



Andy Paul is the author of the new book **ZERO-TIME SELLING: 10 Essential Steps to Accelerate Every Company's Sales** (Morgan James Publishing, January 2012). He is the Founder of Zero-Time Selling, Inc., and specializes in teaching effective sales lead follow-up methods that convert more leads into orders.

By Andy Paul

Selling With MILT

Selling with MILT simply means that every interaction you have with a prospect or customer achieves the Maximum Impact in the Least Time (MILT) possible. Integrating information content and speed, otherwise known as absolute responsiveness, into each step of your sales process, and the customer's buying cycle, will help you win more orders in less time.

Sales is a Zero-Sum Game

Every interaction a salesperson has with a client has a zero-sum outcome. It will be judged by the client to be a winning interaction or a losing interaction. For example, if the salesperson is able to create value for the customer during a sales call by thoroughly answering a question or providing additional information content the client can use to accelerate their decision-making process, then that would be a winning interaction. On the other hand, if the salesperson calls the customer without an agenda just to "check in," then there is no value for the customer and that is a losing interaction.

If you, as a seller, pile up too many interactions on the losing side of the ledger then your odds of winning the business will decrease accordingly.

Check Off The To-Do List

Your clients are extremely busy. Like nearly every other company in today's precarious economy, they are trying to achieve more with the same or fewer resources. The impact of this for sellers has been that customers have precious little time to invest in buying products or services. To clients, the task of buying a product or service is nothing more than an item on a to-do list.

And their desire is to remove items from their to-do list as quickly as possible.

The other half of the Selling with MILT coin is the customer's requirement to make a fully informed purchase decision in the shortest time possible. To help the prospect achieve this goal, the seller has to consciously plan every sales call, email, and interaction to have the maximum impact; to provide the maximum value to the buyer, in the least time possible. A sales manager has to help every salesperson plan each sales call to achieve MILT.

Go Ducks

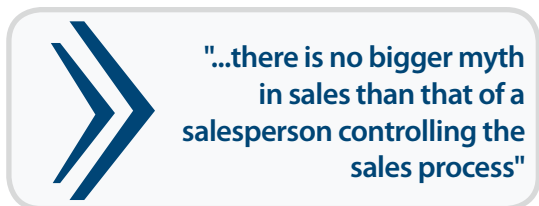
The principles of aiming for and achieving MILT are not found solely in sales. Chip Kelly, the head coach of the University of Oregon's football team, continues to take the next steps in his efforts to revolutionize the way offense is played in football. Kelly believes in a football philosophy based on the idea that his team can dramatically increase the number of points they score each game by speeding up their pace of play: the more offensive plays they run, the more points they have the opportunity to score.

Combined with an aggressive offensive scheme wherein every play is seemingly designed to reach the end zone, each extra snap of the ball on offense represents an additional opportunity to score points. In Kelly's system, each play his team runs on offense is designed to have the maximum impact in the least time possible (MILT).

Isn't that what selling is about? Selling is about maximizing the number of opportunities you have to score when you have the ball, meaning: giving yourself the best chance to win each and every time you have a qualified sales lead.

Most college football teams run a new offensive play every 35 seconds. The University of Oregon team uses only 20 seconds between snaps of the football. Coach Kelly reasons that if he can decrease the amount of time it takes to run each offensive play, it will increase the total number of plays a game from 60 to 80. This gives his top-ranked teams an additional 20 chances to score in each game.

This is analogous to following up 100 percent of your sales leads within an hour compared to responding the next day or later. You will generate more qualified prospects that will convert into orders. It is like being absolutely responsive to your prospects and customers to win more orders in less time.



Conventional Wisdom Takes a Holiday

However, Coach Kelly's offensive theory runs counter to the prevailing maxim in football, which is that the best way to win games is to maintain offensive possession of the ball for as long as possible, thereby depriving the opposing team of the opportunity to score. Isn't it ironic that not scoring is sometimes considered more important than scoring in a game in which each team's objective is to finish the game with more points than their opponent?

