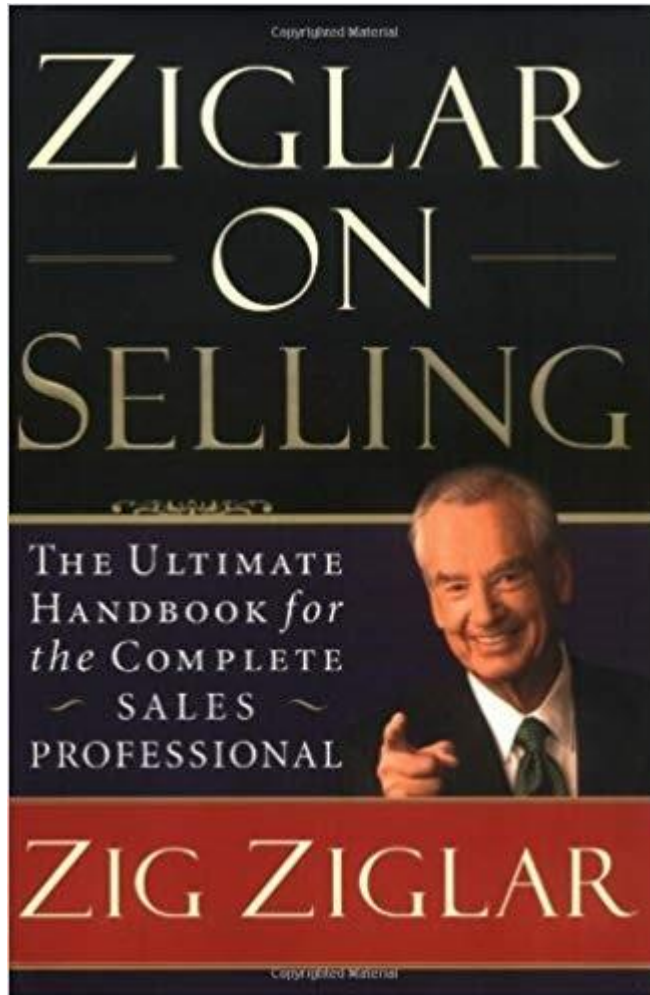


Zig Ziglar: Ziglar on Selling Book Summary



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INTRODUCTION

Far too many salespeople have what they think is a “bear” up the tree when in reality it is nothing but a bunch of “garbage.” You can hear them say things like:

Competition is just too tough in this part of the country for this product . . . We’re in the middle of a recession . . . Everybody is only interested in price—nothing else—just “who’s got the best deal?” . . . People are just not buying domestic (foreign) products anymore . . . It wouldn’t do any good to make the sale; credit’s so tight the finance company would turn us down . . . The economy is just dead in this town . . . With the rate of unemployment what it is, I don’t know how they expect me to make quota!

The question is, How do you deal with all of these situations, succeed in your chosen profession, maintain your sanity, avoid ulcers and heart attacks, continue in a good relationship with your mate and children, meet your financial obligations, prepare for those “golden years,” and still have a moment you can call your own? Fortunately, the book you hold in your hands endeavors to answer each of these questions by sharing information, inspiration, laughter, tears, and direction that will allow you to make the choices necessary to have a “balanced” life that leads to personal and professional success.

THE SELLING BASICS

Selling is more than a profession; it is a way of life. And the sales professional of today is concerned about being fundamentally sound. In addition to fundamentals, any resource tool claiming to be “The Ultimate Handbook for the Complete Sales Professional” must be prepared to address those areas outside the actual time spent in face-to-face (or voice-to-voice) selling. This book is designed to do just that.

GREEN AND GROWING VS. RIPE AND ROTTING

The second reason I wrote this book is that I have not found one book that addresses all aspects of a professional’s sales career. There are so many challenges to the sales staff of today that without some vital information, staying in the sales profession will be very difficult.

