

The new rules of selling are simple, and you can apply them today. Your challenge is not to just use them, but to master them.

Here are several to ponder.

1. **Say it (sell it)** in terms of what the customer wants, needs and understands - not in terms of what you've got to offer.
2. **Gather personal information** - and learn how to use it.
3. **Build friendships** - people buy from friends not salesmen.
4. **Build a relationship** shield that no competitor can pierce - My customers and clients have given competitors my number to call to ask me my opinion of them. They say, "Call Jeffrey Gitomer and explain it to him, if he thinks it's ok, he'll tell us." Will your clients do that if your competitor calls them? What are you doing to ensure it?

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5. **Establish common ground** - If we both like golf or have kids, we've got issues and things in common that will draw us closer.
6. **Gain confidence** - Once you motivate them to act, you better have built enough confidence to buy or they'll buy from someone else.
7. **Have fun and be funny** - It ain't brain cancer, it's your career. Have a great time. If you can make a prospect laugh, you can make them buy. Laughter is tacit approval. Tacit approval leads to contractual approval.
- 7.5 **Never get caught selling** - It makes me mad when a salesperson sounds like a salesperson. Learn the science and convert it to an art.

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## 12 challenges to the types and styles of questions you ask...

1. Is the question clear and concise? - Does the prospect understand the question
2. Does the question require productive thinking before the prospect can formulate a response?
3. Does the question force the prospect to evaluate new information or concepts?
4. Does the question make you seem more knowledgeable than your competitors by probing in new areas?
5. Does the question lead the prospect (and you) to draw from past experience?
6. Does the question generate a response that the prospect has never thought of before? - New twists make you seem different, better, at the top of your game.

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7. Does the question provide a tie down answer that moves the presentation process closer to a close?
8. Does the question relate directly to the prospects (business) situation? - The more direct the question, the more likely you are to get a direct response.
9. Does the question relate directly to the prospects objectives? - Probe in areas that the prospect can relate to.
10. Does the question draw information from the prospect that helps you make the sale easier? - Questions about how your product/service will be used, what are his/her expectations.
11. Does the question create an atmosphere that is positive and conducive to make a sale?
12. Are you asking a question back when a prospect asks you one?

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Guidelines to ensure **maximum**  
**NO SOLICITING** success.

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1. Ignore the sign.
2. Have literature and business cards.
3. Ask for help.
4. Offer to leave literature only.
5. Get the name of the decider.
6. Find out the title of the decider.
7. Write him/her a note on your business card.
8. Get the business card of the decider.
9. Find out when is a good time to call the decision maker.
10. Get the name of the person who helped you.
11. Thank the person genuinely for their help.
12. Leave.

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**Here are some examples and definitions.**  
**Opening lines: Strong, effective openers:**

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1. I need your help.
2. I know you actually run the place, but could I speak to the person who thinks they do.
3. Is the king in?
4. I need a loan for \$50,000. I wonder if you could help me.
5. I was just next door with \_\_\_\_\_, and he thought I might be able help you the same way I helped them.
6. I was just next door with \_\_\_\_\_, and he recommended I stop by to see \_\_\_\_\_. Is he in?
7. My name is Jeffrey and you don't know me from a sack of potatoes...
8. (In summer on a scorching day) I just fried an egg on my car and was wondering if you have any salt and pepper?
9. Can you point me in the right direction? (A receptionist with a sense of humor will quip, "Sure, which way did you come in?")
10. My boss said if I don't make a sale I'm fired, so if you're not in a buying mood, perhaps you have a job opening.

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**10 Aspects of WOW...**

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1. Be totally persistent  
To reach the prospect, to get information and appoint.
2. Be totally knowledgeable about the prospect. Use the "Mackay 66" questionnaire as a guideline.
3. Be totally prepared. Have a rehearsed presentation. Have a written proposal for what you want to accomplish or sell. Develop support tools and support documentation. Identify every objection and pre-script, test, and rehearse responses.
4. Be 10 minutes early. Carry a light load (only what you need).
5. Be totally professional. Great clothing, professional accessories, brief case, 1st class business cards.
6. Get "to the point" quickly, then question, listen and question. Get your meat out in 5 minutes or less.

