

INBOUND \$ELLERS\$

The 7 Deadly Sins of Selling

And How To Be Saved From Their Evil
Effects

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Introduction

For 2268 years men have known that big levers applied correctly can move the largest of items with minimal effort. Even the Earth¹.

Unfortunately, salespeople have either never studied mathematics or they haven't figured out how to apply those lessons to developing a thriving, prosperous, enjoyable career in sales.

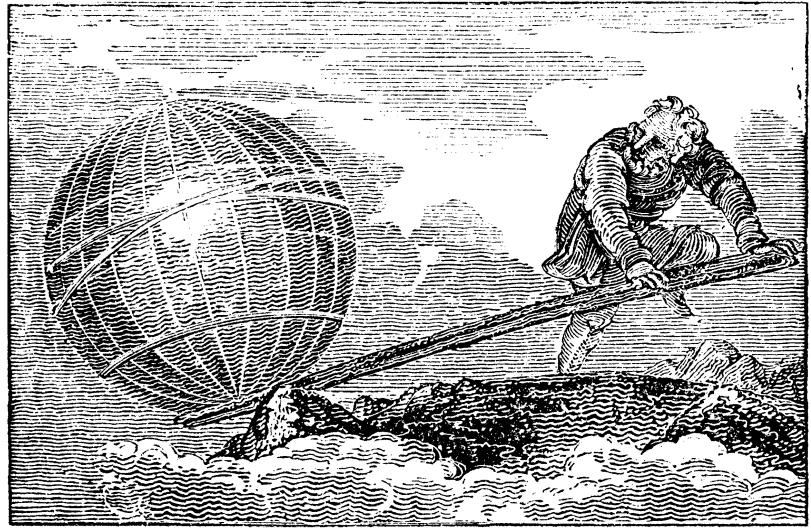
Instead, salespeople still rely on "old

reliable" techniques taught by 1960's-era Fuller Brush² salesmen and smilin' &-dialin' stock brokers from the 80's as they throw more cr*p against the wall to see what sticks.

In the ages before caller ID, voicemail and social media that did indeed work well enough for the hungriest and most ambitious (a.k.a. aggressive and pushy) salesmen to make a living. BUT it's no way to make a (respectable) living into today's globally competitive and attention-deficit age of immediate communication and information avalanche.

"These are the new leads. These are the Glengarry leads. And to you they're gold, and you don't get them. Why? Because to give them to you would be throwing them away. They're for closers." ("Glengarry Glen Ross", 1992)

You want leads. I want leads. We all want leads. Since Eve sold Adam on the apple, salespeople have been looking for hot leads.



¹ <http://en.wikipedia.org/wiki/Archimedes>

² http://en.wikipedia.org/wiki/Fuller_Brush_Company

Why do we want leads?

Salespeople want leads so they don't have to prospect. Sales managers want salespeople to prospect so they don't have to pay for leads. Marketing managers want to qualify anyone that can fog a mirror as a lead so they can hit their MBO's and get paid their bonuses. Salespeople hate calling bogus leads handed them by the marketing department because it wastes their time...but they hate to prospect.

(Does this remind you of George Jetson on the treadmill yelling, *"Jane, stop this crazy thing!!"*?)



This treadmill on a merry-go-round must stop somewhere, sometime. So why not here, why not now?

While we all make countless mistakes on a daily basis, I think you'll agree that the mistakes we as salespeople make all stem from these 7 whoppers. By requesting and reading this report you are well on the way to perfecting your craft as you strive to join the ranks of the elite in your field.

Welcome to the beginning of your new career as a PROFESSIONAL salesperson.

1) Annie Oakley-itis, a.k.a., Shooting from the hip.

“Vision without action is a daydream. Action without vision is a nightmare.” ~Japanese Proverb

Because of our outgoing, gregarious, friendly nature, salespeople are not known for our ability to sit still for extended periods of time analyzing figures, programs, and campaigns in order to reach peak performance. (That's what accountants and programmers are for, right?)



However, the majority of top-performing salespeople are athletes. As athletes we have to practice, drill, and rehearse for hours and days on end to perfect our skills. We internalize our plays and our reactions to the opposition until they become part of our being, because on the “fields of friendly strife,” where first and second place may be determined by 1/100th of a second, there is no time to think.

Practicing for long hours with such attention to detail could become tedious, though. That is why we had coaches and trainers, teammates and family to encourage and support us as we strove to reach our SELF-PROFESSED GOALS.

You see...it's not enough to simply have a goal or desire. You must write it down. You must say it out loud. You must let others around you know what it is so they can help keep you accountable. That's why Weight Watchers® and The Biggest Loser® help so many people - because the participants must bare all and get on that scale in front of their group and be praised or challenged based on their progress and efforts the previous week.

Who is holding you accountable? Who is helping you create and reach not only “realistic” but “unrealistic” goals? In the words of **T.S. Eliot**,

“Only those who will risk going too far can possibly find out how far one can go.”

No one wants to be different, but we all want to be “normal.” Allow me to let you in on a little secret: having huge, hairy, audacious goals that are inconceivable for the **“mediocre majority”** will make you seem strange. If you are told you are “not normal” by enough people for a long enough period of time, you will begin to believe it, and you will modify your dreams, which will make you fit in and accept whatever is “normal,” which makes your dreams die.

Cure: Find someone to hold you accountable.

That is why we should not go it alone. That is why we used to watch game film of our performances with our coaches to make us even better. Outsiders see things differently. They see things you don't see. When the blind spots are seen and addressed, you then have complete, total, full, X-ray vision that makes you unstoppable. So if you are a desperate/frustrated/driven salesperson, apply those same practice and review drills to your sales business.

What should you practice? It starts with knowing your numbers, by measuring everything you can. If it can be measured it can be improved. What should you measure? Below is a non-exhaustive list of things you can, and probably should, be measuring regularly.

It all starts with Goals.

- (1) **Personal**—Yes, you’re allowed to have a life, and you should have a life. Work should only be done to help you live and grow in the following...
 - 1) **Faith**—We all have it. It may be the size of a mustard seed. You may be questioning it. You may be searching for it. But you have it. Nourish it and help it grow.
 - I. **Prayer**—Do you pray before meals? Do you say “Thank you, God” when you avoid an accident or even just make all the lights on the way to an

appointment, and you arrive on time when you thought you'd be late? That's prayer. Can you do more?

II. **Tithing**—The easiest way to forget your own troubles is to help someone less fortunate than you, and every dollar does count. When you set aside 1%, 3%, 10% of your income to donate to your church or a charity you'll be surprised at much less materialistic you'll become, how you'll appreciate what you do have more, and at how much more you'll end up receiving because of the giving in your heart.

III. **Community service**—This goes along with tithing. If money is tight then give of your time. It's inspiring and uplifting to see the appreciation in the eyes of another human being that you've helped. So get out into the community and away from the computer for a short time each month or even each week, and pitch in and see how you grow.

2) **Family**—It's why you do what you do, right?

I. **Sharing meals**—With seven kids in the family—and six still at home—it's hard to get everyone to sit down at the same time, but it does happen when we make it happen. We're also fortunate to be able to afford eating out—my wife knows where kids eat free—so we do that when we can to steal a few extra minutes together rather than messing around with cooking and cleaning. I make breakfast for my sons before driving them to their high school, and it's a nice little ten minute bonding time we have. Dinner is oftentimes controlled chaos with one at football practice, another at band practice, a third at soccer practice, one studying at a friend's, and one or two playing with neighbors, but we sit down as often as we can, especially on weekends. Give it a try, and don't beat yourself up if it's hard. It'll get easier once you work on it.

II. **Vacation**—This has been hard over the years, but we've worked on it. I'm a workaholic and a worrier, so it used to be much harder to chill out; but as I get older—I'm knocking on 50 as I update this—I see the importance of doing nothing and having a hobby. And as my oldest is now a college graduate, I realize time does fly, and I better take time to hang out with my

family. Grinding yourself to a nub does nobody any good. Your jerk of a boss that doesn't understand it can go pound sand. There are other jobs you can get. Make time to hang out with your family.

- III. **Reading bedtime stories**—Now that my seventh baby is almost six, I also realize how quickly our kids grow up. (She still asks for a bedtime story, so that's cool.) Are you treating bedtime stories as a hassle, an interruption to your never-ending day, or as an invitation from one of God's souls that He entrusted to you to raise and nurture with Him, to spend some quality time with? It is time that will go by far too quickly.
- 3) **Finances**—I'll get into this later as incorrect beliefs about money are one of the 7 Deadly Sins, but understand that you have to get your finances in order. Money, like a chainsaw or a computer or a car or a hammer, is just a tool. It's a means to an end. And your bank account is a visible representation of the good or bad decisions you've made in your life.
- I. **Eliminate debt**—Live below your means to have peace in this life. Success is fleeting and takes daily effort. Disaster can strike at any moment. Spend less than you make.
- II. **Save 10% of your pay every month**—Pay yourself first. To hell with the mortgage company or car company or credit card company. Set aside a little bit every pay check for both retirement and a rainy day account. If you can only start with 1%, then start with 1%. But start immediately with the goal of getting to 10% as fast as possible. There will always be wolves at your door. So build up your financial house so you have options. The financial wolves will eat whatever you give them, including everything, so make sure you are feeding your family and yourself first.
- III. **Have a six-month emergency fund**—Cash is king and always will be. Get a safe and have thousands of dollars sitting in it. You'll be amazed at how much better you'll sleep at night.
- 4) **Fitness**—Is your goal to be the richest, shriveled up person in the nursing home or funeral home? Your weight, your stuffy nose, your poor complexion, your puffy eyes, your headaches, your indigestion, your

sleepless nights are your own fault. What you're eating is killing you. Sitting at the desk, in traffic, hunched over your smartphones and your desk is killing you. Just like saving money, pay yourself first when it comes to diet and exercise.

- I. **Get three to six sessions of at least 20 minutes of exercise per week.** Sure, sometimes you'll be tired and you won't get a great workout but do it anyway. You're building a healthy habit. The best time is early morning before your day gets away from you, but that means you need to go to bed early, which is just fine.
 - II. **Eat more protein, fruit and veggies and less fat and carbs.** Our government lied to us (shocking, I know) about our food pyramid. The grains and dairy are killing us. Eat more raw food like fruit and vegetables. Meat is fine. It's the simple carbs and starches that are killing us. For the last six months I've been doing intermittent fasting with my wife. We both dropped 15 pounds rather quickly and have kept it off. The motto is "delay, don't deny." Try it.
 - III. **Throw away your "fat pants" and never allow yourself to go back to them.** It's kind of like Hernando Cortes, the Spanish explorer. He burned his ships so his men would fight hard when then landed on the Yucatan Peninsula in Mexico and fought the Aztecs. Their only option was success. Do the same for yourself.
- (2) **Work**—How efficient and focused are you at work, and how often are you doing the most productive thing with your time? If you allow even one unscheduled "got a minute" to interrupt your focus and your workflow, you are hurting yourself and your company.
- 1) **Income**—Sure, money can't buy happiness, but it is how we keep score. Your bank account is proof of your past good or bad decisions. Accept that fact, and work in a focused manner to improve it fast.
- I. It should be increasing every year regardless of what's happening in the local, national or world economy.

- II. It can it will and it should increase in multiples not just small percentages. Hitting “singles” is fine and keeps you in the game but nothing sends a jolt to your bottom line like a Grand Slam. The one thing both have in common is stepping up to the plate and swinging. Keep swinging and expect big things.
 - III. See yourself as worthy of more. So many people have a bad relationship with money. I'll get into it more below but money is not the root of all evil. The “love of money is the root of all evil.” In the same way we've been lied to about how to eat, we've been lied to about money. Everyone is worth more than minimum wage if they just allow themselves to provide all of the value they can and be paid accordingly.
- 2) **Career path**—You are either working your own plan or someone is working you as part of their plan. It really is that simple. So why are you working? What are you working towards?
- I. **Get that promotion.** Your boss, your boss's boss and your boss's boss's boss are no more capable than you. They've just been around longer or they knew somebody or they kept their head down when the “fit hit the shan” or they were bold at some point in time in the past and got a promotion. You can wear their shoes if you allow yourself to do so. It may be a tight fit at first but you'll break in those new shoes in no time and you'll wonder why you were stressing by week two in the new position. Go for the gold.
 - II. **Set out on your own.** Sometimes God puts us in a terrible situation so we'll stop worrying about moving out and moving on. Listen to your little voice. Is it telling you it's time to be on your own and start your own business? It's right.
 - III. **Expand your territory.** This is tied closely to getting a promotion but if your company is not promoting people for whatever reason let them know you want a bigger territory and more responsibility and you'll take the promotion whenever things settle down. Management is always looking for people that will step up and take more off their plate. Sure, you may

have to work a little harder at first and may not be compensated immediately for that work but it will force you to grow, it will give you new insight into the inner workings of your company, you'll be able to make a bigger impact and when your positive impact is felt you will get noticed either from within or from outside your company...