THE TEACHER AS LEARNER

The third reason for writing this book is that we learn most when we are teaching. The information I have learned in the years since I wrote *Secrets of Closing the Sale*, through reading and research as well as from successful men and women from all walks of life, has been enriching and rewarding in my personal, family, and business life. In turn I have taught the lessons to others, empowering them to become even more successful.

WHAT ABOUT YOU?

This book is designed to allow you to “feel” real-life experiences in the safety of a controlled environment and become better prepared to handle the subtle changes you face daily in the world of selling.

SALESMANSHIP FOR YOU!

Some of the things I am talking about involve the necessity of a change in thinking for many people, and this might include you! So let me point out that this book was written primarily for four groups of people.

In the first group are the people just getting into the world of selling who understand that a correct start can make the rest of the journey much easier.

FUNDAMENTALLY SPEAKING

This book is also written for those pros who clearly understand that “you may not need to be told, but the true professional doesn’t mind being reminded.” Jack Nicklaus, who was voted the outstanding golfer of the century, periodically went back to the man who first taught him the game.

WANDERING AND WONDERING

The third group is made up of people who have had one year of sales experience repeated many times. Most of these salespeople are wandering generalities who are wondering why they have not made more progress. Not many of you will fit that pattern because few of these people will be reading these words.

EVERYONE IS IN SALES

Unfortunately, not everyone realizes that we are all in the field of selling. The fourth group of people for whom this book is written is the group that realizes that every person in every profession (lawyer, doctor, accountant, engineer, teacher, bus or cab driver, shipping clerk, counselor, receptionist, corporate executive, entertainer, administrator, coach, cook, etc.) is a salesperson.

A FACT OF LIFE

One of the basic truisms of selling is that “slumps” will occur. You are going to hit those plateaus where nothing seems to work very well personally or professionally.

CHAPTER ONE – YOU MADE THE RIGHT CHOICE

Selling can be and should be fun, so let’s make it clear from the beginning that a sense of humor combined with self-esteem that allows you to laugh at yourself will play a significant part in your success in your chosen profession.

IN THE BEGINNING

I made my first sales call in 1947. After borrowing \$50 (a considerable sum of money in those days) to buy a new \$22 suit, a new dress shirt, a briefcase, and a hat (all professional salespeople wore hats in the late forties), I was prepared to enter the wonderful world of selling!

I QUIT

I said to myself, “Self, if we don’t get into a house before the end of this block to at least make a presentation, I quit!”

MY FUTURE—OTHERS’ HANDS

In 1947 the overwhelming majority of wives were at home, so my chances for making a presentation seemed pretty good on a long block like this one. Logically, I knew that putting my destiny in other people’s hands by determining to continue or quit in this way was not an overly bright decision. But emotionally, I knew that continuing to have doors closed in my face was unbearable. Regardless of who we are or what we do, everyone needs what psychologists call “accomplishment feedback”—some success, no matter how small—and I was yet to experience even the slightest hint of getting close to any form of success.

ACCOMPLISHMENT FEEDBACK

Later that evening, with cotton in my mouth and fear in my heart, I made my first sale: product #541 priced at \$61.45! I finished writing the order and completely forgot Mrs. Dickert was sitting there. Finally, Mr. Freeman said, “Mr. Ziglar, I believe Mrs. Dickert is interested, too.” With all the aplomb of a true professional, I blurted out, “What about it, Mrs. Dickert?” (Smooth, huh?) She said, “Well, I don’t have my money with me.” Again with considerable tact and diplomacy I said, “Well, shoot, you just live next door. Run get it!” Mrs. Dickert smiled and said, “Well, I think I will.” Two sales—I couldn’t believe my good fortune!

WHAT ABOUT YOU?

As we get under way in our journey through Ziglar on Selling, I would like to begin in a somewhat unusual manner. Let me encourage you to leave the sales profession if you can. Yes, you read it properly. Zig Ziglar is encouraging you to quit selling— if you can. Those last three words are the most important words you can face at this point in your sales career: if you can .