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... Write Down your thoughts when the prospect is talking - don't interrupt.

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7. Totally separate yourself from everyone else and your competition - Have creative, new ideas; have the sale in finished form (design, preliminary layout, sample); Do things professionally no one else would do.
8. Be totally confident in what you say and the way you act. Build rapport; use humor, use humor, use humor; act and speak as though the deal was done; use total manners. Don't confuse confidence with cockiness. One works the other fails.
9. Don't be afraid to use sales tactics, but don't be obvious. Don't leave without knowing where you stand; don't leave without a written down next action, deadline, and/or meeting.
10. Be WOW yourself. sYou must be positive, enthusiastic, focused, polished and convinced. You must be outstanding enough to be memorable.

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Pushing the hot button only works **if you can find it**. Here are some ways to discover/uncover the hot button in a conversation:

- Ask questions about status and situation
  - Ask questions about issues of pride
  - Ask questions about personal interests
  - Ask what would he do if he didn't have to work
  - Ask goal related questions
  - Look at everything in the office
- 
- 1. Listen to the first thing said or alluded to
  - 2. Listen for first responses
  - 3. Listen for immediate, emphatic responses
  - 4. Listen for a long drawn out explanation or story
  - 5. Listen to repeated statements
  - 6. Look for emotional responses

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Here are **6** button pushing techniques...

1. **Ask questions about “importance” or “significance.”**
2. **Ask questions about the area you think is hot.**
3. **Ask questions in a subtle way.**
4. **Don't be afraid to bring up the *hot button* throughout the pitch.**
5. **Use “If I (*offer a solution*)..., would you (*commit or buy*)...” variations.**
6. **Use the exact words of the prospect when formulating the last (closing) question.**

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## Cold call (on the phone)

There are 8 rules to follow. Always follow them.

- 1. Smile when you talk.
- 2. Give your name and company.
- 3. **GET TO THE POINT FAST**  
(state your purpose within the first two sentences).
- 4. Make it short and sweet.
- 5. Try to be somewhat humorous.
- 6. Offer or ask for help.
- 7. State that you have important information.
- 8. Ask for the sale.

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Here are several cold calling elements, guidelines and techniques that have proven to be effective:

- Opening lines are important
- Opening impressions are important
- After you deliver the opener, make the prospect think
- Get to the point fast
- If you are asked for price - give it immediately.
- Determine what your prospect needs
- They will resist you
- They will buy to solve a business problem or satisfy a need
- Focus on negative prevention
- Gain buyer confidence
- Fear of failure doesn't exist if you believe it doesn't. Attitude, humor and action (persistence) will whip fears and rejection.
- Set your own goals for achievement Selling is a numbers game
- Visualize it happening - Seeing is believing.
- Every time you go through a door, get what you came for!
- It's a big game...have fun and play to win!

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If you're presenting to two or more decision makers, these principles apply.

Look good, but look plain vanilla - don't distract the audience.

Get there early and introduce yourself to everyone. Remember everyone's name.

Get some information about the group in advance. Their history, goals and achievements.

Find the power person Play to the leader.

Find the problem person and address them head-on and early.

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Uncover all objections by asking the group questions early.  
Anticipate objections and cover them in the presentation  
Get interaction early.  
Get someone in favor to talk early.  
Address the numbers for those who are analytical Give solid, hard core, believable facts and move on to the emotional issues.  
Win the group emotionally after you have made the numbers very clear. This is the heart of the selling process.  
Give good handouts that are clear, concise, high quality paper, and that lead to a close.