- IV. Look outside your company or your industry to advance your career.** “No man’s a prophet in his own land,” right? In 2002 I had to leave the company I loved and go to work for their competitor for six months to get the raise and expanded territory I wanted and deserved. It was a painful time but it worked out. It’s great to be dedicated to doing your best at work but be careful about being blindly dedicated to a company. My dad always advised “Do what’s best for you when it’s best for you because your employer will do the same.” That doesn’t mean steal pens and sticky notes from your company but it does mean seek advancement opportunities inside your own company, at competitors and even in different industries. I left the Air Force for a short career in the financial industry only to end up making \$100,000 a year selling mobile homes six months later. Be open.
- V. Know why you are doing what you are doing.** What is driving you to get out of bed each day, make that commute, sit at that desk, set those appointments, travel to those far away locations, put up with the assholes in your life? Are you running away from something? Are you running towards something? Are you just going through the motions because that’s what you’re “supposed” to do according to some “authority” figure either way in your past or hanging over your present? Be clear on why you are doing what you’re doing.
- 3) Activities.** (Know these numbers!) Salespeople don’t like to get “all analytical and stuff” but “winging it” and “shooting from the hip” is a sure way to spin your wheels, get frustrated and lose to someone that does know her numbers.

- I. **Marketing & Advertising.** You need to send the proper message to the proper market via the proper medium but you **MUST** ensure your message is salient and the repetition is sufficient to make an impact.
 - (I) **TV**—"active," therefore, "intrusive" advertising.
 - I) Local ads are not as expensive as you may think and are worth exploring for most businesses.
 - II) Buy ads based on shows vs. channels. People are loyal to their programs and switch as soon as it ends.
 - II. **Radio**—"active," therefore, "intrusive." Great for branding long term.
 - I) Buy ads based on stations that reach your desired demographics. People are loyal to radio stations.
 - II) Key terms to know before you embark on a radio campaign.
 - i. **Vertical Scheduling**—Maybe there is a 3-hour radio program, i.e. Rush Limbaugh or Howard Stern, and you want to buy the add spot at 9:01, 10:01 and 11:01 AM.
 - ii. **Horizontal Scheduling**—Using Rush Limbaugh and Howard Stern again, you would buy the 9:01 AM ad spot Monday through Friday.
 - iii. **Optimum Effective Scheduling (OES)** (often overused and misunderstood) —Roy Williams in "Secret Formulas" defines it as "a complex calculation that is performed to answer a largely irrelevant question."
 - II) **Online.** It's a big, jumbled, fast-moving world out there on the world wide web. Are you leveraging it to grow your business or to keep tabs on old high school sweethearts?
 - i. **Website statistics.** You need to pay attention to not only Visits but Unique Visitors, Page Views, Average Visit Duration, % New Visits and Bounce Rates. You want everything except Bounce Rates to be going up.
 - ii. **SEO vs. SEM.** Search Engine Optimization is always changing because it is "free" traffic to your site and everyone wants free, right? I put free in quotations because generating organic traffic takes time and expertise in

the form of creating great blog posts and other content that attracts the visitors you want. Search Engine Marketing is basically paid advertising. It's obviously not free but when done right it can produce immediate results. So new businesses need a mixture until SEO is generating enough traffic to meet your goals, which could take months or even years.

- iii. **Blog vs. Newsletter.** People are growing wearing of newsletters primarily because most people can't produce a good one. But you need to generate actual leads from your website instead of just visitors so you need to offer your visitors something of value so they give you their contact info. So your blog can attract visitors but a newsletter or some type of free report is what creates leads and leads are what we all need.
- iv. **Open vs. Members-Only Site.** One way to generate leads is to have a membership site or at least a portion of your site that requires visitors to register in order to access that data. Pat Flynn of SmartPassiveIncome.com discusses "The Power of Free" and is an unqualified success following this principle while others provide no information without making you register. I now have a bit of a hybrid model now that my site is nearly 200 pages and 850 posts. My posts are obviously free but I have pop-ups as well as a CustomerHub membership site that has extra goodies for those that share their contact information with me. You should explore both.
- v. **Web-forms.** This is the portal from your website to your email database or auto-responder. The look and feel and design as well as placement is crucial to your list-building success and needs to be measured, tested and monitored. Placement can include "above the fold," meaning at the top of the web page but it could be on the right or left, it could be a pop-up, pop-under, pop-over, etc. The fields you collect also matter and this is the Catch 22 of web forms. The more information you request from a visitor the more qualified that lead but fewer people will opt-in. So consider asking for less information initially - maybe just their email - and use a great follow-up sequence with additional offers to entice the visitor to share more of their contact information. But start with a great headline.

- vi. **Store fronts.** A lot of professional salespeople, sales managers, business owners and entrepreneurs I speak with think they cannot sell online and they are wrong. Even if you're in the financial services or some other highly-regulated industry, you can always sell tickets to an informative workshop or luncheon or dinner where a guest speaker presents. You can sell t-shirts or coffee mugs or hats. You can sell access to a private newsletter or a book-of-the-month club. (What industry regulates reading books?) The point is, there is always something you can sell. Put on your thinking caps and figure out how to get your prospects to give you their credit card, even if it's for a \$1 sale. It'll make the \$1,000 sale that much easier.
 - vii. **Automated sequencing.** You need an auto-responder. Period. No matter the size of your business. Auto-responders help you create web forms to embed on your website or blog to capture leads and then they stay in touch with those leads automatically. Maybe you send a confirmation email then send the free report or let them know they are signed up for your newsletter. Maybe you send a 27-step email sequence over a month or a quarter or three years to nurture that prospect to remain top-of-mind with them. Find your best CRM or auto-responder with my free quiz, BestCRMForMe.com.
 - viii. **Opt-Ins.** At the end of the day this is what you're looking to create, a list of people interested in what you offer. Professionals have different lists for different people. For example, a car dealer would be smart to separate truck buyers from sedan buyers from sports car buyers. You can do the same by creating different free reports, guides, tips and cheat sheets for your different offerings and have your visitors opt-in for the resources that interest them. You can then tailor your correspondence and follow-up accordingly. The more you know about your prospects the greater the likelihood of making the sale.
- III) **Newspaper / Magazines.** While this is a diminishing medium, if you focus on niches you can get rich!

- i. **Advertorials.** You've seen "articles" in newspapers and magazines that look like an article but they may have a thin line or border around them and they'll have "advertisement" in small font at the top of the piece. By making the ad look like a regular article people are more likely to read it. If you've found a niche that responds to ads in print, test the efficacy of advertorials. You'll probably be pleasantly surprised.
- ii. **Start with the copy and use graphics to support.** Sure, people are distracted easily today and want to be entertained but in any ad or promotional piece you must not only capture but keep the attention of the reader, which means you need to know why you're running the ad and what you want the reader to do. I'm not saying you shouldn't use images or graphics or artwork in your ads. I'm saying you need to write your ad then use images, graphics and/or artwork to enhance it.
- iii. **Have a call to action and a deadline and/or scarcity.** People are sheep and need to be told what to do so tell them exactly how to respond to your ad. Hint: the more the better meaning, if you have room, include a phone number, a fax number, a website and even an address if they can come see you in person. But tell them how and when to respond and include some type of bonus offer "for the first 7 callers" or "for the next 72 hours" or "only one in stock at this price." People hate to lose out on a good deal so limit the time and/or quantity to get them to take action now. Why do you think otherwise sane people (that's questionable) will camp outside a BestBuy or Wal-Mart for a week before Black Friday? You can make every Friday be Black Friday to your prospects and clients.
- iv. **Use promo-codes to track the effectiveness of the ad.** Look at the SkyMall magazine or an ad mailed to you from Hertz or Marriott and notice the little promo-code they ask you to enter or reference when you call or visit their sites. Smart advertisers will have different codes for every magazine or newspaper or direct mail campaign they run so they can track the effectiveness of each one. If you're running an ad in November in The Wall Street Journal, USA Today and the New York Times you may have a code like 11131, 11132 and 11133 where "11" is the month, "13"

is the year and “1,” “2” and “3” correspond to The Wall Street Journal, the New York Times and USA Today, respectively. If it costs \$10,000 per newspaper to run the ads and you get \$100,000 in sales from the Journal, \$80,000 in sales from the NYT and just \$30,000 in sales from USA Today you can then change the ad in USA Today or drop it altogether and either double up on the Journal or use those \$10,000 to test another paper. But at least you’re making an informed decision.

- IV) **Direct Mail.** It still works. Ignore the fools that say “The response rate is too low” and instead focus on the ROI. If it costs you \$6,000 to mail 600 great direct mail ads to a targeted list that gets a 2% response—12 people reply—and 50% buy—six sales—and the sale is \$2,000 coaching program that’s a 100% return on your money: spend \$6,000 to get six people to pay \$2,000 each = \$12,000 in sales - \$6000 in cost = \$6,000 profit. If you can get 10 people to buy from a Facebook ad that costs \$1,200 to run does that mean you shouldn’t do direct mail since the ROI is so much higher with the Facebook ad? Maybe. What if those 600 people you mailed to are in a demographic that doesn’t get on Facebook much? Is that \$6,000 direct mail cost a waste of money or a wise investment? You get my point, so let’s look at a few tips to get the most out of direct mail should you decide to go this route, which you should at least consider.
- V) **Get a good list.** This is the “secret” to success in any business: having a good list then making them a goo offer. If you are just starting out you may have to buy or rent a list. SRDS (Standard Rate & Data Service) is a great, although a little pricey, place to start. Visit SRDS.com to be redirect to their new page as part of Kantar Media. You can also check out InfoUSA.com and others similar to them. If you’re going after email lists make sure the company you use will send the email for you because most of the big email service providers do not allow you to import purchased lists. If you can’t afford to rent or buy a list, begin networking with people in complimentary industries and offer to do a revenue share if they’ll promote you to their lists. While you work on renting and sharing and buying lists, be working on creating your own with great lead magnets,

networking, etc. so you can control your own destiny sooner rather than later.

VI) **Deliver a powerful message that includes emotion.** This is the second “secret” to success: market like you mean it. Having a good list is worthless if you send worthless advertising messages to them. Send a powerful message in a powerful manner and fill it with emotion because “Facts tell. Stories sell.” You need to move your readers to action.

VII) **Send a sequence of offers, not just one.** This is the third “secret” to success: multi-touch, multi-media. Regardless how “wonderful” you and your product and your company and your patents and secret recipes are, most people won’t buy the first time you reach out to them. Most won’t buy the second time either. You need to be in it for the long haul, which could be 2-3 years if you’re selling cars, 5-7 years if you’re selling houses, 3-5 years if you’re selling computers, 3-6 months if you have an upscale restaurant, etc. You’re also courting disaster if you rely on any one form of communication. People are harder to reach than ever. You need to look into leveraging and testing every form of communication possible to grow your sales, which means email and direct mail, as mentioned above, but also SMS/Text messaging, voice broadcasts, faxes, Pay Per Click (PPC), social media contests, flyers on their windshields at sporting events, door hangers, etc. You never know what will get the attention—and the money—of your prospects until you try it.

VIII) **Include “lumpy mail.”** This is a “secret” of direct mail: put something other than paper in your envelope to make it “lumpy” or “bulky” or “3D.” We all sort our mail over the trashcan and then stack everything else in a pile that we get to later. By including a pen, a penny, a voodoo doll (I’ve seen it), a plastic trash can (I’ve mailed them), using a bank bag as an envelope (they work), or simply including any other item that will give your envelope some depth, it will create curiosity in the mind of the recipient, which is what we want. We need the letter to not only get delivered but to get opened. Sending lumpy mail ensures it won’t stack neatly in a pile they’ll get to “eventually.” Most people take action

immediately when they receive mail that looks different. Try it and let me know how it works for you.

- II. **Prospecting.** It's a sales professional's #1 job. We cannot control whether someone hands us their money, but we can control how often we attempt to find people that fit our ideal profile and engage them in conversation to determine if they are indeed a good fit.
- (I) **Networking events.** Getting out and pressing the flesh is a must for anyone in sales, at any stage of their career. Building relationships and connecting with people is why God created us, and it's how we build a successful career in sales. Your LinkedIn relationships will only take you so far. To accelerate and solidify those relationships, get out and meet people.
- (I) **Script how to start and end a conversation.** Just showing up and knocking back a few cocktails and coconut shrimp and meatballs won't cut it. You need to know how to not only begin, but end, a conversation. You're there to "net-work," which means throwing out your net as wide as it will go and working the catch. You need an interesting introduction, then turn it around to engage the prospect, get to know a little about them, then ask for their card and move on to the next person you'd like to meet. Far too many rookies attend events, stand in a corner with their friend for 30-90 minutes, then go home complaining "networking events don't work." Like all parts of your business, you need to have a plan and work the plan.
- (II) **Eat and drink before you arrive.** It's hard to appear welcoming and inviting if you have a drink in one hand, a napkin draped over your other arm and a plate piled high with appetizers in the other. You're not there for a free meal or cheap drinks. You're there to meet people so make sure you're not treating the event like a buffet. If you really need to eat, get there early so you can eat quickly and be done with it. To be sociable it's OK to carry a drink—preferably non-alcoholic—but hold it in your left hand so you don't have some cold, wet right hand you have to wipe on your pants or table cloth when you meet someone. (First impressions really do matter.)