GET OUT OR GET IN

Walter dogmatically stated that he was quitting. The manager again told him, “You can’t quit.” By now Walter was getting a little hot under the collar, and he stated very firmly, “Well, I am going to quit!” To this his manager replied, “Walter, you can’t get out of the insurance business because you have never really gotten into the insurance business.”

WHY NOT GET IN THE BUSINESS?

Poor information and poor preparation may have always been the case, and that may never change. But you can do a few things to minimize the shock.

NO FREE LUNCH

First: Realize that the majority of highly paid veterans in sales (or in any field) are hard workers.

Second: Remember, if you apply yourself to the job and absorb the training offered, your productivity will go up, and your stress and fatigue levels will go down.

Third: Work to stay current with the all-important, ever-changing areas of product knowledge and communication skills. Understanding your product and knowing how to communicate that knowledge give a great sense of security in any selling situation.

REAL COMMITMENT

Lack of commitment is a primary reason that the sales profession has earned the reputation of having a high turnover rate. Fortunately this is changing, and the public is rapidly gaining respect for the true sales professional.

THE BENEFITS ARE FOR YOU!

As a matter of fact, let me encourage you to make this first entry on your “to do” list: “Today I will be a successful sales professional, and I will learn something today that will make me even more professional tomorrow.” If you will begin each day with this commitment to our great profession, there are many benefits that await you, the successful sales professional!

INDEPENDENCE

OPPORTUNITY

PROBLEM SOLVING

SECURITY

FAMILY

COMMUNICATION

MOVING UP

MANAGEMENT

CHAPTER TWO – SELLING IN THE MODERN MARKET

Yes, the calls got friendlier because in the “decade of technology,” the officer used a simple modern method to help “sell” the importance of courtesy.

“SALES TECHNOLOGY” BEGINS WITH SALES!

A primary reason I have worked so hard to grow Ziglar Training Systems into internationally respected training companies is so that we can sell each other on the importance of building our lives on the foundation stones of honesty, character, integrity, faith, love, and loyalty. When we build on these foundation stones, we can build a business, a life, a family, a friendship, and a professional selling career while making a difference in the world in which we live.

THE COACH IS A SALES PROFESSIONAL

“Being ethical is not only the right way to live; it is also the most practical way to live. True selling professionals don’t only talk about ethics; they live ethically!”

INTEGRITY, HONESTY, AND ETHICS PAY OFF

This book is designed to guide you toward the balanced, ethical life that will help you become everything possible personally and professionally. Every sales technique, concept, formula, and principle can assist you as you build your career on an ethical foundation with the foundation stones of honesty, character, integrity, faith, love, and loyalty.

WORTH REMEMBERING

All of us can be successful when modern technology is combined with “old-fashioned” positive thinking, charm, persuasion, persistence, and commitment.

TRUST

The one thing that customers have always rated highest in the sales world is trust, which also is called dependability because it is a direct reflection on the integrity of the individual.

THE WOMAN’S PERSPECTIVE

In a conversation I made the observation that in America, women are instinctively trusted more than men and that people are inclined to take them at face value and act on their suggestions. Men and women prospects are willing to “trust” the saleswoman more than the salesman and take action according to her recommendations.

LISTENING WITH YOUR EYES

Look your prospect in the eye and watch for those nonverbal clues that give insights into the person speaking. Notice the gestures, the way the person sits or stands, the

smile or frown—anything and everything indicating the frame of mind at that particular moment.

RECIPROCITY

Another factor involved in being a good listener is the “Law of Reciprocity.” When we carefully “listen” to the prospect’s elaborate interests, desires, hobbies, and other thoughts, we are putting them in debt to us.

TODAY’S SALES PRO

You can have everything in life you want if you will just help enough other people get what they want!

CHAPTER THREE – FINDING SOMEONE WILLING TO BUY

THE GREAT DEBATE

An ongoing debate at every sales get-together (meaning when two salespeople start talking) is this: “What is the most important part of the selling process?” A disproportionate number believe that “closing sales” more effectively would solve all their selling problems; some say that the only way to sales success is to sell the proper product; others say that handling objections is the key to success; one group claims that making a powerful presentation is the most important area; and still another group believes determining the specific wants and needs of the prospect is most important to sales success. The reality is, if you can’t handle all phases of the sales process, you will not sell enough to stay in the profession.