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### 10.5 Subtleties of Networking Success

1. Early in the event and near the end of the event stand by the entrance if possible.
2. Spend 75% of your time with people you don't know.
3. Spend 25% of your time building existing relationships.
4. Don't give your information out too soon. Ask the other person what they do before you start talking in depth about what you do.
5. After your prospect has told you about him/herself, your next move is a choice between establishing rapport and an opportunity to arouse interest in what you do.
6. If the person seems to be a good prospect . . .

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7. . . . you must establish some common ground besides business if you want to ensure an easier path to do business.
7. Try to appoint them now.
8. Write all pertinent info on the back of the prospect's card immediately.
9. Don't sell your product or service. Just establish some rapport, some confidence and SELL AN APPOINTMENT.
10. Be aware of time. After you have established the contact, got the business card, established rapport, and confirmed your next action (mail, call, appointment), MOVE ON TO THE NEXT PROSPECT.
- 10.5 Play a game with a co-worker. Bet who gets more (qualified) cards. The more you bet, the less likely you'll spend one second together.

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Here are 15 Steps to Taking Responsibility when Dealing with Unhappy or Dissatisfied Customers. *Not only does this method work, but it provides for a self-analysis at the end to prevent the same problem from occurring again. All 15 steps must all be used, or loss of a customer will result.*

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1. Tell them you **understand** how they feel.
2. **Empathize** with them. (Cite a similar situation, tell them that it makes you mad too, tell them a similar thing happened to you)
3. **Listen** all the way out. Make sure the customer has told you everything. Don't interrupt. **Ask questions** to understand the problem better, and to **find out what it will take to satisfy them.**
4. **Agree** with them if at all possible. (never argue or get angry)
5. Take notes and confirm back that all is out and that they have said all they want/need to say.
6. Be an **ambassador** for your company. Tell the customer you will **personally** handle it.
7. **Don't blame others** or look for a scapegoat. Admit you (and or the company) were wrong and **take responsibility** for correcting it.

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8. **Don't pass the buck.** "It's not my job, I thought he said...", "she's not here right now," & "Someone else handles that" are words that are never applicable or acceptable to the customer.
9. **Respond immediately.** When something is wrong, people want (and expect) it to be fixed immediately. They want it perfect.
10. Find some **common ground** other than the problem. (try to establish some rapport)
11. **Use humor** if possible. Making people laugh puts them at ease.
12. Figure out, communicate, and **agree upon a solution** or resolve. Give the customer choices if possible. **Confirm it** (in writing if necessary). **Tell them what you plan to do...** and **DO IT!**
13. **Make a follow up call** after the situation is resolved.
14. **Get a letter** if you can. Resolving a problem in a favorable and positive way strengthens respect, builds character, and establishes a solid base for long term relationships. Tell the customer you would appreciate a sentence or two about how the situation was resolved.
15. **What have I learned and/or what can I do to prevent this situation from happening again? Do I need to make changes?**

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Here's what your customers have to say about how they want you to act...

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- Just give me the facts
- Tell me the truth, and don't use the word honestly. It makes me nervous
- I want an ethical salesperson
- Give me a good reason why this product/service is perfect for me
- Show me some proof
- Show me I'm not alone. Tell me about a similar situation where someone like me succeeded
- Show me a letter from a satisfied customer
- Tell me and show me you will serve me after you sell me
- Tell me and show me the price is fair
- Show me the best way to pay
- Give me a choice and let me decide, but make a consultive recommendation
- Reinforce my choice

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- Don't argue with me
- Don't confuse me
- Don't tell me negative things
- Don't talk down to me
- Don't tell me what I bought or did is wrong
- Listen to me when I talk
- Make me feel special
- Make me laugh
- Take an interest in what I do
- Be sincere when you tell me things
- Don't use a bunch of time worn sales techniques to pressure me to buy when I don't want to
- Deliver me what you sell me - when you say you will
- Help me buy - don't sell me

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Here are a 19 signals (questions) to look for:

**Questions about availability or time.**

Are these in stock? How often do you receive new shipments?