- (III) **Your goal is to get as many cards and names as you can, NOT to give our your card.** The people you want to get to know will not follow-up with you later, and the people you wish you had never met will hound you 'til the cows come home, so hand out your card judiciously, but take as many cards as you can. That way you are in control of the dialogue and the follow-up after the event.
- (IV) **Make a game out of it.** Great sales people are competitive, so if you are dreading attending an event, go with other sales people from your company or friends that are in sales, and have a competition to see who can meet the most people and collect the most cards and/or names in your automated follow-up sequence. The loser buys the first round of drinks after the event or breakfast the next day. Do whatever you have to do in order to put yourself in position to win.

Networking Pro Tip:

Use an auto responder like Infusionsoft or Aweber to create a web form with a follow-up sequence for networking events and add the link to the hosted web form on the home screen of your smart phone. Make sure you include all of the normal contact fields but make none of them "required." When you're at the networking event, if someone says "I don't have any cards with me," you can whip out your phone and say, "No problem. Just enter your first name and email and I'll be in touch." The sequence will send them a nice email and assign a Task to you to follow-up.

- III. **Give talks.** When you speak you are perceived as an expert. It also forces you to shape and form your thoughts and opinions and message for the marketplace. While it's great to speak on subjects pertaining to your business, you'll be amazed at how much business you can generate by simply being seen on stage. People will see you as a person of influence, a person of confidence—because most people are terrified of speaking—and they will want to know you and what you do. They will then be open to either buying from you and/or referring others to you since they trust you.

- I. **Chambers of Commerce.** Since joining my local Chambers around 2006, I've been asked to speak and/or train many times, and it has always helped my business. Sometimes I've been able to charge for my training, but I've usually spoken for free. Don't let that dampen your spirits. The practice and exposure will help you grow.
- II. **Church.** I speak as often as I can for my church. When we had a fund raiser for a new building I spoke in front of 1,200 attendees during one of our services. I've spoken at retreats. My wife and I give a financial planning talk to married and engaged couples at our church 3-5 times per year. I'm not passing out cards at these events, but I am getting to know more people in my community and they are getting to know me and what I do, even though I do not speak on sales and marketing. Just putting yourself out there is a great thing that will always pay dividends.
- III. **Weekly/monthly/quarterly/annual sales meetings.** Regardless the industry, there are groups of your prospects assembling daily around the world to discuss their business, policies, procedures, etc. that you can get yourself invited to in order to present and educate them on ways they can improve...by buying what you sell! Maybe you have to start by calling local offices and speaking with the owner, the general manager, the HR manager, the finance officer, the operations manager, the IT director, WHOMEVER, just get in touch and ask them if they have regular meetings or do they need continuing education credits or would they like a free breakfast or lunch that you would sponsor if they would let you come in and present for 15-45 minutes. This works in any industry. You just need to get your ASK in gear and build some momentum. Before you know it, you'll be speaking—and selling—like crazy.
- IV. **Your own.** Call around or network to get yourself invited to a company's weekly or monthly meeting. Invite a small group to attend a training session at your conference table. If you don't have an office, find someone in a complimentary business with a conference room and tell them you'll fill it with great prospects if they'll host. (For example, if you sell copiers, you could partner with a computer repair company or an accountant,

bookkeeper, commercial realtor, janitorial company or emergency restoration company.) If you don't want to network like that—you're crazy—but you could rent a room from your local Chamber of Commerce, the library—if they allow for-profit events—or a private meeting space at a restaurant. Get started on your own events today.

IV. **Write.** Content marketing will be the fundamental form of marketing well into the 2020's and beyond. The internet, social media and mobile connectivity all put the world at our fingertips. People want to share and learn at their own pace, and not be pressured to buy before they're ready. We are all sensitive to being sold or coerced, so we are turning a blind eye to banner ads, blinking, flashy ads, loud ads, etc. We want to be informed, and through the data-gathering process we'll grow to like and trust the provider of that information. If you "love sales" but "hate selling," welcome to your new path to success.

- I. **A blog.** You need to have a blog. Period. You can setup a free, or nearly free, blog at
 - (I) WordPress.com—I built TheSalesWhisperer.com originally on Wordpress and it was a great platform for learning and growing and I still recommend it for most of my clients. (In 2015 I moved to HubSpot, but that kind of move takes a lot of planning.)
 - (II) Medium.com
 - (III) Quora.com
 - (IV) LinkedIn.com
 - (V) Business2Community.com
 - (VI) blogger.com—owned by Google
 - (VII) weebly.com—how I built my first blog
 - (VIII) jimdo.com—how I built my second blog.
 - (IX) squarespace.com—elegant but not free
 - (X) typepad.com—not free but used by Seth Godin, so you know it's good.

- (XI) Facebook Fan Page—not quite a blog, but you can create a lot of content for free on Facebook and it will get indexed by the search engines and help you showcase your style, your ideas, and yourself.
- II. **Syndication.** In a nutshell, you post your own content on your blog and then syndicate your content to sites such as Business2Community, Medium, Quora, etc. about two weeks later. This helps you get a wider distribution without getting the “duplicate content” hit from Google.
- III. **Article directories.** The effectiveness of this strategy has diminished as Google has gotten tougher on duplicate content but it’s worth exploring. Free sites online such as www.EzineArticles.com, ehow.com, hubpages.com and examiner.com can help you get more exposure and are worth researching.
- V. **Webinars.** Webinar software can be expensive but once you learn how to do them, it’s a wise investment.
- I. **Educate many at once.** Leverage is the key to success in anything. If you can reach just two people at once instead of 1:1, you are twice as effective. Now imagine getting 10 people or 100 people on a live—or recorded—call or webinar, and your efficiency gets that much better. Great success is often realized through great leaps in productivity and accomplishment, rather than small, incremental changes. Once you leverage this type of promotion/education/marketing, you will never go back to one-on-one selling again.
- II. **Shortens sales cycles.** People buy when they’re ready, not when you and I are ready. If you have to speak with every single lead every single time they have a question to help them get ready, you’ll never grow. There are just not enough hours in the day. By conducting regular webinars and teleconferences you can address each common question during those sessions, record them, and make them available on an FAQ/SAQ page on your website, you can educate current and future prospects on their own time, which means when you finally speak with them, they are 50-90%

convinced and ready to buy. This is another way to double and triple your sales by working smarter.

III. Free to inexpensive, options.

- (I) zoom.us—I switched to them in late 2016 and haven't looked back.
- (II) **AnyMeeting** offers up to 200 users for free, but they run ads on their platform. I'm not too big on that.
- (III) **Webex** is a great platform that allows three attendees for free. It can get expensive, but I do use them for small training sessions with private clients as they offer a quality product with the ability to call, cleanly, over VoIP and record the call.

VI. Outbound Calls. When selling B2B, making outbound calls still works.

You need to set phone goals for yourself just like any other goal, but it's probably even more important for this activity since it's probably the most unpleasant. But like Zig Ziglar says, ***"if you gotta eat a frog, there's no sense in staring at it...and you need to eat the biggest one first."***

- I. **Dials.** Track the number of times you pick up the phone and dial a number. All dials count, even if it's a wrong, disconnected or fax number and even if you get their voicemail. Remember, we're after action here, and actions create feelings...and inaction is a form of action. If your time has been dominated by inaction, that explains your rundown, unconfident feeling and attitude.
- II. **Contacts.** Track how many times you reached a decision maker.
- III. **Conversations.** How many relevant, meaningful conversations did you have with a decision maker?
- IV. **Appointments.** You're not trying to make a sale on the prospecting call. You're simply shooting for a mutually-agreed upon appointment.
 - (I) **Strategize.** There are the tactics of setting the appointment, and the overall strategy that encompasses the tactics. You need to be clear on both.

- I) Learn and understand your own buying and selling styles. This impacts how you present, how you respond to the questions and actions of prospects, and your success. Always remember that you are not your client. Just because you like beer and burgers doesn't mean they do. Act accordingly.
- II) Learn and understand the buying styles of your prospects and clients. Birds of a feather do flock together. Most CFOs act, think, question, negotiate and buy alike. Ditto for CIOs, CEOs and CMOs. However, a CEO of private firm of 100 employees may act more like a General Manager of a 1,000 person division of a Fortune 100 company. Take note of the itches of your clients, and scratch accordingly.
- (II) **“Bunch” your appointments.** As a matter of fact, bunch everything. You don't go to one store for bread, another for milk, and a third for eggs. Grocery stores bunch their food items for your convenience. Do the same for your sales success.
- I) **Set as many appointments in the same area as possible.** When I was covering multiple states for high tech companies in the early-to-mid 2000's, I would buy my ticket for a faraway city and start calling like a madman to book appointments in that city to make the best use of my time. “Hi, CIO, I'll be in town Tuesday the 2nd through Thursday evening the 4th. How is your calendar then for me to stop by and put a face to a name?” The fact I was coming to town made it easier for me to set appointments and I leveraged that to great success.
- II) **Minimize your drive/commute time.** This goes hand-in-hand with the former idea, but the finer point here is to live near your clients and/or get a hotel near them so you are not fighting traffic and wasting time in the car or in cabs.
- III) **Travel “off peak.”** This applies to lifestyle as well as work, but because I have worked from home since the summer of 2000 and I worked for myself since starting The Sales Whisperer®, I can go to the gym, the post office, the grocery store, even lunch during non-hectic times, which not

only makes me more efficient, but more relaxed. The same is true of traveling. We all know Mondays and Fridays are nuts in airports, so why fly then? Sure, a lot of companies will tell you not to fly during the day “when you should be selling,” and that’s true, to a degree. But if you can have a better quality of life and still make your sales goals, do it. Most flights now have Wifi so you can still get a lot done—maybe even more due to the lack of distractions—on a flight in the middle of the day. You’ll also be more relaxed when you arrive, which goes a long way in making the sale. So look at your schedule and figure out what can be moved around and see if you don’t enjoy your work and play time more.

- (III) **Plan.** When you get an appointment, plan like your life depended on making a sale that day.
 - I) **Stop relying on your “sense of timing,” “people skills,” sense of humor or glib tongue to get you through your appointments.** You need to know why you are seeing them, how long the meeting will last, who will be in attendance, how to open the meeting, pre-written questions you need to get answered during the meeting, how you will address the pricing question, and how you will close the meeting. That’s why you need an Agenda, which is the next point.
 - II) **Set agendas for every appointment.** People fall into four buying styles, that can be summed up into “analytical” and “laid back.” But the “laid back” types can still get in your face and challenge you, they just don’t want to read the manual or your glossy brochures or sit through your 87-slide presentation. Having an agenda will keep them in line. The analytical types will appreciate you having an agenda, and will view you as “different” from other, typical, salespeople that just show up and wing it. You can get my actual meeting agenda by visiting **TheSalesAgenda.com**.
- V. **Proposals.** You and I are not paid to generate and present proposals. Remember that Prospecting is our #1 job. When done correctly, you’ll find

people with the “bleeding necks” that don’t need detailed proposals. They want you to save them.

- (I) **Only give a proposal when you have a mutually-agreed upon process and date for a decision.** It’s the old “let’s pretend” game where they ask for a proposal and you reply with “Let’s pretend you like what you see. Then what?” Until you know what they need to see and how and when they’ll move forward, you keep your pencil—and pencil sharpener—in the bag.
- (II) **If you must present a proposal, quote oranges to their apples.** In the world of technology it’s called “lock-out specs.” These are specifications you offer that no other competitor does. This is how you create an apples-to-oranges comparison, but it’s in your favor. (What’s that? You don’t offer anything unique? Then get creative or find another job.)
- (III) **If you must present a proposal, present it in person.** It’s always best to see their response to your proposal. Just firing it off in an email and hoping for the best is a recipe for a fast disaster in the form of a “Thanks, but no thanks” reply, or, worse, a “Thanks...can you provide your best and final bid?” reply that slowly grinds down both your profits and your confidence. Go see them in person. Gauge their response. Ask them to clarify their thinking and to tell you where you are strong and where your proposal is weak. Fight for clarification on how to win and fight for the order.
- (IV) **Do not leave your proposal behind.** I know this is difficult at times, but work on it. Leaving your proposal behind practically guarantees a naysayer inside the company will grab it and share it with the vendor they want to win. Savvy salespeople will bring in their proposal and ask how they stack up, and the prospect will say “Take a look,” and hand over your proposal. It’s never good. If you must leave your proposal behind, create a proposal that bundles everything together with a price instead of showing line item pricing. Line item pricing makes it too easy

for your prospect to strike out your most profitable components, which is unsustainable.

VI. Orders / PO's. Getting paid is the name of the game so track your sales and compare them to previous periods both immediately preceding and during the same time a year ago, so you know how things are trending.