PROSPECTING

Prospecting is the most important key to sales success! Without prospects you are disqualified as a sales professional—done before you even get started. It is true that a journey of a thousand leagues begins with but a single step, and it is equally true that until you have a prospect, you have no chance of making a sale.

PROSPECTS COME C.O.D.

In the minds of most people, C.O.D. stands for “cash on delivery,” but in the world of prospecting, C.O.D. has an entirely different meaning. The C stands for “communication.” Every time you communicate with anybody who remotely resembles a prospect or one who might know a prospect, in some way you communicate the business you are in and your interest in sharing the excitement of what you have to offer to the prospect.

The O stands for “observation.” You watch and listen to what’s going on around you, whether it’s in an elevator, on a bus, in a crowded store, at a club or social gathering.

The D stands for “dedication.” You need to be dedicated to the concept of making the contacts and getting those references.

CENTERS OF INFLUENCE

Family and friends can become great “centers of influence” in your career, but you are not restricted when developing this prospecting technique.

A WORD OF CAUTION

So what do you do? I encourage you to remember your ABP’s—that is, “Always Be Prospecting.” Regularly get out of the circle you’re in, and start another circle or another chain. Use all your resources to keep those prospect lists long and diverse so that your career is not dependent on one individual or one specific group of individuals.

YOUR SERVICE VALUE

One key in prospecting is to always remember that the person with whom you’ve already established a relationship is probably your best prospect for additional goods, products, or services.

CHAPTER FOUR – SELLING IN THE REAL WORLD

BUILDING CONFIDENCE

Learn as much as possible about your prospect. The more you know about your prospect, the more respectfully you will be treated by the prospect. In addition, your knowledge about the prospect translates to the good feeling the prospect has about you and your business. The respect your prospect shows you is quite a boost to your self-image.

THE HEALTHY SELF-IMAGE

High self-esteem and a good self-image are vital because salespersons with these qualities will always consider themselves to be self-employed and will act accordingly. Selling professionals with high self-regard accept responsibility for sales results, never falling back on the old “I just got lucky” comment. They realize that results follow effort when the effort comes from a competent, confident salesperson. You seldom, if ever, get lucky sitting down.

PRESSURE SELLING

Successful sales professionals make the sales call for the benefit of the prospect and for their personal gain—in that order. You see, you can have everything in life you want if

you will just help enough other people get what they want. Keeping this statement in mind is the third step in overcoming anxiety.

DRESS FOR SUCCESS OVER THE PHONE

Even if you're working from home or a spot where you know you will not be seen by anyone, are you properly dressed? Did you take a shower this morning? Shave? Apply your makeup? In short, did you really get physically dressed for the call? The evidence is overwhelming that to be mentally sharp you need to be physically sharp. The old Gillette razor commercial is true: "Look Sharp— Feel Sharp—Be Sharp!"

WHAT ABOUT YOUR PLAN?

Have you ever noticed how much better you feel about yourself when you have a plan of action? You must remember that the will to win is nothing without the will to prepare to win. I have never met a salesperson who would not want to sell more with less time and effort. Selling more is only possible when extra effort is expended in the area of preparation. All of us have heard about the woodcutter whose production kept going down because he didn't take time to sharpen his ax (prepare).

CHAPTER FIVE – SELL BY DESIGN, NOT BY CHANCE

Sales professionals are open-minded (not empty-headed) and willing to change. Nonprofessionals are so narrow-minded they can look through a keyhole with both eyes at the same time!

CANNED VS. PLANNED

Concomitant is a seventy-five-cent word that means "transferable skills." For example, a person who is a good table tennis player will probably have some skills that will transfer to badminton or racquetball. In the world of selling, we need a plan of action that will transcend product line and situational differences. Our planned selling process consists of a four-step formula that we will overview here and develop in detail in the following chapters. The first step is Need Analysis, second is Need Awareness, third is Need Solution, and finally, Need Satisfaction.