**Questions about delivery.**

How soon can someone be here? How much notice do I have to give you?

**Specific questions about rates, price, or statements about affordability.**

How much does this model cost? What is the price of this fax machine?

I don't know if I can afford that model.

**Any questions or statements about money.**

How much money would I have to put down to get this?

**Positive questions about our business** (how old, who are customers).

How long have you been with the company?

How long has your company been in business?

**Wanting something repeated.** What was that you said before about financing?

**Statements about problems with previous vendors.**

Our old vendor gave us poor service. How quickly do you respond to a service call?

**Questions about features and options** (what will it or you do).

Is the sorter standard or optional?

**Questions about quality.**

How many copies per month is the machine rated for?

**Questions about guaranty or warranty.**

How long is this under warranty?

**Questions about qualifications** (yours or the company).

*Can all of your people answer questions on the phone?*

**Specific positive questions about the company.**

*What other products do you carry?*

**Specific product/service questions.**

*How does the manual feed operate? Do you select the person or do I?*

**Specific statements about ownership of your product or service.**

*Would you provide paper each month automatically?*

*Will you come by each month to pick up my accounting?*

*Suppose I like her and want her to work for me full time?*

**Questions to confirm unstated decision or seeking support.**

*Is this the best way for me to go?*

**Wanting to see a sample or demo again.**

*Could I see the fabric samples again?*

**Asking about other satisfied customers.**

*Who are some of your customers?*

**Asking for a reference.**

*Could I contact someone you did temp work for using an ACT database? Do you have a list of references?*

**Confirming Statements** like... *I didn't know that; Oh really; That's interesting; That's in line with what we've been doing.*

Here are **14 guidelines** to observe that will sharpen your listening skills, increase your productivity, reduce errors, gain customer satisfaction and help you make more sales.

1. **Don't interrupt.** (But...but...but)
2. **Ask questions.** Then be quiet. Concentrate on really listening.
3. **Prejudice will distort what you hear.** Listen without prejudging.
4. **Use eye contact and listening noises** (um, gee, I see, oh) to show the other person you're listening.
5. **Don't jump to the answer** before you hear the ENTIRE situation.
6. **Listen for purpose, details, and conclusions.**
7. **Active listening involves interpreting.** Interpret quietly.

8. **Listen to what is not said.** Implied is often more important than spoken.
9. **Think between sentences.**
10. **Digest what is said** (and not said) before engaging your mouth.
11. **Ask questions to be sure you understood what was said or meant.**
12. **Ask questions to be sure the speaker said all he/she wanted to say.**
13. **Demonstrate you are listening** by taking action.
14. If you're thinking during speaking, **think solution.** Don't embellish the problem.

If you leave a message, here is a collection of techniques that have gotten calls returned...

- **First name and number only (in a very businesslike manner).** It seems that calls are returned in inverse proportion to the amount of information left.
- **Be funny** - Clean wit will get response.
- **Be indirect** - "I was going to mail you important information, and I wanted to confirm your address."
- **Offer fun** - "I had two extra tickets to the Knights game and I thought you might be interested. (Here's the sure shot) Please call me if you can't go so I'm able to give the tickets to someone else."
- **Remind the prospect where you met** - if it was positive first meeting
- **Dangle the carrot.** - Leave just enough information to entice.
- **Ask a provocative or thought provoking question.**

- Here's a few examples of the "Elijah Method"
- **Leave your name and number then deliver half a sentence to peak interest:**

- Your name came up in an important conversation today with Hugh...
- They were talking about you and said...
- I have a deal that could deliver you a hundred thou...
- I'm interested in your...
- I have your...
- I found your...
- I have information about your...
- Your competition said...
- I'm calling about your inheritance...
- Are you the (person's full name) who...
- We wanted to be sure you got your share of...
- I'm calling about the money you left at...
- Hello. I'm calling for Ed Mc...