- (I) **Daily.** Even if you're selling aircraft or yachts, you can shoot for a daily sale.
- (II) **Weekly.** My first year selling mobile homes I sold 52 despite having a stretch of several weeks without selling any. (I was about to jump in front of a bus...but I didn't.) To hell with "dry spells." Go out and sell something at least weekly.
- (III) **Monthly.** Contrary to popular belief, there are not four weeks in a month. There are 4.33 weeks in a month. That extra 33% of a week adds up to an extra four weeks—28 days—of selling. I have a report on my Infusionsoft Dashboard that shows me sales and income for every month of the year. I am always looking at those numbers and striving to beat last month, every month.
- (IV) **Quarterly.** We all have seasonal businesses, but if you know that, you should be working on ways to offset the seasonal dips. I have a client that sells mulch in the Midwest. Mulch is a Spring-Summer product, so they added firewood to their offerings to compensate for the dip. You know the quarter is coming, prepare and plan accordingly.
- (V) **Annually.** A funny thing happens if you do the right things every day, every week, every month, and every quarter. The year just takes care of itself. But you still need to monitor it and review your numbers on an annual basis.
- (3) **Focus.** How often are you interrupted during the day? The "mediocre majority" has the attention span of a sparrow. Studies have shown that we have the power to rewire our brains if we can self-consciously focus. Here are some tips to help you do just that.

- 1) **Go into hiding.** Literally. Get lost. Go to the library, the lake, the coffee shop, anywhere but where people expect to find you, and can find you easily. People do not need access to you 24/7. This includes prospects, clients and your staff. You need to set boundaries for all of them. Unless you are a day-trader, ER doctor, SWAT sniper, hostage negotiator or fighter pilot, the world can wait minutes, even hours or days to hear from you.
- 2) **Let your answering machine do its job.**
 - I. Most people can answer their own questions if you let them. If they don't leave a message then it wasn't really important.
 - II. If you must answer the phone but are busy, try answering like this:
 - (I) "Hi, Joe, I'm in the middle of something. Do you have a quick question or should we schedule time later to talk?"
 - (II) "Hi, Mary, I have 3 minutes before my next appointment. Do you have a quick question or should we schedule time later to talk?"
 - (III) "This is Wes, how can I help you today?"
- (4) **Don't eat email for breakfast.** I'm always working on this one, but it's still true.
 - 1) When you avoid looking at email the first thing in the morning, you can start your day being active—working on what you want to do—vs. reactive.
 - 2) This also helps you set your own schedule and pace. Make others keep up.
 - 3) In December 2013 I started using unroll.me to clean up and manage my inbox. I found out my name was on 467 lists! In about 15 minutes I unsubscribed from 210 of them and began "rolling up" the lists I wanted to keep receiving, but in a more concise, controlled manner. It's a free service as I write this so give it a try and let me know what you think.
 - 4) Tim Ferris gives 8 great points on email:
 - I. **"Batch" email at set times.** (I talked about this earlier when I mentioned "bunching" your activities.)

- II. **Send and read email at different times.** In other words, download your email and then unplug and go somewhere quiet to respond. (Ever notice how much work you get done on an airplane?)
- III. **Don't scan email if you can't immediately fix problems.** Just looking at them will simply distract you. Save your email time for when you have time to get things done that need doing.
- IV. **Don't "before I forget" people during off-hours.** This sets the expectation with clients, peers and supervisors that you are accessible 24/7. It also shows them that you do not value their down time. Keep a notepad handy. Use technology like Evernote or Reminders on your iPhone to make a list and review it during work hours the next day.
- V. **Your inbox is not to be used for reminders or as a to-do list.** The more you're staring at email, the more you will be distracted and inefficient perusing incoming messages, old messages, etc. Drag important mails to your calendar and set a time to attend to it if you can't do it now, then get out of your inbox.
- VI. **Set rules for email-to-phone escalation.** If a message bounces back and forth more than 2 or 3 times pick up the phone and solve the issue, answer the question, set the appointment, make the decision and get on with business and your life!
- VII. **Have a clear purpose for sending an email.** This applies to everything in life, but email is so pervasive and accessible it's easy to hop on and fire off a note without thinking.
- VIII. **Make suggestions instead of asking questions.** For example, "I can meet for 25 minutes at either 9:30, 11:15 or 2:45 today. Just pick a time and let me know or send me a calendar event and I'll accept any of those times as long as I hear back from you in the next 30 minutes." Alternatively, leverage free and inexpensive scheduling programs such as TimeTrade, Google's Calendly, and ScheduleOnce. These have been huge time-savers for me since I started my own business.

IX. Set a delay timer on sending emails. This is my own little nugget. Most email applications let you set a delay on the actual delivery of an email and/or schedule delivery for a set time and/or recall an email after you send it. This is important for several reasons. If you have a tendency to “shoot from the hip,” especially when angry, having a delay and/or recall is a vital tool to saving face and maintaining key relationships with clients, staff, family and friends. Sometimes you just need to jot it down and get it off your chest then delete it. So find those features in your Outlook, Gmail, Apple Mail, etc, and enable them. Being able to schedule the delivery of emails is great, too. If you’re a night owl or early bird, you may be in a groove responding to messages at midnight or 4 am, but you may not want to let your recipients know you are up then because they may think you’re not good with your time, or they may be up, too, and want to strike up a conversation during your productive time. So set a rule that your emails only begin sending at 8 am. This is a great little feature for clearing out your inbox and getting on to more important things without being interrupted.

ANNIE OAKLEY-ITIS, A.K.A., SHOOTING FROM THE HIP.

How Does This Apply To My Business?

Potential Revenue / Profit Impact: \$ _____

Importance: 1 2 3 4 5 (Circle One)

Action Date: _____ **Person Responsible** _____

Recommended Resource

If you are new to working with a sales trainer/coach/mentor and would like to test the waters I offer a program that allows you to spend 30 minutes of focused, 1-on-1 time with me every week to work on any sales or marketing issue that is on your mind. It's not cheap, but it's effective.

It is called my Initial Process Assessment and you can access it at TheSalesWhisperer.com/ipa

2) Equating sales with begging.

“It is never too late to be who you might have been.” ~George Eliot

“You've got to be success minded. You've got to feel that things are coming your way when you're out selling; otherwise, you won't be able to sell anything.” ~Curtis Carlson

By not knowing their numbers and shooting from the hip, salespeople are notorious for waiting until the end of the month—or worse, the end of the quarter—to develop a sense of urgency about prospecting and closing sales.

However, if you don't know the prospect's pain, decision-making process, ability and willingness to buy and desire to apply time and resources towards reviewing your offering and or using it properly you are in trouble.

That's when the proverbial “pants around the ankles” happens and salespeople begin dropping prices, amending T's and C's, offering free and/or expedited shipping, delayed payment, split shipments, no interest, no payments, gift wrapping, engraving, free installation, extended warranties,

game tickets, vacation packages, dinner and drinks, rounds of golf, golf clubs, golf hats, golf shirts, cigars, bottles of wine, bottles of scotch, “adult” entertainment and every other cheesy, desperate sales tactic used by beggars to buy their way out of their own attention deficit disorder.

All of the above are what salespeople (and absentee parents) do to “buy the love and affection” of the “important” people in their lives that they did not treat as important until it was too late. Not only will it cost you margin today, it will also cost you your self-esteem, which will lead to loss of margins tomorrow and the loss of even more self-esteem, which is known as “getting in a rut.”

Cure: Understand the value you bring to your clients and deliver it by becoming an expert in your field. An expert that provides solutions as a consultant instead of a mere peddler of commodities.

1. Broaden your studies to include not only your current industry but also...
 - (1) **Communication skills.** We all need to get better at communication. It’s fundamental to a happy married life, raising children, getting better seats at a restaurant, asking for a raise, securing a free upgrade on a flight, befriending receptionists, and making the sale.
 - 1) **Body language.** We judge—and are judged—at a distance, the moment we lay eyes on someone, which is why I start with body language and attire before I get into other forms of communication. How you carry yourself matters. Are you staring at your smartphone? Are your eyes on the ground or making eye contact with everyone you meet? Do you walk and stand with a slouch, or are you standing/sitting tall and proud with confidence? Are your hands in your pockets or are your arms crossed with a furrowed brow, or are you relaxed, smiling, with a look of ease and relaxation? All of these variables are noticed and catalogued and judged by everyone we meet everywhere we go. Take note of how you are sitting as you are reading this. Sit up straight, relax your eyes, ease the tension out of your face by smiling and note how your forehead become “un-furrowed,” you can feel your ears move as you smile, and you even breath a little easier as

you sit up straight and pull your shoulders back and down with your chest out. Maintain that posture as you respond to emails, speak on the phone and engage with people throughout your day and see how much more productive and effective you are in your daily interactions, and how much more relaxed you are at the end of the day.

- 2) **Attire.** I must admit that living in California since 2004 has given me a newfound appreciation for shorts and flip flops. But even Californians appreciate a nicely-dressed person. The rule of thumb is to dress just a little nicer than the occasion calls for. For men this includes having shined shoes and a nice belt. I know it sounds funny and maybe even silly, but those items are noticed by men and women alike, and they make a huge impression. In mid-November 2013, I met with the founder and CEO of a 150-person company that told me the story of how he kicked a marketing consultant out of his office years ago that showed up with worn out, unshined shoes. (Good thing mine were shined!) Ladies, while sex appeal can help your cause, if you overdo it, it can hurt you as well. While a low-cut blouse and/or short skirt may pique the attention of the men you want to get in to see and help you get a foot in the door, it will probably backfire and make it harder for you to make your point because you've shifted the focus from your intellectual and product benefits to your physical attributes. Always dress to accentuate the fact you are a woman, but dress to show the men and women you meet that you are their equal as well. This is done by leaving a little to the imagination.
- 3) **Speaking.** Words mean things. Within 3-7 seconds we have sized one another up and that initial impression is hard to overcome, which means you better know what you are going to say and how you are going to say it before you enter the prospecting, sales and negotiation arena. The best way to open a conversation is to simply smile and pay the person you are meeting a sincere compliment and let the conversation go from there. You've heard the presentation adage "Open big. Close big." This goes for face-to-face meetings and interactions as well.

- I. **Join Toastmasters.** I started with them in the Fall of 1997 when I left the Air Force to become a stock broker and needed to learn how to speak to civilians after nine years of barking and receiving orders. It was great training.
- II. **Join BNI, LeTip, or other networking groups.** In 2006, when I began laying the foundation for The Sales Whisperer®, I joined BNI to network and to learn how to really network and request and secure referrals. It was a wonderful experience and I have friends to this day because of BNI.
- 4) **Writing.** Marketing is just selling in print. How you communicate via the written word can make your job and your life easy or hard. This applies to the emails you send, the proposals you create, your blog posts, social media updates, articles, white papers, free reports, books, even your business cards, ads you create and holiday/greeting cards you send. For years now I've had a detailed FAQ page that also includes a SAQ—Should Ask Questions—section that has shortened my sales cycles and improved my closing ratios. I then made short videos out of each of the questions to increase engagement and conversions. But it all started with me writing down the questions and responses, testing them, then improving them, and finally recording them.
- I. **Social Media.** Social media is still misunderstood and used incorrectly by the vast majority of people in business. The first word in the phrase is key: social. Be sociable and likable first and foremost. People want to be entertained. They want their ideas and feelings to be validated. They want to be educated and informed. They do not want to get their heads bashed in on a public forum for all the world to see. So leverage social media to show how smart, kind and funny you are and see if your business doesn't increase as well.
- I. **LinkedIn.** Regardless of your industry's rules and regulations on producing content and not giving "advice" or "recommendations," you can always go to LinkedIn and ask a question either as your status update or in a group of your peers or, better yet, a group of your ideal prospects. Ask

great questions and let others continue the dialogue and debate under your watchful eye. You'll still be seen as the thought leader that stimulates great discussion. A pro tip is to start your own Group where you can then send group emails once a week, control who joins, manage the Discussions and truly be seen as a leader in your space. This opens the door to new Connections, which opens the the door to referrals and sales.

- II. **Facebook Fan Page.** Your friends, family, clients and prospects are on Facebook. So create some content they can easily find on their virtual doorstep. Maybe it's a joke of the day or tip of the week or repost the questions from your LinkedIn groups to expand the dialogue there. You can also share other great content from around the web on your Fan Page so others will see you as someone that "vets" great information and makes it easier for your followers to stay informed. As comments and discussions ensue, take note of the positions people take as well as the questions they ask. That gives you valuable insight into the minds of your market, which will tell you what you need to write.
- III. **Twitter.** Twitter forces you to be concise, creative and witty. Great headlines are vital to any writing you do in any medium. Consider Twitter your headline sharpener. With their IPO in late 2013, you know Twitter is here to stay. Just like other social media sites, if you are new, start by listening. Follow those in your industry, including your competitors. But also follow some popular people such as celebrities to see how they engage their followers, then emulate them to build your own list.
- IV. **Aggregators.** There are free and inexpensive platforms out there that help you aggregate your social media monitoring and posting such as HootSuite, Sprout Social.
- II. **Create a blog.** I went into this earlier, but you need to have your own blog. The beauty of blogs today is most have mobile apps that enable you to create and post content to your blog from your smartphone. Being open to being inspired by the little things in life will help you create epic content in the future. With the popularity of Twitter you can see that most people

don't have the ability to focus for stretches of more than 144 characters, so make short posts on a regular basis until you have the momentum and the confidence to write longer posts. But post you must. The web is the hub of your sales, marketing and prospecting efforts, and your blog is now your website. So start and/or re-focus on your blog today.