This same paradox is found in the traditional "control-oriented" sales model still employed by most companies and salespeople today. And yet there is no bigger myth in sales than that of a salesperson controlling the sales process. In fact, buyers are in charge, and the tools a salesperson vainly uses in an effort to maintain possession of the sales process, more correctly known as the buying process, primarily center on controlling the flow of information to the prospect. This is the exact opposite of what sales people should be doing, which is to use information content and speed as competitive advantages to sell with MILT.

For the University of Oregon's football team, making speed happen is not as simple as just running around faster. Kelly needs to have the right players with the right skills in place at each position and then teach them how to do their jobs with maximum speed and efficiency. He also spends time searching for ways to improve the process, measuring, analyzing, and fine-tuning his system. His goal is for each offensive play to have the maximum impact, the maximum value, in the least time possible.

Win More Orders in Less Time

That is what Selling with Maximum Impact in the Least Time (MILT) is about: using responsiveness to try to reduce to zero the amount of time required to convert a sales lead into a satisfied customer.

Much as Chip Kelly has done in football, Selling with MILT takes the simple elements of responsiveness, information, content, and speed and shows you how to apply them in a new way to a sales discipline that has been studied and written about for more than 100 years. While technology has multiplied and changed the mechanisms that sellers use to communicate with buyers, the

steps that buyers and sellers go through to secure an order are fundamentally unchanged.

A lot of experts talk about accelerating sales, compressing sales cycles, and increasing sales velocity, but they don't place a premium on the fundamental elements that will increase the speed of your selling. Every salesperson is tasked with bringing in a certain volume of orders within a fixed period of time. What else would you do but go faster?

The answer is that it's not as simple as just doing everything faster. Like Coach Kelly at Oregon, you need to have the right system, including the right players with the right skills with the right processes who are trained to do their jobs efficiently at top speed. The end result will be customer interactions that achieve Maximum Impact in the Least Time and result in more orders in less time.

More info can be found at www.ZeroTimeSelling.com.

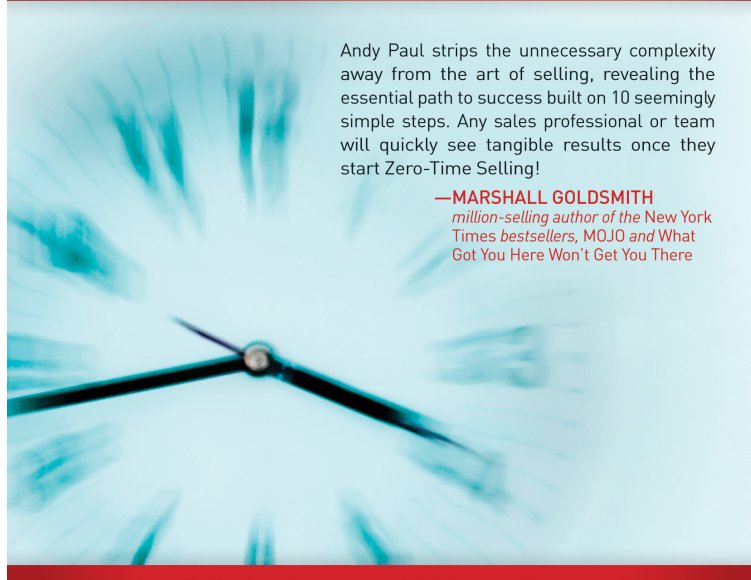
BONUS FREE Zero-Time Selling Quick Start Guide. See inside for details.

ZERO-TIME SELLING

10 Essential Steps To Accelerate Every Company's Sales

Andy Paul strips the unnecessary complexity away from the art of selling, revealing the essential path to success built on 10 seemingly simple steps. Any sales professional or team will quickly see tangible results once they start Zero-Time Selling!

—MARSHALL GOLDSMITH
million-selling author of the New York Times bestsellers, *MOJO* and *What Got You Here Won't Get You There*



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