Even though the truth hurts, the realization that you failed to gain buyer confidence is a big step in making the sale next time. If you're willing to be objective about yourself and your abilities, **ask yourself the following 15 revealing questions...**

*These questions will evaluate your sales performance, and reveal your ability (or inability) to create buyer confidence from a customer who said no.*

1. Was I on time?
2. Was I prepared?
3. Was I organized?
4. Could I answer all product questions?
5. Did I make excuses or blame others about anything?

6. Was I apologizing?
7. Did the prospect probe personal issues about my company?
8. Did the prospect ask doubting questions about my product?
9. Did the prospect ask doubting questions about me?
10. Did I name drop other satisfied customers effectively?
11. Did I feel as though I was on the defensive?
12. Could I overcome all objections in a confident manner?
13. Did I down the competition?
14. Was my prospect uninvolved in the sales presentation?
15. Was I too anxious to make the sale?... Was I too pushy?

## Monday & Friday Success

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Make a sale first thing Monday morning

Learn something new Monday - try it out right away.

Make at least 5 appointments for the rest of the week...

Make a sale on Friday afternoon...

Confirm and solidify your Monday appointment on Friday...

Make at least 5 appointments for next week

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**15 characteristics** that epitomize a WOW salesperson.

1. Persistent (relentless)
2. Prepared
3. Best
4. Creatively different
5. Funny
6. Truthful
7. Real (genuine)
8. Compelling
9. Fast and to the point
10. Skillful
11. Knowledgeable
12. Courageous
13. Memorable
14. Long-term
15. Able to get to "yes"

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...How many of these are you?

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## Want to begin to change your attitude?

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It will miraculously affect your success (and income).

**Live these thoughts and exercises.**

When something goes wrong, remember it's no one's fault but yours.

You always have (and have had) a choice.

If you think it's OK, it is...if you think it's not OK, it's not.

Ignore the junk news - work on a worthwhile project, or do something to enhance your life.

For one year read only positive books and material.

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When you face an obstacle, or something goes wrong, look for the opportunity.

Listen to attitude tapes, attend seminars, take courses.

Ignore people who tell you "you can't" or try to discourage you.

Check your language - is it partly cloudy or partly sunny? Avoid why, can't, won't.

Say why you like things, people, job, and family. Not why you don't.

Help others without expectation or measuring (keeping score).

Visit a children's hospital or find a guy in a wheelchair.

How long do you stay in a bad mood? If more than 5-minutes, something's wrong.

Count your blessings daily.

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## Involvement techniques and questions...

Ask open ended and probing questions to determine how interested the prospect is:

- "How do you see yourself using..."
- "If you decide yes, when would you..."
- "How do you see this working in your environment?"
- "Do you see how easy it is to operate?"
- "What are the features you like best?"
- "Let the prospect sell himself - How do you think this will benefit you/your company?"
- "Ask the prospect if he/she can qualify or afford the product."

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## Involvement in the presentation set up

- Ask for help with an easel, slide projector, video machine.
- Ask for something - paper, special marker, board eraser.
- Ask him to plug things in or help you move something.
- Take the offered cup of coffee or soda.
- You can even call ahead to request that equipment be ready and in the room for your presentation (markers, projector).

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## 7 Steps to Overcoming Objections

1. Listen to the objection and decide if it's true.
2. Qualify it as the only one.
3. Confirm it again, in a different way.
4. Qualify the objection to set up the close.
5. Answer the objection so that it completely resolves the issue, and confirm the resolve.
6. Ask a closing question, or communicate to the prospect in an assumptive (I have the sale in hand) manner.
7. Confirm the answer and the sale in writing.

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# "A sale is always made.

Either you sell the customer on

# Yes

or he sells you on

# No!"

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Here are the components of the doubling formula. The mastering of each component is discussed in different chapters in this book. All of the elements (components) are linked. Their combination will create your pipeline of success.