- (2) **Persuasion skills.** The late, great Zig Ziglar always told us that selling is the transference of a feeling, and that feeling is confidence. It took me a long time to get over this idea of "persuasion = manipulation = coercion = bad in sales." Look, we're all in sales all the time. We sold our spouses that we were worth marrying. We're selling our kids on why they should do their homework and eat their vegetables. We're being sold on why a particular car or grocery store is better than the other. We're being sold to notice, open, read and take action on a particular email. You get my point. Persuasion and selling is never bad if you offer a quality product that works and improves the lives of your clients. In fact, because of the plethora of scoundrels and dirty dogs out there today, it's incumbent on you to do a better job at persuading your prospects to see the value you offer compared to the noisier, flashier, cheesier competitors in the marketplace so "the good guys" can win.
- 1) **Robert Cialdini.** Cialdini's book, "Influence: The Psychology of Persuasion," has become the Bible of human interaction in business. His main points of Reciprocity, Commitment and Consistency, Social Proof, Liking, Authority and Scarcity are the foundation of every interaction you and I ever have, and ever will encounter throughout our lives. It's a powerful book. It's the first one I'd recommend you read when you're done with this one.
- 2) **Chester Karrass.** If Cialdini is the persuasion guru, Karrass is the negotiation guru. In early 2002 I asked the company I was working for if they would pay for one of the karrass.com negotiation seminars and they did. It was around \$1,000 back then and it literally paid for itself twice over in my first negotiation with a client the following week. If you sell to B2B you really need to understand negotiation because the buyers and

purchasing agents to whom you are selling are literally taking these classes. You'll learn how to change the shape of your offer, how to bundle your offer, modify shipping, quantities, phased deliveries, etc. If you don't have the time or the money for one of their courses, get his books. I have all three, (with my affiliate links to Amazon)...

- I. "The Negotiating Game" (<http://amzn.to/180H4s2>)
 - II. "In Business As in Life, You Don't Get What You Deserve, You Get What You Negotiate" (<http://amzn.to/1dFVMHs>)
 - III. "Give and Take" (<http://amzn.to/lwjacH>)
- 3) **Watch TV.** Another way to learn how to negotiate—both good and bad—is to watch the show "Shark Tank." A lot of starry-eyed entrepreneurs go in there with their heads up their...in the clouds, and learn a valuable lesson in front of a national audience. See how the entrepreneurs react physically, emotionally and verbally. Notice how you can just tell when they are messing up and ask yourself, "Do I react the same way during tight situations?" Notice, also, how the Sharks are willing to walk away from deals that don't feel right and how they can immediately size up an opportunity based on how the entrepreneur presents him/herself. People buy you. Are you "buyable" in how you present yourself? That's the core of being persuasive.
- 4) **Roy Williams.** I've known Roy Williams, "The Wizard of Ads," since 2003, own all of his books and have attended many of his classes at his magical campus just south of Austin. He is a master of the written word, which is why all of his books have been best sellers. His craft is advertising, particularly radio advertising. He is the one that taught me "Seussing"—making up words like Dr. Seuss that the reader understands in context—the importance of portals and the need to tell a story. His books below are on my bookshelf and I reference them monthly if not weekly and I have since 2003.
- I. "The Wizard of Ads: Turning Words into Magic and Dreamers into Millionaires" (<http://amzn.to/lqVbuV>)

- II. “Secret Formulas of the Wizard of Ads: Turning Paupers into Princes and Lead into Gold” (<http://amzn.to/18bHAhD>)
- III. “Magical Worlds of the Wizard of Ads: Tools and Techniques for Profitable Persuasion” (<http://amzn.to/1c1kECI>)
- IV. “Free the Beagle: A Journey to Destinae” (<http://amzn.to/1c1l5gj>)
- V. “Destinae” (<http://amzn.to/1j100ll>)

5) **David Freeman.** A screenwriter, script developer and instructor, I met David at his Wizard of Ads class, “Accelerated Branding,” many years ago. His “Beyond Structure” course is taught in LA, New York and London and is not cheap, but his methods can help you write money into your bank account. The idea is to tell a story in everything you do, from face-to-face meetings, over the phone, with your videos, podcasts, social media and even books and guides like this. People want to be entertained. Learn how to sell by telling a good story.

(3) **Humor.** I was torn on whether to put this under persuasion, as it could go either way, but suffice it to say, you need to be funnier than you are today. It’s a skill that can be learned, but, like dynamite, a little goes a long way. Since I was a kid I’ve been naturally funny, so that has been a blessing. However, I have studied humor and joke telling and comedians since at least 1994. The greatest comedians and comedic actors are actually the smartest in their fields because having great timing and delivery and nuance takes skill, observation and practice. I read jokes every day. I have Eddie Murphy, Jay Mohr and Robin Williams on my iPhone and listen to them at the gym and when I’m preparing a new talk. Heck, I took a 6-week stand-up comedy course and did a 5-minute skit on open mic night at my local comedy club in the Summer of 2013 just to push myself. It was hard. I’m glad I did it. I probably will never do it again! Here are some of the comedy books on my bookshelf now:

- 1) “The Truth About Chuck Norris: 400 Facts About the World’s Greatest Human” (<http://amzn.to/1eGl6Jc>)

- 2) “Jeff Foxworthy’s Redneck Dictionary” (<http://amzn.to/lr6h2U>)
- 3) “The Book of Useless Information” (<http://amzn.to/1hnkE7A>)
- (4) **TV and social media can make you dumb.** Cal Newport—calnewport.com—talks about “Deep Work and the Good Life” in an August 14th, 2013 blog post. His main drive nowadays is helping people “live deeply in a distracted world.” He states that he’s “increasingly convinced that cultivating the ability to concentrate on hard things without distraction is a skill that’s becoming increasingly rare at the same time that it’s becoming increasingly valuable in our economy.” Turn off the TV, limit your social media surfing and read at least one book per month on your industry and you’ll be an expert in five years. (Read one book a week and become an expert in a year.)
- (5) I took a **speed-reading** course with my teenage sons in September 2013 as part of their SAT preparation and more than doubled my reading speed while increasing comprehension. I recommend you take a speed reading course as well. If you can set aside 15 minutes per day to read 7-10 pages you can read an average non-fiction book every month. If you can read for 30 minutes at twice the speed you can read an average non-fiction book every week and become an expert on any topic that same year.
- (6) Sign up for audible.com and **listen to books** at up to triple speed if you are not a great and/or have a long commute and/or just can’t spare a free minute right now. (We’ll discuss that later.)
- (7) Sign up for free **newsletters** from greats like [The Weekly Whisper](http://TheWeeklyWhisper.com) and Roy Williams (MondayMorningMemo.com) to get great content at no cost.
- (8) If you’re concerned about cost, keep in mind the **library** is free, so this doesn't have to cost you a cent. I also buy a lot of books used on biblio.com for pennies on the dollar and am reading more digital books through Apple and Amazon. They are less expensive than (new) printed books and I can carry a lot of them at once, so I can never say “I don’t have anything to read.”

- (9) **Podcasts** are also free. Check out Pat Flynn's SmartPassiveIncome.com. You can sign up for my podcast at TheSalesPodcast.com.
- (10) Executive Book Summaries has MP3s of their summaries.
- (11) Exchange good CDs with co-workers.
- (12) If you have a commute, turn your car into "Automobile University" by switching off the radio and listening to all of the above.
- (13) Reading these newsletters, listening to these podcasts and reading free books from the library are great ways to stay ahead of the competition, to keep your head in the game and achieve your goals. Watching TV and playing games and debating strangers on social media sites will not get you where you want to go. If you find yourself saying "I don't have any time," take a closer look at how you're spending your time and I'd bet a dollar to an iPad, you're wasting 30 minutes to 3 hours a day on unproductive activities.

Recommended Resource

Check out my best-selling CD, "Making Good Money In Bad Times. " It'll get you on the right track to clear out the "stinkin' thinkin'" and it will help you to realize there really is opportunity everywhere, despite the increasing number of increasingly idiotic idiots we keep sending to Washington D.C.

<http://www.thesaleswhisperer.com/making-good-money-in-bad-times/>

You can also get my free podcast at TheSalesPodcast.com.

- 2. Understand the pain of your clients and your unique ability to make that pain go away. When you understand the issues your clients have better than they do, you'll ask better questions, you'll approach them in a more calm, relaxed, confident manner, that calm approach will resonate with them, and they'll want to do business with you, even if you're more expensive than some of their other options.

- 1) To better understand your clients and prospects, spend a day “shadowing” them in their own environments and take notes.
 - 2) Meet with all of your clients at least quarterly to review what is working, what is not, what challenges they see coming their way, and remind them of the progress they’ve made so far.
 - 3) Interview other top salespeople to get their perspectives on why clients buy from them. (**Hint:** That’s a priceless bonus of having a podcast where I interview other professional salespeople, sales managers, business owners and entrepreneurs. I get to get up close and personal for 30 minutes to an hour with people that are achieving great things in business to learn from the best. You may want to start your own podcast sooner rather than later.)
3. **You must see yourself as a trusted advisor/consultant that is worthy of respect and higher prices.** There are people in your industry making twice as much as you do and working half as hard. Why is that? It’s the perceived value their clients—you’re potential clients—assign to the products, services, and consulting they provide. It’s not enough to be the best at what you do. You have to be seen as the best, and that comes with you believing it first. You are your first sale. If you don’t believe in what you’re offering, you’ll never be able to charge premium prices, command the attention and respect of your prospects and clients, and reach the pinnacle of your profession.
- 1) For example,
 - I. **Overweight people** will regain lost weight continuously until they stop seeing themselves as “fat” and start seeing themselves as fit, healthy AND happy.
 - II. A study by researchers at the University of Kentucky, the University of Pittsburgh and the Vanderbilt University Law School shows that people who win \$150,000 from a **lottery** are just as likely as those who win \$10,000 to declare bankruptcy within five years. They don’t see themselves worthy of having that money so they sabotage themselves to get rid of it.

(2) How to convince yourself of your position of authority.

1) **Positive affirmations**, i.e. “self talk.” I’m a little torn here because I’m not a big “vision board” kind of person, but focusing on the negatives is certainly a bad thing. So if repeating the good keeps you from focusing on the bad, then knock yourself out. But realize that staring at a collage of material items you want won’t make them come into your life. Your hard work giving yourself more “at bats” by getting in front of more prospects and engaging them with confidence is what brings those material representations of success into your life. I know when I’m golfing, if I stare at a pond along the left side of the fairway with a right to left wind and I am hooking the ball that day, that is where I am going to hit the ball. So I’m always working on focusing on where I want to be instead of where I don’t want to be.

2) **“Anoint” yourself as the expert. Don't wait to be “discovered.”** It worked for Napoleon in 1804. It can work for you. In the Spring of 2012 I decided to write a book on Infusionsoft. While I was a great seller of Infusionsoft, there were—and are—many more “techies” that are more proficient users of the software. These are people that are coders and developers at heart that really dig into the bowels of the software to understand its source code, its API, how to manipulate it to “supercharge” it and get more out of the software than the founders intended. I just use the software as is and have built a thriving business with it and because of it. And because nobody had ever written a book on how to use the software I “anointed” myself as just the person to write it. I was late going to print. I left out some features because I ran out of time and got in over my head. There were typos and duplicate sections. But I did it. And now it’s in its second edition and is selling well and generating more leads and clients because of it. As I go to print with this updated version of “The 7 Deadly Sins of Selling,” I am working on the third edition of “The Definitive Guide To Infusionsoft”—available at BestCRMBook.com—and just finished my second book, “It Takes More Than a Big Smile, a Good Idea & a Twitter Account To Build a Business That Lasts.” Success loves success. Anoint

yourself as the expert and become successful. Dr. Seuss was not doctor and he had a pretty good career. Would you, could you, anoint yourself?

- 3) **Take better care of yourself.** If you don't like how you look, how you feel, or what you must do to do what you must do, then do something about it.
- I. **Eat better.** While there will always be the outliers and people that are truly sick, most Americans are overweight by choice. If you are reading this it means you have access to technology, you have the time and the money to buy the book or download the PDF and read it, which means you have the means to eat better. The day before Thanksgiving, 2010, I got test results back from my doctor that showed elevated liver proteins and my doctor told me I had to lose weight. I could've done what most people would've done and waited until after the New Year to get started. Why "ruin" Thanksgiving, Christmas and New Year's, right? That's what "most" people would do. (Do you want to live like most people?) Instead, I started that day and by New Year's Day I had lost 15 pounds. Since I was already exercising, the weight loss was 100% attributable to the fact I ate better and I consumed fewer calories. If it's important to you, you'll do it now, this very hour. You'll not pour yourself that 144-calorie soft drink; you'll not drink that diet soft drink either (that stuff is literally poison); you'll order a grilled chicken sandwich with honey mustard instead of the double-meat, double-cheese with mayonnaise; you'll drink more water; eat more fiber; eat more protein; eat less simple carbohydrates and you'll lose weight. And you'll feel better and close more sales, guaranteed.
- II. **Exercise.** "If I'd've known how long I was going to live, I would've taken better care of myself." You're not working so hard to be the richest person in hospice care. The more you exercise the better you'll feel, the more productive you'll be, the more success you'll achieve. I've gone long stretches—several months—where I had an overflowing plate, tons of stress, money pressures, you name it, but I've always hit the gym. Maybe I didn't get great exercises in, but I stayed in the habit of hitting the gym because it's important. As things improved, I got back in the groove at the gym...but maybe things improved when I got in a better groove at the

gym. Exercise will wake you up, improve your focus, make you feel better about yourself, and that confidence will spill over into your sales success.

