

# SigALERT

## We’re going to the ETA. You?

This May, Aaron Slominski (SVP, Sales), Anush Amiryants (EVP, Marketing), and Stacey Klein (AVP, Legal) will be travelling to Las Vegas, NV to attend ETA Transact 2017. If you are planning to be there, shoot us an email at [marketing@signaturecard.com](mailto:marketing@signaturecard.com). We would love to get together, buy you a drink, and catch up.



## AARON’S SALES CORNER

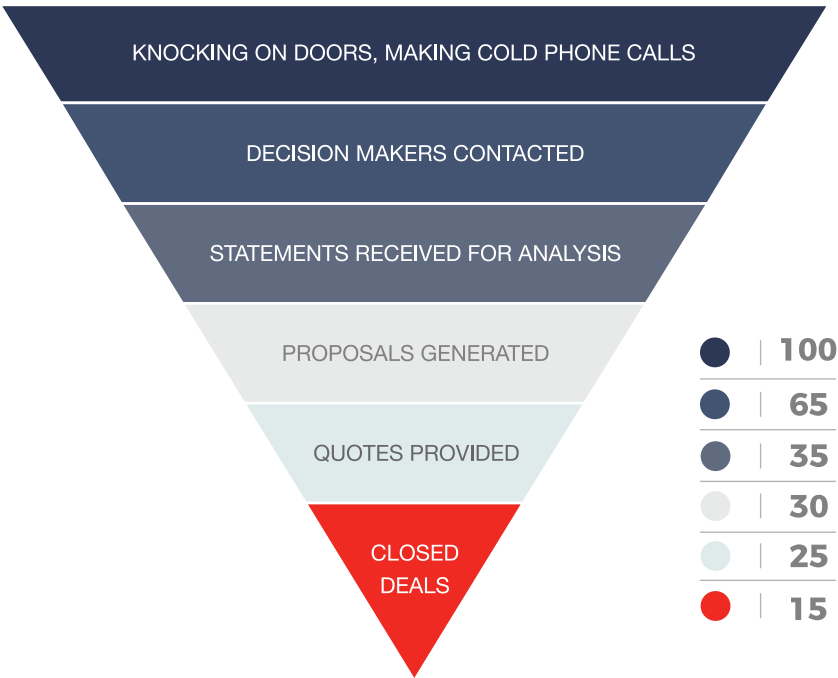
By Aaron Slominski

I get asked all the time, “Aaron, how can I get more deals under my belt?” My answer is simple. Look at your sales funnel. The sales funnel is an inverted pyramid which consists of essentially 5 “tiers” or steps you have to take to get a deal closed. Want more closes and more residuals? Evaluate your funnel. If you look at the below image, you can see that this representative closed 15 deals.

She voiced to me that she desired to close 20 deals. Knowing what your goals are becomes the first part of how we evaluate the sales funnel and where we can shore up gaps to get more accounts.

The first part is, how many calls did you make or doors did you knock on? My old boss used to say, “This is a contact sport.” So much so, that one day, he came in with shoulder pads and a football helmet to rally the troops about making more calls. As we “tackle” the problem of getting more closed accounts, there is a direct correlation to the amount of “contacts” you make in a given month. If you made say, 200 calls (instead of the 100) in theory, you could double your deal count....or not, because there are other aspects to the funnel.

Many sales folks knock on a lot of doors, but don’t get to a decision maker. This is the person who signs the application. Not the clerk, who you left a business card with, but that person’s boss. I outlined how to get to the decision maker in our last Sales Corner. You will first want to re-evaluate this step. If you are making a lot of contacts, say 200 a month, and are getting 150 decision makers to meet face-to-face or on the phone, you are doing a good job. You want to keep the numbers of the funnel as close together as possible. If you are only reaching 50 decision makers, you have to work on that pitch first, or you will never increase your sales results. But let’s just assume you are getting in touch with 150 of these decision makers. In the illustration below, the sales representative is contacting 100 accounts and getting to 65 decision makers. Just a tip, 100 contacts in a month, is not going to get you the results you truly want, i.e. as a single producer with 30 deals, or as a I say, “a deal a day keeps the residual in play.”



To be continued...

Forward your questions or comments regarding this newsletter to [marketing@signaturecard.com](mailto:marketing@signaturecard.com)

## OUR BOOKSHELF

We listened to Aaron’s advice and decided to read *Pitch Anything* to help us refine our pitch. We learned useful information and we hope you find it as valuable as we did.

*Pitch Anything* By Oren Klaff  
Taking note from our Senior Vice President of Sales, Aaron Slominski, sometimes, the key to closing more sales is perfecting your pitch. With the help of the author, you will learn how to use his unique formula to deliver an attention-grabbing pitch for any situation.

- Pitch Anything* introduces the **STRONG** method of pitching, which can be put to use immediately:
- Setting the Frame
  - Telling the Story
  - Revealing the Intrigue
  - Offering the Prize
  - Nailing the Hookpoint
  - Getting a Decision

He reveals that we can close more deals by understanding how our brains make decisions and respond to pitches. This book provides valuable strategies and tactics on how to understand human nature in order to own a room. Upon finishing the book, we felt that we gained the right tools to improve our pitching method. Be sure to check it out when you have a moment!

## NEW FACES FROM DIFFERENT PLACES



We’re excited to introduce the newest additions to the Signature family- Elece, Leo, and Vicky!

Elece Brown is our most recent addition to our Customer Service Team. Her work history includes years of customer support, with 2 years in merchant processing. When she’s not in the office, you can catch her on the lanes or in the kitchen. Elece is an avid bowler and enjoys cooking. She is constantly in the kitchen experimenting with food and whipping up new recipes for her and her 5-year-old daughter. So far, we’ve tried her home-made lemon meringue pie and we are big fans.

Leo is our new Technical Support Specialist but, he is no stranger to the merchant services industry. He comes to us as a veteran with 18 years of experience in both Agent Relations and Technical Support. Outside of work, he is passionate about fitness and health. As a matter of fact, he is even going to school for his certificate in personal training. When Leo is not at the gym, you can catch him attending car shows and learning about the mechanics of exotic cars.

Vicky Yastremskaya, our new Receptionist, is the lovely voice you will be hearing every time you call in. She has years of administrative and office management experience. Before Signature, she was actually working for Postmates and had coincidentally delivered to our office! When Vicky is not at work, she enjoys spending her time relaxing and watching Netflix. Her favorite movie is Harry Potter. Besides being a huge TV and film buff, she is greatly into music. Although Vicky loves all types of music, she is a heavy listener of hip-hop. Her top 3 artist choices are K.Flay, Atmosphere, and Eminem.

And that’s all for this time! If you have any questions, comments, and suggestions, we would love to hear from you. Drop us a line at [marketing@signaturecard.com](mailto:marketing@signaturecard.com).