STEP ONE: NEED ANALYSIS

LOOKING INSIDE THE PROSPECT

NEEDS AND WANTS—REASONS AND EXCUSES

EXPERIENCE SPEAKS

PROBING

PROBING PSYCHOLOGY

IMPORTANT LESSONS

WHO DO WE PROBE?

QUESTIONS ARE THE ANSWER

THE RIGHT KINDS OF QUESTIONS

STEP TWO: NEED AWARENESS

TUFF STUFF

REAL CONCERNS

STEP THREE: NEED SOLUTION

LEAD WITH NEED

STEP FOUR: NEED SATISFACTION

A.A.F. T.O.—ALWAYS ASK FOR THE ORDER

CHAPTER SIX – QUESTIONS ARE THE ANSWER

IN THE BEGINNING

What is the best way to begin the sales presentation? With questions! What is the purpose of beginning with questions? Questions allow us to gather important information, which enables us to help our clients, and just as important (maybe more important), when we ask questions in a professional manner, we establish the most important aspect of the sales process—trust!

ASK YOURSELF

If you were to ask me a series of questions in a professional manner that showed a sincere interest in me and my company, what would I think of you? If you handle this portion of the sales presentation in the proper manner, I would learn that you are not “just another salesperson out to separate me from my money.” Instead, I would discover that you are truly interested in helping me! The best way to discover the true needs of a prospect or client is with proper questions.

MOTIVATION OR MANIPULATION?

This brings us to an ethical question, and ethics is the foundation upon which we must build a career. What is the difference between motivation and manipulation? Unfortunately these terms are often confused, but comparing motivation to manipulation is like comparing kindness to deceit. The difference lies in the intent of the person.

THE PROPER QUESTIONING PROCESS

OPEN-DOOR QUESTIONS

CLOSED-DOOR QUESTIONS

YES OR NO QUESTIONS

CHAPTER SEVEN – THE CONVERSATIONAL “INTERROGATION”

THE P.O.G.O. FORMULA

The P.O.G.O. formula will allow you to get involved in a conversational interview process that will be comfortable for you and the prospect. P.O.G.O. gives you a track to run on and specific direction on how to best meet the “comfort-level” needs of the prospect.

PERSON

ORGANIZATION

GOALS

OBSTACLES

PREPARATION

It is impossible to be “too prepared” for a sales presentation. Preparation is vital to success. Think about it. Do you want to buy from the fumbling, bumbling, inept salesperson? Do you want to buy from the person who doesn’t have a clue about you or your business? What do disorganized actions say about the company represented?

WHAT’S IN A NAME?

From this point forward, let’s divide our analysis into these four categories: (1) Bold; (2) Friendly; (3) Sincere; and (4) Competent.

CHAPTER EIGHT – MAKING THE LIGHTS GO ON

PROBLEM DENIAL

So how does this apply to you and your situation? (Good open-door questions—see, you’re learning already!) Even when you are sure you have discovered the client’s need, you must continue to probe for two basic reasons: (1) to be sure you have the true need

and not a symptom of the need; and (2) to be sure the prospect understands that there really is a need.

TRAINING FOR NEED AWARENESS

PRODUCT KNOWLEDGE

INDUSTRY KNOWLEDGE

PRICING KNOWLEDGE

APPLICATION KNOWLEDGE

COMPETITION KNOWLEDGE

CHAPTER NINE – SELLING SOLUTIONS TO PEOPLE'S PROBLEMS

WINNERS SELL BENEFITS

Personalize the benefits for the prospect. Paint the person into the picture driving that luxury car, receiving compliments on the beautiful dress or suit, looking at the sunset on the lake where the new home has been constructed, or sitting in the comfortable retirement environment provided by the investment being made. Paint the picture so your prospect sees personal benefits.