### There are 12.5 elements in the formula...

1. **Your attitude** - The key to your success, get tapes now, listen two hours a day, stop doing or listening to negative things.
2. **Your goals** - Set them today, use post-it notes beginning now.
3. **Your networking** - Go where your best customers and prospects meet. It is imperative that you attend regularly.
4. **Your power questions** - Write 'em - learn em - use 'em.
5. **Your power statements** - Write 'em - learn em - use 'em.
6. **Your sales tools** - Figure out what tools you need and get 'em.
7. **Your sales knowledge** - listen to sales and attitude tapes. Use the technique as soon as you hear it.

Read every chapter in this book twice. One per day.

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8. **Your preparedness** - Are you ready to sell? If you are you will. If you're not you won't. The opposite of preparedness is failure.
9. **Your follow up** - Tenacious, creative persistence that leads to a sale.
10. **Your sales numbers** - Know the numbers you need to build your pipeline and keep it full. Find your formula and use it.
11. **Your prospect pipeline** - Seeing enough people a day who are qualified to buy builds your pipeline. The key to more income is having the right number of prospects ready to buy.
12. **Your commitment** - Write it to yourself, tell others who will help you. Your commitment is your personal promise to yourself. Keep it at all costs.
- 12.5 **Your self discipline** - Your ability to achieve your goals and live up to your commitments.

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## the real objection is...

- Doesn't have the money.
- **Has personal or credit problems.**
- Can't decide on his own.
- Wants to shop around.
- Doesn't need your product now.
- **Doesn't understand what he's buying** (or not buying).
- Has a friend **or connection** in the business.
- Knows he can buy it cheaper elsewhere.
- Doesn't trust or have confidence in you.
- Doesn't trust or have confidence in your company.
- Doesn't like your product.
- Doesn't like you.

Your price is too high... I can't afford it.

Your price is too high... I can buy it elsewhere cheaper (or better).

Your price is too high... I don't want to buy from you (or your company).

Your price is too high... I don't see, perceive, understand the cost or value of your product or service.

Your price is too high... I'm not convinced yet.

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## The Understanding Close

*In most cases the end user is not the purchaser. The person who buys the copier or computer is often not the person who runs it every day. The end user is the person that will lead you to important sales information.*

It's easy to do - go visit your customer - watch, ask and listen.

- Go watch your product being used.
- Ask questions about their likes and dislikes.
- Ask what they like best.
- Ask what they like least.
- Ask what they would change and how they would change it.
- Ask about service they've received after the sale.
- Observe the operations made by everyone connected.
- Ask if they would buy it again.
- Ask if they would recommend it to a business associate.

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## Here is a four step plan for contacting and scoring a CEO appointment...

1. Get ready before you start. You only have one shot at it, make it your best one.
2. Use the right tactics when getting to and getting through
3. When you get him or her on the phone shoot quickly.
4. Make your 5-minute meeting the best you ever had.

The secret of Top Down Selling is the 4R's...

- Be resourceful
- Be ready (prepared)
- Be relentless
- Be remembered

There is a fifth "R" - **Risk it.**  
It's the only way to make it happen.

**Go for it.**

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## Here are some follow-up guidelines to ensure early closing success...

- Know your prospects hot buttons (things you think will make the prospect buy), and work with them in constructing your follow-up plan.
- Present new information relative to the sale.
- Be creative in your style and presentation manner.
- Be sincere about your desire to help the customer first, and put your commission second.
- Be direct in your communication. Beating around the bush will only frustrate the prospect (and probably cause him to buy elsewhere). Answer all questions. Don't patronize the prospect.
- Be friendly. People like to buy from friends.
- Use humor... Be funny. People love to laugh. Making your prospect laugh is a great way to establish common ground and rapport.
- When in doubt, sell benefits.
- Don't be afraid to ask for the sale. Often.

