



"David Otis combines innovation, hard work, and genuine service to be a world-class salesperson. This book talks his talk. Read it and study it so you can walk his walk. Real-world sales ideas and real-world sales lessons from a real-world salesperson."

- Jeffrey Gitomer - Author of *The Sales Bible*  
and *The Little Red Book of Selling*.

# WALK FAST, TALK LOUD AND SMILE

HOW TO SUCCEED IN SALES  
AND HAVE FUN DOING IT

DAVID OTIS

## CHAPTER TWO HABITS

*I am your constant companion. I am your greatest helper or heaviest burden. I will push you onward or drag you down to failure. I am completely at your command. Half the things you do you might just as well turn over to me, and I will be able to do them quickly and correctly.*

*I am easily managed; you must merely be firm with me. Show me exactly how you want something done, and after a few lessons, I will do it automatically. I am the servant of all great people; and alas, of all failures as well. Those who are great, I have made great. Those who are failures, I have made fail.*

*I am not a machine, though I work with all the precision of a machine, plus the intelligence of a human being. You may run me for profit or turn me for ruin; it makes no difference to me.*

*Take me, train me, be firm with me, and I will place the world at your feet. Be easy with me and I will destroy you.*

*Who am I? I AM A HABIT*

*-Anonymous*

A good habit is not easily formed but once it is formed, it will change your results forever. Experts say it takes twenty-

one days to form a habit. Ask yourself, "Do I want my desired result enough to spend twenty-one days forming habits that will come to you automatically."

- Good habits = good results
- Bad habits = bad results
- Inconsistent habits = inconsistent results

And on and on it goes. So if you want great results in sales and in life, you need to form great habits.

What are great sales habits?

- Exercise your mind and body thirty minutes each day.
- Start each day with thirty minutes of positive reading. Examples are the *Holy Bible*, Jeffery Gitomer's *Sales Bible*, or Napoleon Hill's *Think and Grow Rich*. Brian Tracy, Zig Ziglar and Ken Blanchard have several great books to choose from. Go to Amazon.com or booksurge.com to see what is available.

Get in the habit of appreciating how lucky we are to be born in the land of opportunity. The odds of being born in America at this time in history to a half—way decent family are less than buying a winning lottery ticket. We are one of the only generations in the history of the world that has luxuries such as cable television, radios, CD Players, light bulbs, and indoor plumbing.

My mother had to go to an outhouse to use the restroom when she was a child. Prior generations spent most, if not all, of their money on necessities. We spend most of our money on luxuries. There are people living in third world countries that will never have the opportunities that you and I have. Yet we find ourselves complaining. The problem is not that we have it too difficult. The problem is we have it too easy.

*One day a man saw a butterfly, shuddering on the sidewalk, locked in a seemingly hopeless struggle to free itself from its now useless cocoon. Feeling pity, he took a pocketknife, carefully cut away the cocoon and set the butterfly free. To his dismay, it lay on the sidewalk, convulsed weakly for a while, and died. A biologist later told him, "That was the worst thing you could have done! A butterfly needs that struggle to develop the muscles to fly. By robbing him of the struggle, you made him too weak to live."*

*Author unknown*

We have been robbed of the struggle. Let's stop complaining! Remember when times get difficult, and they will, you are developing strength. This strength will be an asset to you down the road to help others overcome their struggles. As Winston Churchill said, "If you are going through Hell, keep going!" All things will come to pass. The good times will not last and the bad times won't either. Get in the habit of telling your family how much you love and appreciate them. Get in the habit of seeing the positive side of every situation. Remember that positive thoughts will produce positive results. Get in the habit of giving 100% of yourself to your profession, remembering that a successful career is just a series of successful days. So make each day a successful day.

Get in the habit of setting goals. Establish long-term goals (where you want to be in ten years) and short-term goals (what you want to achieve this month or quarter), and then set a game plan to achieve these goals.

When establishing goals start with the end in mind. You must first decide what you want to accomplish with your life

and career. This may require some thought. You can not just "drift" through life and hope to wind up at the destination you desire. You must create a road map for success. Things are first created in your mind, and then you can make them reality. Aim high when setting your goals. Stretch yourself but make them attainable. Remember your short-term goals should ultimately help you achieve our long-term goals. Once your goals are set, start living them now. For example, dress for the job you want not the job you have. You are capable of far more than you realize.

Be sure to write your goals down and review your progress several times each year. Find areas where you could have done better and adjust your plan if you need to.

Most people take their commitments seriously. Make a commitment to yourself and hold yourself accountable. Remember, winning is fun, and it pays well, so guarantee yourself success. When you face challenges, and you will, stay positive and persist. Never give up! See yourself having already attained the status you desire and just think how inspiring your story will be to others when you overcome your challenges. If it was easy, anyone could do it, and it wouldn't pay very well.

## GOAL PLANNING WORKSHEET

My mission statement in life is:

My job title in five years will be:

My job title in ten years will be:

My sales goal this year is:

I will achieve the following awards this year:

I will do the following to improve myself this year: (read what books, attend what seminars, exercise)

What does my house look like in ten years? What kind of car will I drive?

