



# IGNITE THE FIRE!

Master Connection  
Associates  
"Dynamic Business Solutions"



**NEWSLETTER** Volume Seven Issue Nine September 2010

**IGNITE THE FIRE! NEWSLETTER**

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MASTER CONNECTION ASSOCIATES  
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## **"DO I KNOW WHAT MY CUSTOMER WANTS TO BUY?"**

**By MIKI MITROVICH - MASTER CONNECTION ASSOCIATES FACILITATOR & CONSULTANT**

In today's world and the current business climate, understanding what your client wants to buy is critical. What price point does your customer have in mind? What experiences are they seeking? Who are the stakeholders that your contact reports to that may impact a decision? Do I understand the essence of how and why they buy?

There are so many factors that are involved in business decisions today, that knowing the real reasons behind their buying motivation is the only way to increase your probability to win business.

We know this, but how skilled are we really with this process? We need to ask ourselves, do I continue to skate on the surface by asking the same old questions that I have been asking with every client. Do I ask questions that do not necessarily get me closer to a buying decision? Am I asking the right questions that help me understand their criteria when making a decision?

An example is, "*what is important to you when considering this program?*" We ask this because it is a very relevant question to establish what the customer values. However, by itself and without further qualifying questions, it is not enough to build a proposal around.

We might want to take it a step further and ask, "*If you had to identify the most critical component that will make this program a success, what would it be?*" My purpose is not merely just to find out what is important, but what factors must be present for them to make a decision? Subtle but different - that is the end game. So, I have two words for you: Drill Down! Start getting below the surface with your customers!

Asking the right questions is crucial - but what are those right questions? It is different with every market segment and every type of business, so the answer is not the same for everyone.

Therefore, now more than ever, we need to have a solid objective for what we at MCA call the "Probing Process". I need to ask myself - "*what are the bottom-line items that I need to understand from this customer in order to quote effectively and efficiently?*"

- ✓ *Effectively because the competition is fierce and I want to be as competitive as I can be in the outset - there are very few second chances today!*
- ✓ *Efficiently because customers have zero tolerance for too many questions that don't make sense to them - yet again, there are few second chances to learn what we need to help us make decisions!*

Competition remains fierce and we need to look at how we communicate with our customers so we can gain an advantage. There is an old adage that says "*you don't know what you don't know*", and we in sales need to move beyond assuming that we do know enough about our customers. So, ask away... but make it count.

So think about it - if you were write down three key questions that would get a customer talking specifically about what they want to buy and help you understand specifically how to position your proposal, what would those 'drilled down' questions be? So lets get to it! Drill it down and see how much of a difference it makes in your next customer interaction!

## **LIVING WITH NO BALANCE... AND LOVING IT!**

A Simple Guide to Thriving  
in a Real World of  
Life and Work...  
Even as a "Road Warrior"

**CINDY NOVOTNY**

Cindy Novotny's updated book "*Living with No Balance... And Loving It!*" has been released for sale to the public!!

We have partnered with Amazon.com and you can order directly from [www.amazon.com](http://www.amazon.com). Simply search for "Cindy Novotny" and you will be directly linked to the order page.



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## **WORD OF THE MONTH:**

### **FOUDROYANT**

\FOO-DROI-UHNT\, ADJECTIVE;

*Overwhelming and sudden in effect.*

## **"UNDERSTANDING GENERATIONAL DIFFERENCES"**

In today's complex environment trying to create a talent based team is hard enough and when you add the dimensions of different behavioral styles and the differences in age - things really heat up.

In this workshop, we will share how to understand the differences in behavioral styles and generations. It is easy to learn how to play off each other when you learn how to "accept" each other. Baby boomers deal with Gen X'ers differently than they deal with the Millennium generation and it makes all the difference in the world to understand this.

In addition to team work, knowing these nuances also make a big difference when dealing with clients. Too many 20 something's are selling to 50 something's and even the small talk needs work.

This session will be enlightening, humorous and you will leave with some great ideas of how to go back and implement some changes.

Topics covered:

- ✓ *How to use this knowledge in marketing*
- ✓ *How to build camaraderie among the team*
- ✓ *How to lead the different generations for success*
- ✓ *How to communicate more effectively*
- ✓ *What flexibility means to each segment*

***To learn more about this one day workshop or to schedule a session for your team, please contact the MCA office at (800) 589-6137.***

## **MCA G-FORCE**



### **VICTORY ON THE BUSINESS BATTLEFIELD SERIES FULL THROTTLE PROGRAMS**

The MCA G-Force series of Full Throttle Programs will help your organization improve its performance with Keynote, Team Building and Leadership multi-media seminars.

- ✓ *We will illustrate and apply a similar process by which fighter pilots organize, communicate, produce, exchange and use this information to improve your company's performance.*
- ✓ *Utilizing an experiential, hands on process we provide techniques needed to make a smooth transition to inject into your organization's existing business model. Participants will come out with new ideas and a simple process that works.*



**Mike "Pags" Pagano** gives a unique perspective from outside the industry standard with a multi-media presentation using short video clips, his own military lessons learned, interactive exercises and how they can relate to your world. The video and interactive exercises are designed to help enhance participant's experiential learning and knowledge transfer through visual recall and idea application. This helps participants apply the new ideas into their existing and future business.

MCA G-Force seminars are not designed to drastically change or start over your entire business model, but better its execution process. We create a fun interactive atmosphere that will result in great interaction that keeps participants on the edge of their seat. The fighter pilots model can be applied to any department, in any company, in any industry. Your company cannot afford the same mistakes over and over again. MCA G-Force will give everyone from senior leadership on down to line staff the tools they need to out perform the competition in TODAY'S competitive business environment.

***For more information, contact the MCA office at (800) 589-6137.***