III. **Get more sleep.** You're not a hero for pulling all-nighters or running on 3-4 hours of sleep on a regular basis. You're setting yourself up for silly, costly mistakes at a minimum, and a hard crash ultimately. If you're not getting enough sleep it's because you're trying to do too much. Learn to say "no" to more people, including friends, family and even clients and bosses. Also, take a hard look at what you're not getting done and/or putting off and seek to understand why it's happening. Are you goofing off on social media and not getting around to completing productive, meaningful work? Are you afraid of success and not starting that newsletter, podcast or book you've been wanting to write, but your subconscious is nagging you anyway? Are you eating poorly and/or drinking too much? Any and all of these can lead to your poor sleep habits. Address them now to have a better quality of life and more sales success.

IV. **Wear nicer clothes.** We do judge books by their covers and studies have shown that the mind receives more pleasure from higher priced items, even when it's exactly the same. (A paper published in the Journal of Consumer Research wired up the medial orbitofrontal cortex of consumers tasting wine and they liked a wine better when they believed it cost more.) The same is true of how you feel about yourself when you dress. Earlier I relayed the story of the marketing consultant that was kicked out of my client's office because his shoes were not shined. To feel better about yourself, spend a little extra on a nice belt, a good shoe shine, a quality sports coat or a nice purse or computer bag and see how you feel. This doesn't have to cost a lot. I've been buying clothes during sales at Men's Wearhouse for years, then redeeming points for free clothes. When I lived in Austin, I bought a lot of nice clothes at Second Looks, where their tagline is "The best men's consignment store in the world." When you dress like a million bucks, you'll act like you're worth a million bucks, and people want to do business with successful people.

- V. **Associate with more positive, successful people.** Business owners think, act, work, play and speak differently than minimum-wage employees that work for them. To be successful in sales you need to be comfortable dealing with executives and business owners. You need to understand their needs, wants, fears and desires so you can anticipate and address them like the professional you are. By associating with these more positive, successful people you'll also raise your level of expectation of others in your life, which will pay off in your hiring and firing practices, your negotiations with vendors/suppliers and even clients, and in every other aspect of your business life.
4. **Create marketing programs that resonate with your ideal prospects so they contact you.** You must always negotiate from a position of strength. Whomever is the recipient of the phone call has the "moral high ground" and can always say "hey, you called me!" If you are making outbound calls, the recipient of your call sees himself as in control. (Unless you've learned the language and approach I teach in 30DaySalesGrowth.com.) To succeed in the long run and create a business that creates predictable leads that turn into predictable profits, figure out how to make the phone ring.
- (1) **Learn to use paid advertising**, i.e. Google AdWords, LinkedIn ads, Facebook Ads & Promoted Posts, Twitter Advertising, etc. Perry Marshall is the guru of Google AdWords and I highly recommend his various programs such as his [AdWords Boot Camp](http://AdWordsBootCamp.com).
- 1) **Capture attention of target market.** Paid digital advertising like Google AdWords is an affordable way to test headlines for books and white papers, perfect slogans and tag lines, and a quantifiable way to drive targeted traffic to your website, landing page, squeeze page or event registration page.
- 2) **Send to unique landing page.** The worst thing you can do when paying for advertising is to send online traffic to your home page or have them call your main line with no promotion or reference code. It's so easy to

duplicate a web page to split test headlines, colors, copy, offers, etc. that there is no excuse not to do so. At a minimum, create different promo codes based on the magazine or affiliate partner so you can document your best sources of traffic from your paid efforts.

- 3) **Capture contact information with a web form in return for something of value.** Nobody really wants more traffic, but we all want more qualified leads. In fact, most businesses that call me asking for help in generating more traffic really don't have a big traffic problem. They have a conversion problem. There's nothing worse than spending money to get visitors to your website or place of business only to drive them away or let them come and go without collecting their contact information so you can stay in touch. Selling today is all about creating multi-touch, multi-media follow-up sequences that keeps you in front of your prospects until they are ready to buy. While paid advertising campaigns are often used to drive traffic to a sales page, you will always have more window-shoppers than buyers. Why not have a process in place that entices the tire-kickers to identify themselves in return for a free report, a resource guide, a 10% off coupon good on their next purchase, etc., so you can then present them with up-sell and down-sell offers on a regular basis until they become a client?
- (2) **Learn creative writing.** I said it before and I'll say it again, learn how to communicate via the written word. The ads you write, the emails you craft, the greeting cards and post cards you send, can make or break you.
- 1) **White papers / pocket guides / app notes / resource guides.** While "free reports" may have lost a bit of their luster, they still work. You just have to create creative headlines and juicy promises to capture the attention of your visitors. Something that has been quite successful for generating Infusionsoft leads is my **Infusionsoft Cheat Sheet**. What are you known for in your industry? Create a cheat sheet or resource guide with valuable insight and tips that you can give away for free in both digital and physical formats in return for the contact information of a prospect.

- 2) **Books.** Books are the new business card of today. To stand out as an expert in your industry, you need to write a book. It's really easier than you think. First come up with the topic. Being a top reseller of Infusionsoft, I knew I'd write about Infusionsoft. Being a fan of Perry Marshall's work, I simply modified his title, "The Definitive Guide to Google AdWords," to create "The Definitive Guide To Infusionsoft." (Super-creative, huh?) Once you have your title create an outline with the 3-7 main points you want to cover. Under the main points, list 2-5 supporting points. That gives you 6-35 sections to guide your writing. When you format the pages as a 6"x9" book, you'll quickly find it's quite easy to write 5-10 pages—with pictures—for each of the 6-35 sections. Can you see how quickly you can make a 60-350 page book? Once you get in a groove you should be able to type at least 1,000 words a day for your book in 30-60 minutes. That's 40 days to create a 40,000 word non-fiction book. Retain an editor on Upwork.com for cheap (or ask your own Mom to proofread, like I did for my first book) and you're done. With the print on demand options from companies like Amazon's Kindle Direct Publishing (formerly CreateSpace) or SnowFallPress.com, you can print a single paperback book in black and white with 180 pages for a little over \$2 a piece. They can also help you with cover design, proofreading, editing, and securing your ISBN so it can be sold in bookstores and online. That's better than giving away a company pen or a note pad with your company logo on it, isn't it?
- 3) **Blogs.** I've discussed the importance of blogs earlier, but it bears repeating, you need to start a blog. Even if you're in a highly-regulated industry or your management is more uptight than Piers Morgan at an NRA conference, you can blog about your family, your hobbies, your Fantasy Football League, something. Just get in the habit of writing and writing often. Not only will the blog become an asset that is yours forever, you'll be developing writing and thinking and research and analytical and persuasion and communication skills that will also serve you forever.

Now head on over to wordpress.com, typepad.com, or medium.com and start writing.

- 4) **Newsletters.** For years I've written The Weekly Whisper—WeeklyWhisper.com. Looking back at those early versions I cringe, but anything worth doing is worth doing poorly until you get good at it. Until you put yourself out there and hit “send” you'll never know how good you can be. Even the most advanced, self-correcting missile must be launched before it can adjust its trajectory, speed and path to hit the target. Sign up for newsletters created by not only your competitors but those you just find interesting as well as those you think your prospects and clients read. Get inspired by what you see. Emulate the good things you see in those newsletters and start writing your own this week. Failure to launch is the #1 reason people and businesses fail. Get started, even with a simple text-only email and grow from there.
- 5) **Proposals.** You and I don't get paid to write proposals, but sometimes it can't be avoided. While I used to make them long and in depth, I now have a shorter template that covers the key points but then goes into great detail on my team, our capabilities, creative payment options, and a detailed review of their current situation and why they need what we have to offer. Take a look at your proposals with a critical and creative eye and make sure it's a document that helps you sell rather than an analytical document that simply lays everything out like a menu for the sole benefit of the recipient.
- 6) **Catalogs.** To see how a catalog is done right, check out the J. Peterman Company—jpeterman.com. I order things from them just to stay on their list, and I save every one of their “Owner's Manuals” for reference and inspiration. I've gone back and forth on offering a catalog, mainly because most of what I've offered in the past was consulting. But now that I have more physical products and training programs and a larger team to help me fulfill, we are updating my original version to be a true shopping experience. You should do the same.

- (3) **Learn direct mail.** I talked about “lumpy” mail before, which is a form of direct mail. Direct mail still works. We all check our physical mail every day. We are always intrigued when we get an interesting piece of mail, which is the second part of creating a successful direct mail campaign. (The first part is actually getting it delivered. Mail carriers will throw away bulk mail if they are running behind.) So assuming your mail got delivered and got open, here is how you make money with direct mail.
- 1) **Long copy.** Howard Luck Gossage (1917–1969), known as “The Socrates of San Francisco,” was an advertising innovator and iconoclast during the “Mad Men” era, according to Wikipedia. My favorite quote of his is, “The real fact of the matter is that nobody **reads** ads. **People read what interest them**, and sometimes it's an ad.” Long copy that is interesting will be read. Both simple and complex sales processes can benefit from a long form sales letter. Imagine you were in front of the person for the first and only time, and write a letter that encompasses that entire sales process and dialogue from beginning to end. That is how you write a sales letter. And they work in any industry. If you’re fighting me on this saying, “But, Wes, my business is different,” ask yourself if that is really the case or if you are just not wanting to try something new, something that will cost money because “email is free.” Email is also easy to ignore. Do you want to be ignored?
- 2) **Grabbers, i.e. Lumpy or Bulky mail.** To “grab” the attention of the reader you need to include something unique, such as taping a penny or a dollar bill to the letter, including a voodoo doll, mailing your letter in a plastic trash can or a bank bag. All of these act to capture the attention of the reader and make them focus on the next important piece of your letter, the headline.
- 3) **Strong headline.** There’s an old adage in direct marketing that the purpose of the headline is to make them read the first sentence and the purpose of the first sentence is to have them read the second sentence. And that’s the truth. But you have to get them reading, and that starts with the headline. Bold and wacky is usually just fine, although you need to be within the

boundaries of your industry. However, I'd urge you to err on the side of extra-wacky vs. extra-conservative. If you haven't pissed someone off by noon, you're not marketing.

- 4) **Call to action.** The purpose of any marketing piece is not to entertain or have the reader say, "Wow. What a great letter." The purpose is get the reader to take action. So be obvious and deliberate about what you want them to do. Just like the infomercials we love to poke fun of—"operators are standing by"—you need to have a clear call to action such as "The first 7 callers receive free shipping," or "Save 20% when you order before the 30th." The call to action needs to be clear, enticing, with a combination of scarcity—only 7 left, or the first 10 callers receive a 30-minute free consultation—and/or a short time horizon—this weekend only. If you're selling cars and you have a 6-month sale, that doesn't really create any urgency. Experiment with different scarcity and time horizons to see what works the best for you. But use them both starting now.
- 5) **Multiple ways to respond.** Just because you like buying online doesn't mean everyone does. Give your recipients the ability to order online, to call in, to even fax or mail in their order. You could even offer a way for them to text in their interest and then schedule a time for someone from your company to call them to take their order. If you're having them order online, consider buying easy-to-remember URLs like BestCRMBook.com or PrePayWes.us that redirects them to your landing page or order form. GoDaddy regularly has \$.99 and \$1.98 domain name sales and you can always buy "less popular" domain names like .INFO or .US for these purposes to save a few bucks. The point is to make it easy for your prospects to buy from you.
5. **Only go on appointments when invited by the prospect.** This is a biggie if you sell in person, which is why I encourage you to download my sales agenda and follow it to the letter: TheSalesAgenda.com. This takes some skill and time to master, but when you are the one that has been "invited" over for a more in-depth discussion, it's the same as them calling you.

This completely changes the dynamics of the sales interaction and helps tip the scales in your favor.

- 1) **Have a mutually agreed upon agenda for the appointment.** Once you are invited over, take a moment to set an agenda for the meeting. Tell the prospect “In the interest of saving time and to get the most out of our time together, do you think we should set a quick agenda for when we get together?” (Note that I avoid the word “meeting.” We are just “getting together.”) After a moment of stunned silence, the prospect will say something eloquent like, “Ahhh, yeah. Sure.” That is when you review the Agenda I’ve provided at TheSalesAgenda.com. Review it over the phone, then email them a copy, then print out several physical copies and bring them to the meeting and review it again at the start of your “time together.” This keeps you in control of the meeting and shows the prospect that you are not the type of sales person they are used to meeting. You prove you are different by acting differently.
- 2) Sandler calls it the “up front contract.” Alan Weiss calls it “conceptual agreement on outcomes.” Steve Clark calls it “close first, then present.”
- 3) When you follow this Agenda you will eliminate stalls, put-offs and “think-it-overs” that unqualified, uncommitted prospects use to demean sales amateurs.
- 4) **Offer the prospect a way out** before you hang up to reduce the chances that he will cancel on you. Far too often we “take the money and run.” It takes a great deal of confidence—and guts—to look the prospect in the eye, or remind them over the phone even after the appointment has been booked, that they can always cancel the appointment or say “no” to your recommendation at any time before or during the meeting you just set. When you take away the pressure most people feel when they agree to a meeting with a salesperson, everyone wins. The prospect will be more trusting of you. As a result, they’ll be more open and honest, which helps you both get to the bottom of things. Once you have a true and complete grasp and understanding of their situation, you can make the best

recommendation from both a price and a features standpoint, which is what everyone is after anyway. So always let the prospect know they are not a prisoner of your meeting so they'll see you as a consultant and advisor instead of a "greedy salesperson" who is only there for the money. And you won't feel that way, either.