How much money will I have in my savings account in 10 years:

How my friends will describe me in five years:

## GAME PLAN TO CREATE THE LIFE I DESIRE

### Weekly Routine:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Saturday:

Sunday:

Remember that your success in your career will be largely dependent on the quality of your game plan. You can't depend on just luck.

Earl Nightingale says in his recording, "*The Strangest Secret*" that, "We become what we think about." So place your goals and game plan in a visible place so you can see them every day. Remember, a successful life and career is just a series of successful days so go have seven great days!

You have to have a system or method that you can count on for positive results. Establish a good routine and stick to it. Remember the first month will require effort; after that it will come to you automatically.

Napoleon Hill would call your long-term goal your "purpose." He studied 500 of the most successful people in America during the early 1900's and noticed that they had similar traits and habits that led them to achieve unprecedented success in various fields during a difficult time in this country's history.

The starting point of all achievement, according to Napoleon Hill, is a **BURNING DESIRE TO WIN**. He tells a story in his book *Think and Grow Rich* to illustrate this point.

*There was a great warrior who led his army into battle. They faced a formidable opponent whose army outnumbered their own. They loaded their boats with soldiers and equipment, sailed to the enemy's country, unloaded the boats and equipment. The warrior then gave the order to set the boats on fire. With the smoke rising from the boats the warrior told his men, "You see the boats going up in smoke.*

*That means we cannot leave these shores alive. We win or we perish." They won.*

This is a true story. It is a story of William the Conqueror in 1066 when the Normans invaded England. This was the last time anyone has successfully invaded England.

People generally get what they want. The question you have to ask yourself now that you have established your goals is, "Do I want to achieve this goal bad enough to persist when times get difficult?" If you have established a worthwhile goal, you will be tested.

It has been said that the life of a sales person is a roller coaster ride. You will experience the highs of all highs and the lows of all lows. Here is a poem I kept in my pocket and read almost daily my first year in sales. It gave me hope during the difficult times. I hope it does the same for you.

### *Don't Quit*

*When things go wrong, as they sometimes will,  
When the road you're trudging seems all uphill,  
When the funds are low and the debts are high,  
And you want to smile, but you have to sigh,  
When care is pressing you down a bit,  
Rest, if you must, but do not quit.  
Life is queer with its twists and turns,  
As every one of us sometimes learns,  
And many a failure turns about,  
When he might have won had he stuck it out;  
Don't give up, though the pace seems slow—  
You may succeed with another blow.*

*Often the goal is nearer than  
It seems to faint and faltering man.  
Often the struggler has given up,  
When he might have captured the victor's cup,  
And he learned too late when the night slipped down,  
How close he was to the golden crown.  
Success is failure turned inside out—  
The silver tint of the clouds of doubt,  
And you never can tell how close you are,  
It may be near when it seems so far,  
So stick to the fight when you're hardest hit—  
It's when things seem worst that you must not quit.  
Anonymous*

Many times people quit, or give themselves a back-up plan in case it does not work out in their current career or position. This mindset rarely produces GREATNESS. To achieve greatness retreat cannot be an option. Failure must be seen as just a temporary set back. It must be, "We win or perish!"

## CHAPTER THREE A CALL TO GREATNESS

**T**his is a call to everyone that reads this and cares enough to answer. This is a call to greatness.

What is greatness? I have put some thought into this matter and have come to the conclusion: greatness is the pursuit of excellence. You do not have to be a professional athlete, a president, or famous to achieve greatness.

My grandfather was a plumber and my father believes his dad was a great man. I have to agree. Claude Otis was in pursuit of excellence. My father tells a story that demonstrates Claude's pursuit.

*Claude was known to carry a level with him at all times. He would constantly inspect his work to make sure everything was plumb. One day he put his level up to a pipe and noticed it was ever so slightly off. Claude ordered his fellow plumber to tear the work down and redo it so that it was perfect. His fellow plumber protested, "It is close enough." It will work fine, and besides we are putting a wall over the pipes. The customer will never know the difference!" Claude replied, "They won't know, but you will know, and I will know. Tear it down and make it plumb!"*

To Claude Otis it was bigger than plumbing. He was in pursuit of excellence. It was about doing the right thing, because it was the right thing to do. As a result, Claude gained a reputation as being a great plumber. He was in demand while other plumbers struggled to get work. Customers were willing to hire Claude without even asking his price! They knew they could trust him to deliver superior quality at a fair price.

My grandfather did not pursue money. He pursued excellence, and as a by-product he became rich in character, and never wanted for money. He lived a rich full life, and passed on priceless values to my father who passed them on to his children. He answered the call. Will you?

#### STEPS TO ACHIEVEMENT

##### 1) DECIDE WHAT YOU WANT.

- A) To achieve anything worthwhile you must first decide what you want.
- B) You must have a "BURNING DESIRE" to achieve this goal.

##### 2) COMMIT TO YOUR DECIDED POSITION AND COMPANY.

This is important because if you have set a worthwhile, goal you will be challenged and may even be tempted to give up.

**Persistence is the enemy of mediocrity!**

##### 3) ATTAIN THE SKILL NEEDED TO PERFORM AT A HIGH LEVEL.

##### 4) ESTABLISH A ROUTINE AND STICK TO IT!

Remember a successful career is just a series of successful days. So go have seven great days this week!