CHAPTER TEN – THE ABC'S OF CLOSING SALES

PEOPLE WANT TO SAY YES

Remember, as a persuader, whether you are a doctor, dentist, or computer salesperson, in most cases the prospect really does want to say yes, particularly if you are pleasant, professional, and at least reasonably friendly. We all really do not like to say no because that could possibly end the relationship. Even though you might have been involved in the sales process for only a brief time, if you are a pleasant person and have genuine interest in the prospect, he or she instinctively knows that a “no” would mean it was all over between the two of you. The prospect might not be able to verbalize the feeling, but it is there, so the odds are in the professional salesperson's favor. So ask for the order, my selling friend. Do it pleasantly and professionally, but ask!

CONFIDENCE VS. OVERCONFIDENCE

Confidence in yourself as a person and then as a salesperson is essential; however, overconfidence leads to arrogance, and that's when Buster Douglas knocks out Mike

Tyson and becomes a “one fight” heavyweight champion. It’s also when salespeople lose those “sure” sales.

LESSONS FOR ALL OF US

We can learn a couple of critical lessons here. Number one, there’s no such thing as a sure sale until the order is signed, the merchandise or service is paid for, and the customer is happy with the transaction.

Number two, the “sure sale” wasn’t sure until the prospect was reassured. I might point out that this letter demonstrates considerable empathy and understanding.

THE REAL SECRET OF CLOSING THE SALE

At the end of the sales presentation—whether it results in a yes, no, or maybe—the successful sales professional always asks the prospect for the names of people who might benefit from using the product or service just described. You really have to ask yourself about your level of belief in what you are selling if you are not willing to ask this question.

CHAPTER ELEVEN – CLOSING MORE SALES MORE OFTEN

THE PROFESSIONAL SALESPERSON’S BEST FRIENDS

Do you ask questions about things or ideas in which you have no interest? If there is a discussion concerning something you feel passionately about, are you prone to give your opinion? True selling professionals look forward to questions and objections because they realize that few sales are made without the prospect’s having enough interest to ask questions and raise objections.

CHANGING “NO” TO “KNOW”

Your prospects, however, will make a new decision based on additional information. You see, when prospects say no, the successful sales professional understands that the “no” must mean the prospect doesn’t “know” enough to make the right decision. Never argue with them. Just understand that you haven’t finished your job, and accept the responsibility for going back and providing the information needed. With additional information, they will “know” enough to make a new (and favorable) decision.

THE Q.U.I.E.T. METHOD

Q. Begin with a question.

U. You must ask questions so that you can understand the objection.

I. Once you understand the objection, you must identify the objection.

E. To identify the proper objection (and not be fooled by a false objection), you must empathize with the prospect.

T. If you empathize instead of sympathize with the prospect, you are ready to test the objection. When you test the objection and prove it real, you can eliminate the prospect's concerns and dramatically improve your chance of making the sale.

CHAPTER TWELVE – BEYOND “CUSTOMER SERVICE” TO “CUSTOMER SATISFACTION”

“UPSELLING” AND SERVICE

I'm certain many of us have experienced a degree of frustration as we've purchased vacuum cleaners, computers, insurance coverage, automobiles, housecleaning services, yard and garden services, and a host of other things only to discover that when all the “extras” were added, the price was considerably higher than we had anticipated. Please don't misunderstand. Many times those “extras” make the difference between pure enjoyment and efficiency and certainly are worthwhile additions in most cases. The prime reason I include this example is to alert you to the fact that we need to always remember that as salespeople we have a responsibility to offer clients the things that will make their lives easier and make them more productive and profitable, but we must keep in mind that the overriding question is always, “Do I recommend this for the prospect's benefit or for my benefit?” I recognize this is a fairly thin line to walk. We're certainly in no position to make a prospect's decision. In many cases offering the option is adequate to make the sale, but it's an offer about which we should feel good. At the same time, we have a responsibility to that prospect.

SMALL COURTESIES

Many of you might not think this is a big deal—and it really isn't. But the difference between those people who build successful careers and those who don't is the fact that the winners always take that extra, “simple” little step. That's professional selling at its finest.

