emotions. It begins with listening and observing, but simply knowing what the customer might be feeling is not enough. You must be able to feel what the customer is likely to be feeling.

Suppose, during a sales call, you discover that the customer's firm just announced major layoffs. You could ignore the news and proceed with the sales call as if nothing had changed, or you could focus on your own desire to make the sale and ask your contact who will have buying authority after the layoffs are over.

Both responses to the event make business sense—but if you want to build a better relationship, you'll be empathetic and imagine your contact's sense of fear and confusion. Then, depending on your emotional reading of the customer, decide whether the customer would prefer to commiserate, complain or (alternatively) be distracted from the situation.

## 4. Problem Solving

The desire to solve a problem helps you create new ways to satisfy the customer's needs, both financial (the ROI of your offering) and emotional—such as the customer's need to be convinced that your and your firm are reputable and reliable. Problem solving is a four step process:

See the customer situation as it really is. (Never try to solve a problem before you fully understand it.)

Help the customer visualize a more desirable situation.

Devise a way to move the customer from the ways things are today to the way the customer would like them to be.

Communicate that solution in a way that makes it easy for the customer to make a decision.

While those steps might seem obvious, they're the exact opposite of old-school salesmanship, where selling entails "giving a great sales pitch."

## 5. Optimism

Optimism helps you maintain a sense of balance when things go awry. It proceeds directly from the (often unspoken) rules that you use to interpret daily events. For example, if the first sales call of the day goes poorly, your performance for the rest of the day will be different if you have this rule...A bad first call means that I'm off my game this will be a bad day.

... rather than this rule: Every sales call is different, so the next will probably be better. Note that both rules are arbitrary responses to the same event, and neither is more "realistic" than the other. Even so, if you automatically jump to the first rule, rather than the second, it will be difficult for you to remain happy. This principle works on bigger events, too. I've run into about a dozen top salespeople who saw the weak economy as an opportunity to sell even more, and did so, while their colleagues were busy hand-wringing.