EQUATING SALES WITH BEGGING.

How Does This Apply To My Business?

Potential Revenue / Profit Impact: \$ _____

Importance: 1 2 3 4 5 (Circle One)

Action Date: _____ **Person Responsible** _____

3) Your alligator mouth overloads your canary rump.

“Ideal conversation must be an exchange of thought, and not, as many of those who worry most about their shortcomings believe, an eloquent exhibition of wit or oratory.” ~Emily Post

When I ask audiences to give me the first word that comes to mind when I say “salesman” they ALWAYS answer with the endearing term “pushy.” Since we were raised to think of sales that way it is hard to not think lowly of ourselves when we enter the world of sales, especially when we're not hitting our numbers and end up “dropping our drawers” to make a sale at the end of every month.

The way the average sales person attempts to solve their poor self-esteem is to demonstrate precisely how smart they are. This is done by cornering every unfortunate soul within driving distance and regurgitating how much they know about their whiz-bang, new fan-dangled gadget:

- *“It slices and dices!”*
- *“It minces and winces!”*
- *“It solves world hunger!”*
- *“And is Energy Star compliant, to boot!”*

They end up confusing—or, worse, irritating—the prospect, opening doors they can't close and/or over-selling, which leads to over-promising and under-delivering. Not good.

Cure: Open your mouth only to ask thought-provoking, clarifying questions that not only help you understand the needs and thinking of the client, but, most importantly, it helps them recognize their own needs and biased thinking. Remember, whoever is asking the questions, is in charge of the conversation.

1. **“Oooh! Oooh! Mr. Kotter!”** Resist the urge to solve all of your prospect's issues and answer all of his questions—like Horshack on “Welcome Back, Kotter”—in the first 3 minutes of the first appointment, EVEN IF you

can solve their issues that quickly. We all hate to be sold but we love to be listened to and understood so we can then do what we really love, which is buying new goodies.

Take your time to listen to the prospect but be in control of the conversation by asking great questions, asking them to elaborate and go deeper into the points they bring up, so you can steer the conversation to a logical, timely conclusion.

When you jump right in and say “I know you need. I’ve seen it a hundred times this week.” then go into some 30-minute dissertation on you, you, you, you appear like a smug know-it-all and even if you had the solution the prospect needed, they wouldn’t be very open or receptive to hearing why and/or buying it from you.

People buy from people they like and trust. Rather than “showing up and throwing up,” allow yourself some time to hear the prospect out and make sure they feel as though they’ve been heard, and see your sales efforts decrease while your sales results increase.

2. Strive to be “interested” instead of “interesting.”

1) Listen more than you talk.

2) Learn how to listen *attentively* and *actively*

I. Take notes.

II. Prepare a list of questions in advance.

III. Maintain eye contact with the speaker.

IV. Sit up straight or even lean forward towards the speaker.

V. Ignore distractions that may arise during your conversation, such as a ringing/vibrating phone, social media updates or news flashes. Be present.

3) God gave you **two ears** and **one mouth**. Use them proportionately.

4) Study the word “earn” and its root, “ear,” and all the other great words that are spun off from “ear.”

- I. **Clear.** We gain a clear understanding of the needs of our prospects when we listen.
- II. **Dear.** We listen to those we hold dear.
- III. **Earnest.** Our prospect/spouse/children/friends know we are earnest and sincere when we listen.
- IV. **Learn.** You cannot learn about your prospect if you do not listen.
- V. **Yearn.** You know what your prospect wants and yearns for when you listen.
- 5) If you want to “ear”n your prospect's business, you must listen.

3. **YOU ARE IN CHARGE OF STRUCTURE. THE PROSPECT/CLIENT/
PATIENT IS IN CHARGE OF CONTENT!!**

- (1) A quiet prospect; a prospect studiously taking notes; a prospect that is asking you questions and keeping you on your toes and on your heels is receiving free consulting. It means you are a teacher, and teachers don't get paid a lot.
- (2) This means you have a process, you follow a sales agenda, you follow that agenda and you do not shoot from the hip. (Remember Sin #1—Annie Oakley-itis.
- (3) This means you see yourself as having the right to ask tough questions. When you stop seeing yourself as a beggar and start seeing yourself as a consultant, you'll remain comfortable being in the presence of uncomfortable prospects. Prospects get uncomfortable when you ask them tough questions that must be answered if you are to help them. Notice how your doctor doesn't mind you standing on a cold floor in a robe that doesn't cover your backside while they ask you all sorts of “personal” and “private” questions so they can accurately diagnose and treat your condition. They don't see themselves as beggars and since you make—or should be making—more money than your family doctor, you should start asking tougher questions, too.

- (4) **The means you have written down and internalized the key questions that must be answered to create a mutually beneficial relationship.**

Pilots have checklists before they fly a plane. Hospitals have learned how to reduce deaths during surgery by implementing a checklist. (The year-long study was led by researchers from the Harvard School of Public Health (HSPH) in collaboration with the World Health Organization.) You should have a checklist, as well. There is nothing “wrong” or “unprofessional” about sitting down in front of a prospect and saying, “In order to make sure we cover everything during our time together I wrote down a few questions. Would you mind if I reference that list during our time together?” There is not 1 in 100 people that will say no to that request. Do you have the courage and confidence and pride and professionalism and humility to create that list and then reference it?

- (5) **This means you keep your mouth closed after you ask a pointed question and wait for the prospect to answer.** The old adage of “whomever speaks first, loses,” is true. A doctor will look at a patient squirm and fidget and blush but she’ll wait for the patient to answer truthfully, even if it’s embarrassing, because they need to know the truth because it could literally be a life or death issue. The same is true in sales. Maybe nobody will physically die if they don’t buy your product, but maybe that company or a division of that company could die and jobs could be lost if they are not doing things properly or efficiently and they lose out to their competitors. If you provide a valuable, needed resource to the marketplace, you owe it to your prospects, your company, your family and yourself to wait for the answer.

YOUR ALLIGATOR MOUTH OVERLOADS YOUR CANARY RUMP.

How Does This Apply To My Business?

Potential Revenue / Profit Impact: \$ _____

Importance: 1 2 3 4 5 (Circle One)

Action Date: _____ Person Responsible _____

Recommended Resource

You have access to a 5-page working document I have developed over my sales and consulting career (and continue to develop) that contains a thorough list of questions I ask sales managers and business owners.

consultation and my 5 page “Questions for Business Owners and Sales Managers” working document to keep after our time together.

4) Assumption Malfunction

“God knows how many things a man misses by becoming smug and assuming that matters will take their own course.” ~Loren Eiseley

Because salespeople talk too much they do not get critical questions answered that are needed to qualify the prospect's need, desire and ability to buy.

But it's not ALL your fault.

Most companies do not know how to train you in the fine art of “thinking from the other side of the table.” Instead, some aloof CEO or VP of Sales with visions of grandeur driving them to fill their schedules with “more important things to do” (and fears of being discovered as incapable of developing and delivering a professional sales training program) turns over both new hire and ongoing sales training to the marketing, operations and product development teams who actually resent sales, since we don't have “fancy degrees” in selling, we “golf all day, drink all night” and still make all the money.

This **Sales Prevention Team** conspires—I mean, coordinates—and develops what they think, feel, believe to be sales training. In fact, what they create is little more than a one day—or worse, one week—deep-dive into the bells and whistles, speeds and feeds of your product offering.

They fill your head with technical specs and jargon by day, fill your belly with decent meals by night, and send you on your way with a company logo pen and computer bag to plunge into the lion's den to go give a bunch of presentations because “that's all that's needed” since “the product sells itself!”

After two to three quarters the folly of this process, unbeknownst to your company's leadership, manifests itself in bloated forecasts giving way to

stressful weekly sales meetings and missed sales numbers. As inventories grow and morale sinks, the senior staff incentivizes you to sell what's on the shelves by either a carrot—in the form of bonuses or “SPIFs”—or sticks, in the form of placing the sales team on PIPs (Performance Improvement Plans).

While both the carrot and the stick may work in the short run, it is only treating the symptoms, not the cause, and the cycle is further perpetuated and accentuated in times of economic slowdowns like we've seen from 2008 to 2014...and continuing ad infinitum if Obamacare is not repealed...but I digress.

Until you understand the needs, wants, desires and fears of the client, you cannot break The Sales Prevention Team cycle.

Cure: Watch more Bill O'Reilly, Dr. Phil and Columbo. Mirror the way they leave no stone unturned. They ask questions we think are “obvious” and maybe even ridiculous, but we continue to watch because we want to see how the interviewee replies.

1. **Recognize your role is to sort and sift.** Like gold prospectors in Alaska, your job is to turn over every rock as quickly as possible without judging them. Old school sales training taught you to engage in psychological warfare, to overcome objections, to always be closing, to never ask a closed-ended question that can be answered with a “no” and you need to hear “no” at least five times before you get to yes.
2. Understand your role of “hurt and rescue.”
 - (1) It is our job in sales to make the prospect become fully aware of their issues and their ramifications.
 - (2) If they truly knew how exposed they were they would have already begun working on a solution to their problems.
 - (3) We must become comfortable being in the presence of uncomfortable prospects.

- (4) We must become comfortable making our prospects uncomfortable with our line of questioning that forces them to acknowledge the issues we are there to help them solve.
3. Typical assumptions that are easily avoided by asking good questions.
 - (1) **Money**—does your prospect have budget?
 - (2) **Timeframe**—when are they ready to buy? This day/week/month/quarter/year?
 - (3) **Decision-maker**—is your contact capable of placing the order?
 - (4) **Breadth**—who else cares about this issue/problem/pain?
 - (5) **Pain**—what are their problems, implications and impact to the organization?
 - (6) **Buying criteria**—does my solution “scratch their itch?”
4. Why don't salespeople prepare good, tough, powerful, thought-provoking questions before their meetings?
 - (1) **Laziness** (see Sin #1 above, “Annie Oakley-itis”)
 - (2) Fear
 - 1) Of looking like a rookie if you ask the wrong question.
 - 2) You fear they'll say “no.”
 - I. “Then my pipeline will look weak because it's not artificially inflated with garbage.”
 - II. “Then I'll have to prospect more!”
 - III. “I can't handle rejection so I'll assume they like me and my product.”
 - 3) You fear they'll say “yes.”
 - I. Many people feel unworthy of success.
 - II. They grew up on the “wrong side of the tracks.”
 - III. They went to the “wrong school” or didn't finish high school or college.

IV. Their color/race/religion/ethnicity is a stumbling block, a crutch, a convenient excuse to under-achieve.

“Success takes daily effort while excuses last a lifetime.”

“We deny our talents and our abilities because to acknowledge or confess them would commit us to use them.” ~ Zig Ziglar

V. Many people are in a monetary comfort zone.

VI. Jim Rohn says your income is the average of your five closest friends. Try it. You'll see that he's right on the money.

VII. Most people can only comfortably (psychologically speaking) handle a pay increase of 20-25% per year. GET OVER IT!

VIII. You lack confidence in your company or product.

4) They're ignorant (uneducated) and “don't know what they don't know.”
“ (You can't use this one after reading this paper!)

ASSUMPTION MALFUNCTION.

How Does This Apply To My Business?

Potential Revenue / Profit Impact: \$ _____

Importance: 1 2 3 4 5 (Circle One)

Action Date: _____ **Person Responsible** _____

5) Discussing Money Makes You Uncomfortable.

“Money was never a big motivation for me, except as a way to keep score. The real excitement is playing the game.” ~Donald Trump

“For the love of money is the root of all evils...” ~1 Tim 6:10

*“The seed that falls on good ground will yield a fruitful harvest.”
~Lk 8:8*

You're not alone if you hem and haw, stammer and stutter, delay and dance around the issue of the price of your goods and services. If you're like most sales people you probably even put off the topic of money until the absolute last part of your presentation and even then you wait for your prospect to finally break down and inquire, “How much is it?” to which you adroitly reply, “Ah, well, it, ah, depends.”

According to the Certified Financial Planners Board of Standards about one third of lottery winners eventually declare bankruptcy. They just weren't ready for it because they were never comfortable with money.