I have heard it said that there are two ways to get rich.

One is to get with a good company and stay with them a long time. The other is to start your own business. When I use the word rich I am not only referring to money. Some of the poorest people I have ever known have led rich full lives, and some of the richest people I have ever known have led empty lives. What I am talking about is a rich full life. Money many times will be a by-product of living a rich full life.

For example: When you were single you had the choice of hundreds of partners to marry (If you are currently single you still have this choice). Now you could stay with this partner for a few years and when times get difficult, and they will, you can leave that partner and find another partner. You can stay with that partner for a few years and when times get difficult, and they will, you can again leave. Will this lead to a rich full successful life? Maybe, however it is not likely. It is the same with a career. Find a good company and make a commitment.

Determination and persistence will produce great results when mixed with a **BURNING DESIRE TO WIN**. Be creative and look for new and better ways to do your job. Avoid people who say, "Can't." Challenge yourself to get a little better each day, and refuse to let anything stand in your way.

Earl Nightingale has a CD that I recommend every person have in his or her library called "*The Strangest Secret*". He says the secret of success is "**You become what you think about.**" If you want to be a top performer you must think like a top performer. To do this you need to know what top performers think about. Get to know the best sales people in your company and associate with winners. Avoid negative people at all cost!

### INTERVIEW WITH A WINNER:

This is an interview of my teammate Terri Norris from Jeffery Gitomer's column published July 27th 2001.

#### *Terri's Top 10:*

*Here, in her own words, are the Top Ten qualities and characteristics of what makes Terri Norris No 1:*

- 1) *A contagious positive attitude: I believe that I am blessed and that positive things will happen in my life. Because I believe that positive things will happen to me, they do!*
- 2) *Excited about the prospect of helping others. Sincerely caring. When I have appointments, I want to help my prospective customers solve a problem, get better service, increase productivity, etc. I believe that they can sense that I want to help them and not "sell them something".*
- 3) *Self assured, not arrogant. Confidence. I know that I can achieve whatever I decide to and am willing to work hard for. I believe in my abilities and myself.*
- 4) *I like people and they like me. People like me right away. I'm not a threat to them. And I'm not perceived as "salesy". Being able to relate to people, all people. I don't try to "typecast" people; I just try to "like" them.*
- 5) *Not just book smart. Being able to assess and solve real-world problems. Being able to prioritize and decide which things (prospects) to spend time on and which ones not to. Work smarter, not harder.*

- 6) *If I'm not having fun, what's the point? I have often been described as easily amused. I think this is one of my best characteristics. I find joy in almost everything.*
- 7) *I do everything full force. I sweat when I work and I sweat when I dance. The minimum acceptable standard is 110%. If something is worthwhile, I give it everything I have.*
- 8) *Unspoken integrity. Visibly honest. I try to be honest and ethical in everything I do. I feel that being trustworthy and honorable is a strong statement of character. I try to always keep my promises. Hopefully, my word means something to others, because it means everything to me.*
- 9) *I concentrate on the details without getting caught up in them. Beyond organized. Detail is vital to my success. It sounds minute, but it is huge. I keep things in order so I can function error-free. I try not to waste time or energy by trying to find things twice or picking up dropped balls.*
- 10) *I'm kid-like happy on the inside. I have the enthusiasm of a two-year-old with a college degree and a business card. I am the eternal cheerleader for others and myself. I want everyone to win (except my competition).*

### TO BE A WINNER JUST THINK AND ACT LIKE A WINNER!

Remember how your parents warned you to pick your friends carefully because you will become like those you associate with? The same holds true throughout life. Positive thoughts and positive actions always produce positive results over time. Unfortunately, the reverse holds true, negative thoughts will produce negative results. It sounds too simple

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to believe that by controlling your thoughts you can control your results. It is simple. However, it is not easy to control your thinking. It takes practice and effort.

Here is an exercise that if done will change your life forever: Get up every morning and read thirty minutes in a positive book such as Napoleon Hill's *Think and Grow Rich*, or Jeffery Gitomer's *The Sales Bible*. Brian Tracy has several books and CD's that you should read and listen to. This will train your mind to think in a positive manner as well as give you new creative ideas. By reading thirty minutes a day you will become an expert in five years. Experts make great money. Sales is the world's highest paid profession, if you are good at it. Unfortunately, sales is also the world's lowest paid profession if you are not. So get good!

Everyone wants to be successful, but not everyone is willing to do what is necessary to become successful. It amazes me how many people never study their business. Would you see a doctor who did not study in his field of practice? Would you see a lawyer who never studied law? The best doctors and lawyers studied for years, and continue their education to become the best in their profession. If you want to become the very best in your field you must do the same. You need to view yourself as a professional. Simply become a student of sales and leadership, and learn to control the way you think.

## CHAPTER FOUR

### BECOME A PROFESSIONAL SALES PERSON

**T**he best friends of success are faith, hope, enthusiasm, and belief. The enemies of success are fear and doubt. It is natural for fear and doubt to creep into our thoughts from time to time. The key to overcoming fear and doubt is to realize it is there, and have a method to get back into a positive frame of mind. Have you ever wondered what successful people think about most of the time? They think about what they want and how they are going to get it. Average people think about their bills, problems, or wonder if they can hit their quota and keep their jobs. Remember, to be a top performer, all you have to do is think and act like a top performer. The key word is act. For example, to become enthusiastic you must first act enthusiastic!