EGO VS. CARE, COMPASSION, AND CONCERN

In many, many cases the customer simply wants to be heard. Everyone wants to be right, but with even more certainty we can say that everyone wants to be understood. When the customers know they're understood, often they will make an adjustment that would be to your advantage. When this happens, it would be wise for you to allow the clients to gain as much as possible. Increase that adjustment; win your customers' hearts and minds to your way of thinking. Make concessions smilingly and gladly, reiterating how much you appreciate the business and how pleased you are that they have trusted you and your company with the account.

BASIC “PEOPLE” SKILLS

How can you make sure you are treating people properly? If you will just begin by remembering that everyone wants to be right and everyone wants to be understood, you will have moved in the proper direction. Obviously everyone can't always be right, but when you treat people right (professionally, courteously, and with dignity), making everything right with them is much easier. Try to remember that if you were in their position, you, too, would probably be unhappy with the events that led to the situation.

"I CAN'T BELIEVE YOU SAID THAT!"

One of the least classy acts of any individual is to resort to foul or profane language. The primary reason for cursing is a language deficit, which is often revealed by immaturity and lack of emotional control. Individuals who use improper language are in essence saying they do not have enough intelligence or control to speak properly at that given moment.

CHAPTER THIRTEEN – THE GLAMOUR OF THE ROAD

THE TRUTH ABOUT TRAVEL

Today's selling professional realizes that the glamour of travel wears off (if not out) after a very few trips, and what remains is plain old-fashioned hard work! But I don't want to paint an entirely negative picture for the traveling sales professional. With the proper perspective, we can take this potentially negative situation and turn it into a positive winner!

VARIETY

COMPETITIVE EDGE

EDUCATIONAL OPPORTUNITIES

CULTURAL ENRICHMENT

SOCIAL SKILLS

PHYSICAL FITNESS

SOLITUDE

CREATIVE TIME

BEING THE SAME PERSON

A SPECIAL CHALLENGE

BITING AND CHEWING

COMMUNICATION

CHAPTER FOURTEEN – THE SUCCESSFUL SALES SUPPORT SYSTEM

BUILDING A CAREER

To build a career in the world of sales, you will need the support and cooperation of many people. Let's begin with the members of the company team: the accounting department, the billing department, the shipping department, and perhaps the public relations department. While in most cases the order is received, processed, shipped, and handled without any problems, delays, or defects, there are those occasions when everything seems to go wrong. This is particularly true if any degree of customization is required in the process.

BUT I DON'T LIKE SOME OF THOSE PEOPLE

You may have heard this comment: "Every obnoxious act is a cry for help!" If you can give others the benefit of the doubt and allow them to keep their dignity, you can help them to win while you win. And this is truly the "double win" you've heard so much about.

THE FAMILY

At one time or another every member of our family has worked with me in our company. The value I place on all of their input is beyond measure.

GET THEM INVOLVED

LET THEM KNOW

EXPLAIN AND COMMUNICATE

FINANCIAL PLANNING

The successful selling professional heads off one of the greatest dangers to the family and the career by developing a financial plan. Please do not skip over what you are reading right now! For many years, if I had read the first sentence in this paragraph, I would have looked for the next line in bold print to indicate a change in topic. Consequently, for parts of my career, I rode the financial roller coaster of highs and lows. Go to school on my experience, and refuse to repeat the mistakes of the past.

PLANNING FOR SUCCESS

Begin today.

Plan with your spouse.

Use a record-keeping system.

Establish spending priorities.

Remember these key concepts.

CHAPTER FIFTEEN – ORGANIZATION AND DISCIPLINE

Discipline yourself to do the things you need to do when you need to do them, and the day will come when you will be able to do the things you want to do when you want to do them!

BELIEF AND COMPATIBILITY

Now take those qualities and tie them to a product you believe in and with which you're compatible, and you are on your way! We have already talked about the importance of believing in what you sell. By now, this factor should be obvious. The compatibility factor might not be quite as clear.

EFFICIENCY VS. EFFECTIVENESS

You have heard before that "efficiency" means doing things right; "effectiveness" means doing the right things.