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## Here is an 8-point game plan to begin succeeding at cold calling

1. Be exceptionally well prepared
2. Don't apologize for anything, don't make excuses
3. How do you deliver your first line determines your success
4. Don't pay any attention to reluctance or fear issues
5. Not everyone you call is a sale. Be prepared for rejection
6. Learn from those who tell you no
7. Practice, practice, practice
8. Have fun!

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## The basic elements of a cold call

1. Deliver your opener.
2. Ask power (thought provoking) questions to create meaningful dialog.
3. Make power (benefit) statements to establish credibility.
4. Qualify the prospect as to need, desire, decision making capability and money. (the ability to pay)
5. Gather information.
6. Get what you came for - make the next step in your sales cycle.
7. Have the right attitude and focus.

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## 10 Personal Commercial Delivery Rules *(I'm tempted to say Ten Commandments, but I won't)*

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- I Be brief
- II Be to the point
- III Be remembered
- IV Be prepared
- V Have power questions & power statements ready
- VI Get the information you need by probing first
- VII Show how you solve problems
- VIII Pin the prospect down to the next action
- IX Have fun
- X Time's up

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## Delivery

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- Give your name and company.
- Shake firmly.
- Creatively say what you do.
- Now, ask an open ended power question or series of questions.
- Let the other person talk until you get a firm idea about how he/she can use your product or service. Don't talk too soon. Wait until you are sure you have the information you need to strike.
- Make a power statement and show how you help.
- Solidify an action plan and get together.

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## Mental Handicap...?

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Here are seven things you can do to keep the focus, intensity, drive and commitment necessary to change your direction from woe is me to whoa, what a sale!

1. Stop blaming circumstances.
2. Stop blaming other people.
3. Get to know your customer or prospect better every day.
4. Persist until you gain an answer.
5. Know where you are, or where you should be.
6. Work on your attitude and selling skills every day.
7. Become solution oriented.

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Ty Boyd offered the following rules to observe to maximize your listening skills and increase customer satisfaction.

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1. Don't interrupt. (But...but...but)
2. Ask questions. Then be quiet. Concentrate on really listening.
3. Prejudice will distort what you hear. Listen without prejudging.
4. Don't jump to the answer before you hear the ENTIRE situation.
5. Listen for purpose, details, and conclusions.
6. Active listening involves interpreting.
7. Listen to what is not said. Implied is often more important than spoken.
8. Think between sentences.
9. Digest what is said (and not said) before engaging your mouth.
10. Demonstrate you are listening by taking action.

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## Toward Error Free Positive Communication...

*When someone talks to you, updates you on a project, asks you to do something, assigns you a task, has a business communication of any kind or just needs a favor...*

**here is a method that has proven effective...**

1. Focus on the communicator. Stop - whatever else you're doing. Distractions cause errors. Look - at the person who is talking. People communicate both verbally and non-verbally. Listen - with your eyes and ears. Using eye contact increases listening intensity.
2. Write the communication down. Writing the message or task reduces error by 90%.
3. Repeat it back. Repeating gives the communicator peace of mind that the message has been received & understood. Repeat all dates and numbers twice.
4. Get confirmation. The communicator will appreciate acknowledging that you are correct in receiving and understanding the communication.
5. Deliver what you promised. Delivering is as important as listening, writing and confirming - combined.

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## Achieve your Goals with Post It Notes

Write down big ones

Write down small ones

Put them up on the bathroom mirror - where you can see them twice a day

Keep looking until you act

Seeing the note there every day makes you think about acting on it every day.

When completed re-post it on your bedroom mirror

Revisit your success everyday.

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## The Networking Game

*When you go to a sporting event, concert, mall, flea market, restaurant, springfest, and the like, the object is to know more people than the person you're with.*

Here's how you play.

- 1 point.....if you know someone
- 2 points.....if they see you (and acknowledge you) first
- 3 points .....if you see a minor celebrity (sports figure, DJ)
- 4 points .....if you kiss someone of the opposite sex
- 5 points .....if someone of the opposite sex kisses you first
- 5 points .....if a celebrity acknowledges you first

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**" You can't be a winner  
if you're a whiner  
... wiener."**

-Jeffrey Gitomer

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## POWER question lead-ins...