A great way to fake enthusiasm is to **WALK FAST! TALK LOUD! AND SMILE!** If I told you my wife just left me and took off with my best friend, but I said it talking loud and smiling, you would think I was happy about it. Get the picture? People love to buy from people who enjoy what they do. Act enthusiastic and you will become enthusiastic. Your aim should be to become the most positive, enthusiastic person you know!

*A person can succeed at almost anything for which he or she has unlimited enthusiasm.*

*Charles M. Schwab*

I was recently visiting my 91-year-old grandfather and noticed a book on the shelf that was my grandmother's. It was a book by the late Dr. Norman Vincent Peale. I began to read a story about enthusiasm. This is a real life example of how acting enthusiastic can work in your favor.

*A baseball player by the name of Frank Bettger was playing in what today would be the equivalent of the Triple A league and making \$175 per month. This was good money in 1907. One day the manager called Frank into his office and fired him. Frank was shocked and asked a question that altered the course of his life. He asked the manager, "why?" The answer shocked him even more. The manager informed him that he was fired because he was lazy. He told Frank that he ran around the bases like a veteran who had played for 20 years. He said, "Frank what ever you do after you leave here, for heaven's sake, wake yourself up, and put some life and enthusiasm into your work!"*

*After being fired Frank went down to a lower league and began playing for a team at \$25 per month. Hardly anything to be excited about. However he took the manager's advice and began to act enthusiastic. According to the story he made up his mind to establish a reputation of being the most enthusiastic ballplayer they'd ever seen in the New*

*England League. He thought if he could establish such a reputation, then he'd have to live up to it.*

*From the minute he stepped onto the field he acted like a man electrified. As he threw the baseball around the infield he almost knocked the other player's gloves off. Once, apparently trapped, he slid into third base with so much energy and force that the third baseman fumbled the ball and Frank was able to score an important run. Yes, it was all a show, an act he was putting on. Did it work? It worked like magic! Frank's enthusiasm sparked his teammates, and they began to become excited. Soon he was back in the Triple A league. And two years later Frank Bettger was playing for the St. Louis Cardinals and had increased his income 700 times. What did it? Enthusiasm alone did it, nothing but enthusiasm.*

It worked for Frank Bettger playing baseball back in 1907, and it will work for you today in sales. Try it!

The first task is to decide what you want. You must then focus your thoughts and energy toward obtaining your goal. Associate with like-minded individuals, and let nothing stand in your way. **Accept responsibility for everything that happens in your life.** Accepting responsibility earns the respect of your superiors, peers, and subordinates alike. Accepting responsibility gives you power and control over your life. If you say, "It is not my fault," and make excuses, then you lose control. What you are saying is, "I am a victim," "I am helpless." When you accept responsibility, you take control and can make positive change.

Our lives are not shaped by what happens to us, but with how we deal with what happens to us. There are few things

in life that we can control; however, the one thing we can control is the one thing that matters most and will have the biggest impact on our success or failure. **We can control our thinking!** Remember your thoughts will become your actions; your actions will become your results. If you want to control your results you must control your thoughts and direct them on the desired result. Simple, right? Simple but not easy, this takes practice and focus.

#### **MAKE A GREAT FIRST IMPRESSION:**

It is important to make a great impression. A prospect will form a lasting impression of you in the first thirty to sixty seconds. **Dress for success!**

Your physical appearance is the first thing people will notice about you. Fair or not, you will be judged on your appearance and this will have a lasting impression on everyone you meet. Some things about our appearance we cannot change. The important things we can.

- SHINE YOUR SHOES DAILY
- PRESS YOUR SHIRTS
- KEEP YOUR HAIR NEAT AND PROFESSIONAL
- NO EXCESS COLOGNE OR PERFUME
- WALK FAST
- TALK LOUD AND SMILE!

Look at the most highly paid successful executives and notice the detail they put into their dress. How you dress tells people about you, the good and the bad. Be aware of your first impression and strive to improve it.

#### **SEPARATE WORK AND PERSONAL MATTERS:**

When you are at work focus on work, and when you are at home focus on your home life. I have seen many sales reps

take personal calls during the workday. Do yourself a favor and limit these calls. I would recommend returning personal calls at noon if absolutely necessary and 4:45pm if possible.

Keep your mind focused on your work goals during the workday. This may sound unreasonable at first glance but consider this: If you do not separate your work and personal life, the two will begin to interfere with one another and you will not be great at either.