AND EVEN MORE SUCCESSFUL SALES CHARACTERISTICS

Today, more than ever before, there are some ever-present companion traits of highly successful sales professionals. One is the conviction that customers must be given superior service if they expect to build customer loyalty. Selling a product that is not serviced is corporate suicide. And with the high level of expectation of today's consumer, the option of not giving exceptional customer service no longer exists.

LOOKING AND LISTENING

In other words, a true professional makes every effort to get in harmony and establish rapport with the prospect.

THE DISCIPLINARIAN

Everyone needs a method, technique, or system for accountability. In athletics, the scoreboard tells who won and who lost the game. In the business world, some say the check stub tells who won and who lost the game. In both cases I disagree. The best team does not always come out on top on the scoreboard, and the best paychecks don't always belong to the top performers. The scoreboard and the check stub are indicators of performance, but they are not the final word.

CHAPTER SIXTEEN – GETTING THE PERSON RIGHT

In the world of selling, when we get the “person” right, it’s much easier to get the “salesperson” right. Realistically, until you get right, your sales world won’t be right. The “secret” to getting you right is getting your “attitude” right. My intention throughout this book has been to allow you to get the information necessary to make the proper choices in all areas of life so that the choices you make will yield the attitude that leads you to success!

MENTAL HEALTH

With emotional health secure you need to look next at keeping your mental health in the proper focus.

PRESSURE, STRESS, AND DISTRESS

How can you, the professional salesperson, take care of yourself in this climate? As I have said before and will say again, mankind is tri-dimensional: physical, mental, and emotional (spiritual). The answer to your question lies in evaluating yourself in these three areas.

SIMPLE, BUT NOT EASY

Walter says that an incredibly high percentage of people spend most of their time “looking back in anger and forward in fear.” And with the double burden of anger and fear, you are literally, as Walter put it, “Mortgaging your future.” The anger of what has happened in the past creates fear of what is going to happen in the future. And even potentially successful people become paralyzed in the present.

PHYSICAL HEALTH

The third aspect in the quest for the right attitude is physical health. Incidentally, it is impossible to separate the physical, mental, and emotional (spiritual) aspects of attitude. I’ll spend more time on the physical because most salespeople neglect this area. A number of superb books give you a considerable amount of information on the subject.

THE PHYSICAL “HOW TO’S”

START YOUR DAY THE PROFESSIONAL WAY

A HEARTBEAT AWAY FROM SALES SUCCESS

WHAT ABOUT YOUR DAY?

BUT SERIOUSLY . . .

THE RUSH-RUSH LIFESTYLES

THE WRONG BENEFITS

WHAT YOU ARE IS WHAT YOU EAT

ELIMINATING THE POISONS

THE DEATHS MOUNT

WE DON'T MISS IT UNTIL IT'S GONE

ILLEGAL DRUGS

ANOTHER REMARKABLE STUDY

HOW DO YOU MAINTAIN THE RIGHT ATTITUDE?

I believe the problem lies in the definition of success in our profession. I sincerely believe each of us can be number one. No, that doesn't mean I believe that everybody can be the biggest, fastest, strongest, smartest, most persuasive, most productive, and most capable; but I do believe you are number one when you can honestly look in the mirror at the end of the day and say, "I used my ability today. I gave it my best shot." In short, you realize that true success is not necessarily beating someone else; real success, enjoyment, and happiness come from using your own ability. Success is not determined by beating the other fellow; real success is measured when you use the ability you have.

WHY WILL YOU MAKE SALES IN THE FUTURE?

The series of small steps you must take to make the move and close the sale include getting the prospect to like and trust you. The prospect must like you before trusting you, and the prospect must trust you before buying from you.

DEVELOPING TRUST

A SECOND CHANCE

TRUST AND CONFIDENCE

TRUST AND YOUR COMPANY

TRUST AND REFERRALS

TRUST AND THE "LITTLE THINGS"

TRUST AND REPUTATION

REAL MOTIVATION