- What do you look for...
- What have you found...
- How do you propose...
- What has been your experience...
- How have you successfully used...
- How do you determine...
- Why is that a deciding factor...
- What's most important...
- What makes you choose...
- What do you like about...
- What is one thing you would improve about...
- What would you change about... (do not say "what don't you like about")
- Are there other factors...
- What does your competitor do about...
- How do your customers react to...

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## Formulating the power questions.

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1. What information do I want to get as a result of asking this question?
2. Can I qualify my prospect as a result of the question?
3. Does it take more than one question to find out the information I need?
4. Do my questions make the prospect think?
5. Can I ask a question that separates me from my competitor?

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## Establishing Buyer Confidence.

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1. **Be completely prepared.**
2. **Involve the prospect early in the presentation.** Something that makes them feel like they're on your team.
3. **Have something in writing.** An article about your company or product from a national news source will reek of credibility.
4. **Tell a story of how you helped another customer.** This creates a similar situation that the prospect can relate to.
5. **Use a referral source if possible.**
6. **Drop names of larger customers or the buyer's competitors.**

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## ...Have a printed list of satisfied customers.

Make perfect copies on good quality paper.

8. **Have a notebook of customer satisfaction letters.** Be sure some of your letters answer buyer's objections.
9. **Don't bombard the prospect.** Let confidence build to a natural close.
10. **Emphasize service after the sale.** Talk delivery, training and service.
11. **Emphasize long term relationship.** Give your home number.
12. **Sell to help, not for commissions.** Prospects can smell a greedy salesperson. It's a bad odor.
- 12.5 **The most important link to the process:**

**Ask the right questions.**

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## 16.5 Fundamental Rules of Networking

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1. **Pre-plan the event.** Who will be there, what you need to bring, what your objectives are, and if anyone else from your company should attend.
2. **Show up early**, ready to move, looking professional, full of cards.
3. **If you attend a business event with a friend or associate, split up.** It's a waste of time to walk, talk, or sit together.
4. **Walk the crowd at least twice.**
5. **Target your prospects.** Get a feel for who you'd like to meet.
6. **Shake firmly**... no one wants to shake hands with a dead fish.
7. **Have your 30-second commercial down pat.**
8. **Keep your commercial to 30 seconds OR LESS.**

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9. **Be happy, enthusiastic, and positive.** People want to do business with a winner, not a whiner.
  10. **Don't waste time** if the person isn't a good prospect, but be polite when making your exit.
  11. **Say the other person's name at least twice.** It's the most pleasing word to their ears.
  12. **Don't butt-in.** Interrupting can create a bad first impression.
  13. **Eat early.** Eat when you first arrive so you are free to shake hands, talk without spitting food, and work the crowd effectively.
  14. **Don't drink.** You'll have a distinct advantage by being sober. (Have a few beers afterwards to celebrate all your contacts.)
  15. **Don't smoke or smell like a cigarette.**
  16. **Stay until the end.** The longer you stay the more contacts you'll make.
- 16.5 **Have Fun.**

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## POWER STATEMENTS...

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*have several purposes and can serve many needs in completing and solidifying the sale.*

A statement that makes a prospect think about what you do in terms of how he or she can use what you offer.

A statement that builds your credibility with a prospect.

A non-traditional statement that describes what you do & how you do it in terms of benefits to your prospect.

A statement about what you do in terms of what your prospect needs.

A statement that draws a clear line of distinction between you and your competitor.

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A statement that makes the prospect want to hear more.

A statement that gives the customer a reason to buy.

A statement that breaks down resistance.

A statement that gives the customer more confidence to buy.

A statement that makes a favorable impact on the prospect.

A statement that links what you do with a prospect's needs.

A statement that is memorable.

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