If you take personal calls during the sales day you may lose focus on your work. This can cause your performance to be below expectations, which will cause stress at home. In turn you will begin to talk about your work problems at home. How your boss is an unreasonable jerk and your territory stinks. You will begin to talk and think about your personal life at work; how the bills are accumulating. Get the picture? The invention of the cell phone was great for sales people; however, it also can allow the mixing of business and personal lives during the workday. **STOP IT AND FOCUS ON WORK AT WORK AND HOME AT HOME!**

#### **MANAGE YOUR TIME WELL:**

One thing everyone has in common is the number of hours in each day. Many times the only difference between the top sales people and the average sales person is how they choose to use their time. A great rule you can apply to your day is the 80/20 Rule, also known as Pareto's Principle. In 1906, Italian economist Vilfredo Pareto, created a mathematical formula to describe the unequal distribution of wealth in France. He observed that 20 percent of the people owned 80 percent of the wealth. He called this 20 percent the "vital few." The other 80 percent of the population he called the "trivial many." You can use this law to manage your time. Spend 80 percent of

your time doing the "vital few" activities that will lead to a sale. These include prospecting, presenting, and closing. Spend 20 percent of your time on the "trivial many" activities that are necessary such as paperwork. This helps you manage those things that really make a difference to your results. In sales, results obtained the right way are all that matter.

*Don't confuse activity with achievement.*  
*John Wooden*

One great way to be more efficient in your territory is to divide your territory into three or four smaller territories. Set appointments in each territory for the same day. Try to be in these smaller territories the same day each week. Stick to it, and only vary from your schedule when absolutely necessary. This will reduce the amount of time you spend driving around. You will need to get out of the car to make a sale!

#### PROSPECTING:

In order to make a sale you will need a prospect. Your company may have a prospect base established already. If they do that is wonderful. If they do not it is no big deal. Remember that you are responsible. There are many places to find prospects. Order a manufactures guide from each state in your territory. This will give you every business in your state, the address, the contacts and titles.

Go to the Chamber of Commerce in each city and purchase a list of members and area businesses. They will also give you a copy of the phone book. Yellow Pages are a great

source for prospects because they have purchased advertising. Go online and look under Yellowpages.com. Be prepared and have a game plan before you sit down and make phone calls for appointments. Know what area and what businesses you wish to contact. This will make your time more effective. Remember that time is what you exchange for money.

Join the area Chamber of Commerce and go to events so you can get to know the business leaders in your territory. Join a networking group. Ask every appointment if they know of anyone who can use your products or services. Look for ways to work smarter, not harder.

#### DEVELOP A SEED LETTER CAMPAIGN:

The idea is to get the prospects to call you or be waiting on your call. Be creative, and make your mailer memorable. Your mailer campaign should be done on a targeted number of prospects on a regular schedule. A good way to do this is to target fifty accounts and send them a seed mailer once each quarter.

#### WAYS TO MAKE YOUR MAILERS MEMORABLE:

Idea #1) Put a few lollipops in an envelope along with a letter that says in bold print, "TIRED OF BEING A SUCKER FOR POOR SERVICE AND PRICE INCREASES! Then give me a call and see why customers like XYZ Company, and ABC Company trust us to deliver superior quality at a fair price."

Idea #2) Mail a fishing lure in an envelope along with a letter that says in bold print, "CATCH A GREAT DEAL! See why companies who want world class products and service such as XYZ Company and ABC Company chose us."

Idea #3) Send a fax to the prospect offering a free golf shirt for all that grant an appointment. Include a form the

prospect can fill out and fax back to cash in on the offer. Be sure to include the names of current customers who are in a similar industry as your prospect.

Idea #4) Send videotaped testimonials of your current customers to your prospect along with some popcorn. Have a catchy cover letter that will entice the prospect to watch the video.

#### **INTRODUCING YOURSELF TO THE PROSPECT:**

Now that you have identified you prospects you will need a great introductory statement that you use to get an appointment. Some people call this an opening statement. According to Jeffrey Gitomer, make your introduction a **POWER STATEMENT**.

To develop an introduction of your company and yourself, remember to make your statement short and to the point using the names of current customers that your prospect will recognize. When you deliver your statement, talk loud with a smile. A basic rule in sales and life is the Golden Rule, "*Treat others how you want to be treated.*" Imagine yourself as the prospect and ask what would make me respond in a positive manner? You could even use what has been referred to as the Platinum Rule, "*Treat others the way they want to be treated.*" This rule requires more skill.

The purpose of your introduction is to enable you to make appointments either by phone or on a cold call in the field. Remember, the better your introduction, the more appointments you will have.

When cold calling or setting appointments by phone, remember the objective is to get the appointment. The more you talk the less likely you are to get the appointment. Do not make the mistake of asking, "I see you have a \_\_\_\_\_, are you

happy with it?" Give your introduction statement and ask for the appointment! If they say, "we are happy," you can reply, "Great, well I just want to be your backup in case something changes down the road, and I am going to be out here tomorrow at 8 am. Will 8 am be ok?"

Continue to improve your introduction and practice in front of your fellow sales reps or family members and ask them what they think. A good way to evaluate the quality of your introduction is to imagine yourself at your twenty-year high school reunion and a former classmate asks, "What do you do for a living?"

After hearing your statement your classmate thinks, "Wow, I wish I worked for a great company like that," or "Poor Joe, I really thought he might make something of himself." Get the picture?

#### **Example of an Opening Statement:**

Good morning! My name is David Otis with XYZ Corporation. We help companies such as ABC Company, KLM Company, as well as Joe's Company next door increase their customer retention and make more money through increasing employee morale. I would like to come by Monday at 9 A.M. and show you how we can do the same for your business. Will that be OK?