- *“Daddy, how much money do you make?”*
- *“Mommy, how much did you pay for our car?”*
- *“Daddy, how much did our house cost?”*
- *“Mommy, how much was dinner last night?”*

If you asked those types of questions as a child you were probably told,

- *“That's none of your business.”*
- *“It's not polite to ask somebody how much money they make.”*
- *“Kids don't need to concern themselves with money.”*

You then go through life thinking money is “dirty” or worse “evil”. (Sidebar: manipulative, evil, lazy and/or the ill-informed bastardize the Bible and attempt to convince us that “money is the root of all evil” when the actual

quote from Paul's first letter to Timothy, Chapter 6, verse 10 is “the LOVE of money is the root of all evil”. So I'm not telling you to love money, just make friends with it. Become comfortable in its presence and become comfortable charging more for your services and seeing the resultant increase in your bank account.

Cure(s): As my grandpa used to say, “If you've gotta eat a frog, there ain't no sense in nibbling on it.” Translation: discuss money up front and get what you fear most over and done with! Learn to qualify your prospects and their ability and willingness to pay what you're charging.

Associate / hang out / mingle / “kick it” with people that have more money than you. They think differently. They read different books. They identify trends earlier. They worry less and are more optimistic (at least they worry about different things besides whether or not Subway will take an expired coupon for that combo meal!).

Recommended Resource

Learn the power of goals and daily improvement.

<https://www.thesaleswhisperer.com/blog/43-year-goals-persistence-commitment>

Example: I once tracked down a man driving a yellow Lamborghini (in my sporty Toyota mini-van with a dent on the hood), pulled up behind him on a downtown street in Southern California, told him I had never known anybody that owned a Lamborghini and asked him if I could take him to lunch to just see how he thinks. He took me up on my offer and we set a date for the very next week. He gave me more insight on real estate developments in that particular town and how to leverage them than I could have a) ever found out without him, and b) if I did find out it would have taken too long and I would have missed my opportunity to secure a piece of property that will greatly contribute to the financial success of my family for years to come.

So hang out with wealthier people than you normally do. Play Monopoly. Read the Wall Street Journal and Bloomberg online. And raise your prices.

DISCUSSING MONEY MAKES YOU UNCOMFORTABLE.

How Does This Apply To My Business?

Potential Revenue / Profit Impact: \$ _____

Importance: 1 2 3 4 5 (Circle One)

Action Date: _____ **Person Responsible** _____

6) The Stepford Salesperson, A.K.A. “One Size Fits All.”

“The secret of man's success resides in his insight into the moods of people, and his tact in dealing with them.” ~J. G. Holland

You are not your client. Just because you like football or white wine or cats or twisting balloons into animals, doesn't mean your prospects and clients do.

If you are in sales, chances are good you're the outgoing, gregarious type that is more likely to bust open the box and start putting your new gizmo together rather than sit down and read the manual completely, logon to the company website and register your purchase and watch all of the training videos, lay out all of the tools required to assemble the gizmo—which are easy to find because they are all in the proper place in your garage—prior to attempting to assemble the new gizmo.

We all hate to be sold but we all love to buy. Yet few salespeople take the time to become a student of human nature so they can help their prospect buy. As a result they treat every appointment and every prospect the same. If your company gives you an 8-page glossy brochure and 42 slide Power Point presentation then, “by golly, all ‘dem prospects are gonna get all 8 pages and 42 slides whether they're asleep, leave the room, stare at their laptop or reach for their checkbook on slide 3!”

Have you ever met someone and hit it off with him or her immediately? Chances are your personality types were the same. Have you noticed that you and/or your company only win 28-32% of the RFP's to which you respond? Chances are your personality was aligned with the key decision-maker in charge of the RFP.

What would happen to your business and your income if you could win 3 out of 5 proposals instead of two? How would that impact the quality and quantity of your referrals? Your advertising budget? Your travel expenses? Your stress levels? Your time off? Your quality of life?

Cure: Discover what motivates people in general and your prospects specifically. Understand how people buy and how to identify them both over the phone and in person. Read books on DISC, Myers-Briggs, body language and persuasion techniques. Learn to “size up” and analyze your prospects within minutes if not seconds of your first interaction.

Would you like the biggest tip of all? Start by analyzing yourself.

(If you have between \$125 and \$550 there are at least half a dozen assessments from which to choose for your own analysis. All will give you that “David Copperfield” reaction of “how in the world did he do that?” Contact my office to determine which tool is right for you and to schedule your assessment.)

THE STEPFORD SALESPERSON, A.K.A. “ONE SIZE FITS ALL.”

How Does This Apply To My Business?

Potential Revenue / Profit Impact: \$ _____

Importance: 1 2 3 4 5 (Circle One)

Action Date: _____ Person Responsible _____

7) Quitting Just Before Striking Gold.

“Sales are contingent upon the attitude of the salesman, not the attitude of the prospect.” ~William Clement Stone

“Anything worth doing...is worth doing **POORLY!**”

What the...? That's no typo. Think about the first time you learned to crawl, to walk, to ride a bike, hit a ball, bake a cake, swim. You failed the first time you did all of these and anything else that is now second nature to you. But it was worth doing, which means it was worth doing poorly until you learned to do it well.

When I first got into sales after leaving the Air Force in 1997, I was not a “natural.” I went to work for an investment firm in Mobile, AL with their headquarters in Memphis. We had to endure a two week “indoctrination” that centered around “smiling and dialing.”

Towards the end of the two weeks we had to step out into a private room outside the main training room and “cold call” the cigarette-smoking former Army sergeant who put us on speaker phone in front of our 24 training peers and rip us to shreds.

After that little joyful experience we got to return after hours with a phone book from our home city and cold call homes to set appointments for ourselves upon our triumphant return from the glorious training.

While I don't think I remember any particular lines or scripts from that training, I did develop thicker skin, which has served me well to this very day. I was not good at making cold calls or setting appointments when I entered the world of sales.

Little did I know that nine years later—2006—I'd be “The Sales Whisperer®” helping others grow in the profession of sales.

Cure: Treat selling as a profession and continue to learn, grow and improve.

1. If you're in sales only for the money you'll never have enough.

In early 2006 I took a 12-week sales training course from Steve Clark.

During that time he taught me this approach to professional selling

“Selling is a calling.

Serving is its purpose.

Questioning is the process.

A sale may be the solution.”

Powerful words. So why are you in sales? Is it for the money? I hope so. But I hope it's not the only reason. You can only “rip someone's head off”—like my peers in the mobile home sales industry used to so “cordially” say when they piled on every option and warranty on a new client—for so long before you start to feel hollow, callous, empty inside. The money will motivate you through the tough learning curve, but it won't keep you...or I should say, it won't keep you fulfilled.

2. Understand what really “lights your fire” and stop working as a sales mercenary.

Believe it or not, we really do live in a free country. You're free to find a better job or build a better career for yourself any time, day or night, rain or shine, holiday or work day. Nobody, not even your mortgage holder, your landlord, your student loan provider or your over-bearing parents that maybe didn't show you enough affection as a child is forcing you to work where you work, sell what you sell, or sell how they tell you to sell.

I got my start in building The Sales Whisperer® because I knew deep down that the way my company was asking me to sell was not right, it was not effective, it was not the best way to get the job done. So I sought the guidance and instruction and wisdom of true sales experts and the rest is history.

I did this despite having a wife of nine years who was a stay-at-home mom to our 4 kids and she was pregnant with our 5th. (She's now pregnant with our 7th and has learned that God will always provide, even when my knuckle-headed ideas prove to be knuckle-headed.) In other words, I followed my gut. Great sales people are great because of their intuition, their empathy, their ability to know when something isn't quite right and they are curious enough and persistent enough to keep digging until they get to the heart of the matter. Now it's 2022, I've written two books, I have a team of professionals that can do anything in the world of sales and marketing, I have several more books planned, I've helped over 2,355 professional salespeople, sales managers, business owners, and entrepreneurs in 28 countries streamline their sales and marketing automation—www.BuyCRMNow.com—I work from home—and have since the summer of 2000!—usually in shorts, flip flops and a baseball cap. I make all of my kids' events, and I have more money in the bank now than when I was a Corporate America employee.

Being on my own, working from home, writing, training, and speaking to help professional salespeople, sales managers, business owners and entrepreneurs grow is what lights my fire, and that's what I'm doing. You can light your own fire as well. Start gathering the kindling and matches.

3. Set aside your ego to get into a sales role that best suits your strengths.

- (1) **Outside vs. Inside.** Do you enjoy getting in your car or hopping on a plane to get your foot in the door in a new territory, meeting the client “kneecap-to-kneecap,” and watching them sign the contract in front of you? Or do you prefer working in a controlled environment, working the phones, firing off emails, updating social media campaigns, coordinating webinars and online demos, and getting deals done over the phone, via mail and the gold ol' US Postal Service? I've done both. I like both. But being a ripe young 43 now with baby #7 on the way, I sure do enjoy sleeping in my own bed, not fighting the morning commute—or any

commute, for that matter—and not having to endure the loving embrace of the government-trained T.S.A. agent every week to put food on the table. Be true to yourself but realize that you may have to take one role to get the thick skin and the experience to prepare you for your dream role.

- (2) **Farmer vs. Hunter.** “Farmers” are the nurturing, servicing, hand-holding type that keep clients happy and seeing to it they keep spending their increasingly competitive money with you and your company. Securing repeat business, referrals and testimonials from clients is the most profitable, more repeatable, most scalable way to grow any business, and it’s also the most over-looked, under-appreciated and under-utilized way as well. (Go figure!?) “Hunters” are the guys and gals movies are made of. Think “Glengarry Glen Ross,” “Boiler Room,” and “The Pursuit of Happyness.” They’re the ones that bust open new territories, have big expense accounts, drive fancy cars and are seen at the golf course, at the bar, being too loud at both places, with a cigar in their hand and a pen in the other, ready to secure the order at any time—“Press real hard, Sir. The third copy’s yours.” Hunters bring in the “new blood” into a company, that is vital for startups, young companies, or larger companies looking to expand into a region or into a new product line. Like all things in life, there are two sides to every coin. Both types of sales roles are needed. Which is best for you?
- (3) **Retention/Development vs Prospecting.** This is similar to the Farmer vs. Hunter roles. Do you enjoy taking customer service and support calls, working with a handful of clients and getting to know them well so you can help them grow or do you like “the great unknown,” where every day is a different meeting, a different challenge, maybe even a different city, state or even country? Both are needed. Which is best for you, your style and your goals?
- (4) **Tangible vs. Intangible Product.** Do you want to sell the casket and burial plot or the life insurance policy? Do you want to sell the car or the car insurance? Do you want to sell computers and servers, or computer

monitoring and remote support? There is a big difference between selling a product your client can touch and feel versus a product they have to sometimes imagine or just “know instinctively” they can benefit from it.

- (5) **Long sales cycle vs. short sales cycle.** Do you want to sell cars or jewelry or flowers, where you’ll make at least one, if not many, sales per day, or do you want to sell homes or Boeing jets or luxury yachts where you may only make one sale a week or a month or maybe even a year? I’ve worked in both and there are thrills and challenges with each. In the former, it can be quite nerve-wracking when you don’t make a sale one day. It’s also quite stressful to be working on your one deal of the quarter and the prospect wants to renegotiate.
- (6) **B2B or B2C.** Business-to-business sales means you only call on businesses instead of private consumers.

4. Job vs. Profession.

- (1) “J.O.B”—Just Over Broke, Jacka\$\$ of the Boss
- (2) Profession
- 1) Entrepreneurial mindset.
 - 2) Personal responsibility.
 - 3) Continuous education and training.

QUITTING JUST BEFORE STRIKING GOLD.

How Does This Apply To My Business?

Potential Revenue / Profit Impact: \$ _____

Importance: 1 2 3 4 5 (Circle One)

Action Date: _____ **Person Responsible** _____

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Wishing you the success of your dreams,



Wes Schaeffer

Wes Schaeffer, "The Sales Whisperer®"

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About the Author

Wes Schaeffer is a sales and marketing automation expert. In 2012 he wrote “The Definitive Guide to Infusionsoft.” In 2013 was named “*Infusionsoft Certified Consultant of the Year.” (*Infusionsoft is now called Keap.)

In 2014 Wes became a HubSpot Certified Partner as well as an Ontraport Certified Partner.

With his vast experience in CRMs, Wes created a free tool to help professional salespeople, sales managers, business owners, and entrepreneurs choose the best CRM for your situation.

You can access it a CRMQuiz.com.

Wes is also keynote speaker, salesman, copywriter, entrepreneur, and Doer who has called the Temecula Valley in Southern California his home since 2004.

A graduate of the United States Air Force Academy in Colorado Springs, CO, Wes began his full time sales career upon his honorable discharge from the Air Force in 1997. In his company, The Sales Whisperer®, individual sales professionals, their



managers and business owners benefit from Wes' 25+ years of technology, management and leadership training.

Original Equipment Manufacturers in need of product definitions and marketing strategies also turn to Wes for his breadth of knowledge, experience and common sense approach to solving their most pressing sales and marketing needs.

He creates business tools for technical sales people and writes *The Weekly Whisper™ Marketing E-letter*. Click [here](#) to visit the rest of his website, including articles and insightful commentary about the professional of sales (and to see if he really does have seven kids).

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