#### **PREPARE YOURSELF:**

Be organized and use a day timer to log your appointments. Be sure to include complete information in your day timer. Full company name, address with zip code, phone number, and email address. Remember you are a professional. This day timer can be used in the future as a reference. You can look back and see what your successful weeks looked like and what

your not so successful weeks looked like also. Discover what works and repeat it!

Now that you have the appointment, get ready. The amount of preparation you do for an account depends on the product you are selling and the size of the account. However, you never want to call on a prospect unprepared. Professional sales people know their business. They are experts and are seen as consultants rather than salespeople.

It is easier to prepare for a sales call today than it has ever been in the history of sales. All the information you ever wanted to know about your prospect can most likely be found on the Internet. Visit their facility and look around. You are looking for ways you can help the prospect improve their current way of doing business. When you find a way to help the prospect you will be more enthusiastic about setting the appointment.

Create a pre-call planning worksheet. To be seen as an expert you must act like one. Plan your call and prepare for possible objections and address them upfront. Do not ignore possible objections to your product or services. Be pro-active and address them and provide solutions.

## EXAMPLE PRE-CALL PLANNING WORKSHEET:

Date of appointment

Company name

Address

Phone number

Decision-maker

Others involved in decision process

Set the agenda for the appointment

Rapport building questions

Possible buying motive

Present Company with National and Local references (list at least 5)

Products and services which may interest the prospect

What are the benefits of the products and services to the prospect

Potential objections

Plan to overcome objections

Now that you have prepared yourself, you are ready to make the presentation. When you arrive for your appointment, be on time. When you arrive late it shows that you do not value their time and that you are unreliable and cannot be trusted to do what you say you are going to do.

Be organized and have a professional notepad on which to make notes. This will show the prospect that if you gain their business, you can be trusted to deliver superior service.

#### SET THE AGENDA:

Begin the appointment by setting the agenda. Tell the prospect what you are there to accomplish and how much time you will need. When you finish setting the agenda ask the prospect, "Does that sound all right?" This will gain the prospect's attention and let him know up front the amount of time he is investing in your appointment. Now stick to your agenda and stay within your stated time frame. How many times has someone asked for five minutes and taken thirty minutes? How does that make you feel? If you need thirty minutes, just ask for it.

#### ASK GOOD QUESTIONS:

You gain all the information you need just by asking good questions. Imagine you are a detective and gathering evidence. Have you ever known someone who loved to talk about himself or herself? We all know people like this. Well guess what, if all you do on your sales calls is talk about you and your company to your prospect, you are one of those people.

*People hate to be sold, but they love to buy!*  
*Jeffrey Gitomer*

Take an interest in your prospect and their business. Have your questions prepared prior to the sales call, **DON'T WING IT!** Remember you are a professional sales representative so act like it!

**Examples of good questions:**

- 1) How long have you been with the company?
- 2) What do you like most about this company?
- 3) Are you in a competitive business?
- 4) What separates your company from the other companies in your industry?
- 5) Do you currently have a \_\_\_\_\_?
- 6) Were you involved in implementing the original \_\_\_\_\_?
- 7) Why did your company start using a \_\_\_\_\_?
- 8) Is your current \_\_\_\_\_ meeting your original objectives?
- 9) Is your current \_\_\_\_\_ meeting your current needs?
- 10) If you could change one thing about your \_\_\_\_\_, what would it be?
- 11) Is there anyone beside you involved in the decision process?
- 12) How does your decision process work?
- 13) Who will sign the agreement to get the \_\_\_\_\_ started?

The purpose of asking questions is to determine who makes the decision, and how the decision process works. You are also determining the prospects needs, and discovering a buying motive or hot button. In addition, you need to discover

any bias or potential objections that you can proactively address in your presentation.

**Six reasons people buy**

- 1) To make money, or to save money
- 2) Impulse or instant gratification
- 3) Save time, or convenience
- 4) Impress others, or increase status
- 5) Satisfy a need, or perceived need
- 6) Because everyone else is buying, or to conform

**Six reasons people will buy from you:**

- 1) You are there first (good timing)
- 2) Obligation
- 3) They like you
- 4) They trust you
- 5) You have the best price, or value
- 6) Your company provides the best product, or service

On the typical sales call you will probably have fifteen minutes to ask your prospect questions. In that time you will need to discover why the prospect will buy, make sure they like you, trust you, see your company and your company's services as the best in the industry, and provide these products and services at the best value. Oh, and by the way it won't hurt if you obligate the prospect and get there first!

Be sure to ask questions with a purpose. Do not waste your time or the prospect's time with idle talk without a purpose. Don't ask about the fish on the wall until after the sale is made! Time is what you exchange for money. The more effective you are with your time, the more sales calls you can make.

MORE SALES CALLS = MORE SALES = MORE MONEY = MORE FUN!

### PRESENTATION SKILLS:

#### Presenting your company:

You will need to be able to demonstrate to the prospect beyond any reasonable doubt that your company is the company to do business with.

How do you do this? Have a professional presentation binder with credibility pieces, national references, and local references.

Remember you are paid to say the good things about your company and your prospect knows this. Show them what others say about your company. Practice your presentation and record it on videotape. Have top performing sales reps watch it and give you constructive criticism. Would you play on a team, or in a band, and expect to win without practice. It is the same in sales. Remember the better your skill, the more confidence you will have and the more you will enjoy what you do.

After hearing your presentation the prospect should say **WOW!**

Ways to add **WOW** to your presentation:

- 1) Videotape your service staff introducing themselves and stating their role in servicing the customer. Remind them to talk loud and smile. Catch them having fun.
- 2) Videotape testimonials of happy satisfied customers. What your customers say will mean much more than what you say. They now have recorders that will record

directly on a DVD and are ready for immediate use. Work smart! **THIS WORKS! DO IT NOW!**

- 3) Don't act and sound like every other sales rep your prospect sees. Average salespeople get average results, and average results will produce average pay.

#### Real Life Example:

Rick was calling on a prospect. After a fantastic presentation, Rick transitioned into a company introduction. After showing a couple of credibility pieces, Rick opened his binder to a picture of one of his customers that he had signed. He told the prospect that he could talk all day long about how great his company is but instead, he wanted the prospect to hear it for himself. At that point, Rick pulled out a tape player and played an audio interview of Rick and his customer (who was pictured on the credibility binder) talking about his company and their great service! After the first testimonial, Rick played two more interviews (with pictures) and trial closed on his company as a viable supplier for their program. It was incredible! **ARE YOUR PRESENTATIONS INCREDIBLE?**

Remember average pays average, and **INCREDIBLE PAYS INCREDIBLY!**

- 4) Use a nice pen and perfect the art of precision pointing. Precision pointing is done by looking at the chart or paper you are discussing and pointing above the word with your pen, and pressing down firmly to show confidence. Do not look at the prospect when presenting the information you want them to focus on, or they will be looking at you rather than the material. Look where you want them to look.

- 5) Put a Power Point presentation along with video taped references on a DVD and carry a small DVD player. Show this to your prospects. They will love it. Continue to add testimonials from your service partners and your customers.
- 6) Believe in your product and your company, or sell another product, or company.

IF YOU BELIEVE, THEY WILL BELIEVE. IF YOU DON'T BELIEVE, THEY WON'T BELIEVE EITHER.

#### Presenting Your Products:

You will now use the information that you gathered with your good business related questions. Sell benefits of your products and focus very little on the features. Present the products that address the needs of your prospect. Hopefully you discovered the prospect's buying motive, or hot button. Show the prospect how your products or services will help them make money, or save money. Use the names of current customers your prospect will recognize during your presentation of products. Let them read testimonial letters, and watch video taped testimonials during your presentation.

My brother John, who became wealthy as a 100% commissioned sales person says he always uses testimonials of at least twelve current customers when presenting his products and services. When your prospect sees others who have used your product, or service and made or saved money, the closing process is much easier. You can eliminate the fear of making a mistake. Try this-it works!

#### CLOSING:

You will notice the section on closing is a short section.

I have heard reps say they are strong at closing, and they have all sorts of fancy closes. If this fits your style and works for you, then do it. However, if you have done a great job asking questions, discovering a need, and presenting your products and services to the prospects needs, closing should be a smooth transition.

Closing is as simple as asking for the order. It can be as simple as saying, "Does this \_\_\_\_\_ sound like something that would benefit your company? Great! All we have to do is take the order and get your signature. Will that be all right?"

Remember to say this with confidence while smiling and nodding your head yes. Easy, right? The better you ask questions, present, and handle objections early, the easier closing will be.

Trial close throughout the sales process in order to remove any later objections. Use statements such as, "Does this sound like a \_\_\_\_\_ that will benefit your company?" or "Can you see how our systems and procedures can eliminate your problems with \_\_\_\_\_?" How about the famous, "Does my company sound like the type of company that you would do business with?" Use common sense and try to develop enough rapport with the prospect so your sales process seems almost conversational. When you believe in your company and your product, you should be excited when asking the prospect for their business. Let them know how much their account means to you and your company. **ASK FOR THEIR BUSINESS!**

#### HANDLING OBJECTIONS:

The better you are at asking questions and presenting, the fewer objections you will have. So if you are getting the same objections repeatedly on your appointments, don't necessarily work on handling these objections. You need to go back to

your rapport building questions and presentation of company and products to see what could be causing the prospect's objections. Most likely you will need to make adjustments in your presentation.

**For Example:**

Your prospects are consistently objecting to signing a contract. Rather than work on handling this objection, go back and work on your presentation of your company, your products, and services. Add testimonial letters of satisfied customers the prospects will recognize, and you may even want to add their testimonials on videotape. I believe you will begin to see a great reduction in the number of prospects who object to signing a contract. Try this it works!

But be ready objections are buying signals.

**Typical Objections:**

- 1) I can't afford it.
- 2) Your price is too high.
- 3) I won't sign a contract.
- 4) I am happy with my current way of doing things.
- 5) Not now. I want to think about it. \*
- 6) Check back with me in a few months. \*
- 7) I have to talk it over with my partner. \*
- 8) I have to talk to another supplier before I make my decision.

It will be up to you to ask good questions to overcome these objections. Whenever possible answer an objection with a question. Remember, the more you talk, the less likely you are to make the sale. However, I do want to help you with the four

objections marked with an asterisk because I have discovered what I believe is the real objection, and I want to help you.

**Objection #5) Not now, I want to think about it.**

Ask the prospect what it is that most concerns them and be sure to address what they will be thinking about. If they have legitimate concerns you will need to address them before you leave the appointment, or you will not make the sale.

**Objection #6) Check back in a few months.**

This is most likely a no. The prospect just doesn't have the heart to say no to you. You should check back but do not get caught up thinking they are going to become a customer. I have seen sales reps get caught up in the check back routine. The money is in the new presentations. **Move on!**

**Objection #7) I have to talk it over with my partner.**

If you count on your prospect to sell the account for you, count on being disappointed. You do this for a living, and I think we are discovering that we are not real good at it. Just think how well your prospect will do with presenting your products and handling objections. You must get an appointment to come back and go through your full presentation again. Before you do this make sure your prospect would go along with your proposal if it were solely up to them. They may be attempting to give you a polite no. Can you believe anyone would do this? You better believe it! Some people just can't say no.

When you get an objection, do not take it personal. What the prospect is actually saying is, I do not see the value, I do not trust you (do you automatically trust sales people who call on you?), or I do not fully understand your proposition. In other words, something was lacking in your rapport building or presentation. Now is your chance to recover.

Remember, sales is a game of percentages. You will never sell every account that you call on. However, raising

the percentage of accounts you close will affect your results dramatically.

**Techniques to overcome objections:**

- 1) Feel, Felt, Found: I understand how you FEEL. ABC Company FELT the same way. However when they FOUND that our service helps them increase employee morale, therefore increasing production, and reducing turnover, they were excited to have me come in and explain the program further to their employees.
- 2) The key to overcoming any objection is asking good questions. Remember that you are not unlike a trial attorney. First, you must isolate the objection to make sure it is the only objection.

**Example:**

Prospect: I can't afford it.

If money was no object, is this something you would like to do?

Prospect: Yes.

Would you have any other concerns?

Prospect: Well, I am not sure our employees would like the new \_\_\_\_\_ anyway.

Are there any other concerns?

Prospect: No.

In other words, if I could show you how this program will actually be a money maker for your company just like it has for ABC Company and XYZ Company, and your employees approve and buy in, this is something you would like to implement?

Prospect: Yes, but how will your program make my company money?

So here is your big chance. Your assignment is to decide how your product can benefit the prospect, and why your company is the best at providing this product. In other words, you first have to get sold before you can persuade others.

**DEVELOP A HOT PROSPECT LIST:**

After you have presented to a prospect and they did not buy, however you believe they should and will buy within the next sixty days, you next want to put them on a list so you will not forget to close the business. We will call this your "Hot Prospect List". Keep track of the total volume of business on this list. You should have prospects signing with you from this list every week and should be adding new prospects to this list. You can't depend on luck. You need to work this list and continue to have great new presentations. Be sure to send them a professional thank you note. Tell them you enjoyed meeting with them and look forward to earning their business and providing them with legendary service. Be sure to sound professional, not just thanking them for seeing you. This makes you sound grateful just to have an appointment. Always make the impression that everyone buys from you.

EXAMPLE OF A "HOT PROSPECT LIST"

COMPANY	PHONE #	CONTACT	VOLUME
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			

Total Volume in Hot Prospect List

The Hot Prospect list allows you to focus on work while at work and focus on home at home. You have your prospects out of your head and down on paper. You will not let prospects, "Fall through the cracks."

DEVELOP AN ACCOUNTS SOLD LIST:

Great! The process has worked! You found a prospect, gave a great opening statement, got the appointment, put full information in your day timer, arrived at the appointment on time, dressed for success, had a professional notepad to take notes, set the agenda, asked good business related questions, discovered a need, proved your company was the best to handle the clients needs, wowed the prospect with a great presentation of your products, asked for the business, handled their resistance, asked for the business again, and **made the sale!** Congratulations you can now put the account on the "Accounts Sold" list and **Go get another one!**

EXAMPLE OF AN "ACCOUNTS SOLD LIST"

COMPANY	PHONE #	VOLUME	YTD SOLD
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
TOTAL VOLUME SOLD			

You can put your Hot Prospect list along with your Accounts Sold list and your day timer in a binder and create your own Sales Rep Playbook. Has someone ever told you "Just run the playbook", but you had no idea what the playbook was? Remember that you are responsible so create your own winning sales playbook! This will allow you to know the number of new presentations you need in order to make a sale. It will allow you to determine your closing ratio. You simply divide the number of accounts sold during a given time by the number of presentations you did during that time. When I was a sale rep I knew for every three presentations I would average one sale. I also knew my average size account and my average commission on that account. This will allow you to control your own destiny. You can be as successful and make as much money as you want.

The two ways to achieve your goals are:

- 1) Give more presentations. You may need five presentations to make a sale, however if you give twice as many presentations as I do each week you can still produce better results and make more money.
- 2) Improve your sales skills and effectiveness, and therefore, improve your closing ratio.

Remember that you could make even more money if you do both. **Work harder and smarter!**