



**Little Red Book of Sales Answers**  
**99.5 real World Answers That Make Sense, Make Sales, and Make Money**

**Notes by Frumi Rachel Barr, MBA, Ph.D.**

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**Author's Bio:** Gitomer has written nine books, including [New York Times](#) best sellers, *The Sales Bible*<sup>[3]</sup> and *The Little Gold Book of YES! Attitude*.<sup>[4]</sup> His most successful title, *The Little Red Book of Selling*, has sold more than two million copies worldwide and has been translated into 14 languages. It was also chosen by business publishing experts Jack Covert and Todd Sattersten to be listed in their book of *The 100 Best Business Books of All Time*.<sup>[5]</sup> All Gitomer's titles have reached #1 on [Amazon.com](#), and collectively his books have appeared on major best-seller lists nationwide more than 750 times.

**Author's big thought:** 74% of all salespeople don't know the BEST answers to their selling situations, opportunities and barriers. They don't always have the BEST answers about where they are, what to say, what to do, or how to do it....in a way that results in a sale. These answers are in this book.

Notes;

Salespeople are looking for answers. The answers exist and in order to be able to become a successful salesperson, you have to understand, practice, and master the answers.

## **Part One**

### **Personal Improvement that Leads to Personal Growth**

#### **1. What is the meaning of sales?**

- The one-word meaning of sales is: WORK
- The two-word meaning of sales is: WORK HARD
  - Be in the right place at the right time and Prepare
  - Engage in a way that the customer will come to buy
  - Get a commitment from the customer
  - Practice

#### **2. How do I become the successful person I dream about, and deserve to be?**

- Set achievable goals – a goal is a dream with a plan and a deadline
- Here are 7.5 classic steps to goal setting and achievement:
  1. Identify it.

2. Date it
  3. List the obstacles you will have to overcome to achieve your goal.
  4. List the groups and people to contact who will work with you and help you achieve your goal.
  5. Make a list of the skills and knowledge you need to have to achieve your goal.
  6. Make (and write down) an action plan for each goal.
  7. List the benefits of goal achievement
  - 7.5 Take action every day.
- Determine how much you need to do each day to reach your goal in short steps. An amount you can measure. An amount you can achieve.

### **3. How do I do my best every day?**

- Here are a few simple rules:
  - Wake up early.
  - Love what you do.
  - Dedicate yourself to being a life-long student.
  - Convert anger to resolve.
  - Convert barrier to breakthrough,
  - Take every “no” as “not yet.
  - Watch little or no television. Invest your time, don’t spend it
  - Read for twenty minutes every morning.
  - Write for twenty minutes every morning.
  - Call people you love – and tell them you love them.
  - Tell yourself you’re the best.

### **4. How do I attain, achieve, and maintain a positive attitude?**

- A positive attitude, is a state of mind that is self-induced.
- You determine what your attitude is.
- It is pure and simple, the way you dedicate yourself to the way you think.
- Here’s the lifetime formula to attaining a positive attitude:
  - Surround yourself with positive things and positive people.
  - Read and listen to positive books, CDs, and tapes.
  - Say all things in a positive way. How you can, not why you can’t.
  - Believe you can achieve it.
  - Don’t listen to others who tell you you’re nuts. They’re just jealous.
  - Start now and work at it every day. Simple? Yes. But it takes hard work.
- Positive attitude is a self-imposed blessing. YOU HAVE A CHOICE.

### **5. How can I improve my humor?**

- Embrace funny as part of your every day life – think funny, notice funny and learn.

### **6. How can I improve my creativity?**

- Read and study books on creativity such as Michalko's *Thinkertoys* or De Bono's *Six Thinking Hats*

### **7. How can I improve my writing skills?**

- Writing is a key differentiator/ Writing is the credibility you need to create buyer confidence.
- Practice, read, edit, use you "voice", use the right tone etc.

### **8. My company won't buy me a laptop. What should I do?**

- Your success is your responsibility. So are your sales tools. Go out and invest in yourself.

### **9. How do I get a mentor, and how do I build a relationship once I find one?**

- Make a short list of people (possible mentors) you believe can impact your career. Find a way to get to know them. Find a way to get them to know you.
- Find mentors at the top! If you're seeking help, get it from 'those who have been through the battle ~ and won.
- Mentors can help you with the value of their experience. with the wisdom gained from their success and failure, with practical advice that often flies in the face of the emotional frenzy of the present moment, and with ideas and concepts lat go beyond your present vision.

### **10. What causes my fear of failure, and how do I get over dejection caused by rejection?**

- Fear of failure or fear of rejection, like any other fear, is predominantly mental.
- Substitute your negative sense for your positive sense.
- In any given situation, where the chance is win or lose, succeed or not succeed, be accepted or be rejected, you must be able to recall every past success that you've ever had and dwell on that.
- Dwell on the fact that you *can* be a winner – because you have been a winner.

### **11. What is the secret of worry-free living?**

- Physical exercise, followed by relaxation, will clear your mind with fresh air and fresh humor.
- Worry is a symptom, not a problem. Source the cause. You need to identify the area that causes worry, change it into an action plan for success.
- Reading gives you a mental rest or mental boost.
- Don't act on the worry, act against it. Create a positive reaction to the worry.
- Smile. It's contagious. It sets a good mood both externally and internally.
- After taking action, you must still "let the worry go" mentally. The secret is to simply release it by smiling.
- It is critical for you to realize that stress and worry are not someone else's fault. You bring it on yourself.

### **12. What books should be in my library? What are the best tapes and CDs to listen to in the car?**

- Own these books so that after you read them, you can continue to use them for reference.
- Once you begin to build and read your own success library, you'll simultaneously begin to build your education, and enhance your personal development.

### **13. Should I change jobs?**

- If you're asking that question, the answer is: You probably should.
- If you're thinking about changing jobs, it's merely a justification for what you've already decided.
- People change jobs all the time. There's nothing wrong with it, unless you haven't carefully considered where you're moving to, or deeper - what's really causing you to want to move.
- Take your time and make a deliberate plan to move into a job that you could love. Then if you want or need to move, move with a winning record of success, move with a plan, and move to something you love.

### **14. Should I sign a non-compete?**

- If you do sign a non-compete, be exceptionally careful. Some are enforceable, and you might want to have your lawyer take a look at it.
- If your company all of a sudden springs a non-compete on you, and you've been there for months or years, something is drastically wrong.
- If the non-compete is fair to everyone then it can and should be signed. This gives everyone a total understanding of what should happen, during and after, your employment. The key is that it be fair to everyone.

## **Part Two**

### **Prospecting for Golden Leads and Making Solid Appointments**

#### **15. How do I make a cold call?**

- The secret of the cold call is "engage," not "make the sale." The object of a cold call is to set an appointment.
- You're fortunate enough to get to that decision maker, you better have a damn good question to ask.
- The biggest secret of cold calling, 'reparation.

#### **16. How can I STOP making cold calls and still make appointments?**

- The secret of cold calling is – it's not who you know ~ it's who knows you. If they know you, they will invite you in.
- Become better known and more valued in your business community.
- Create a better marketing outreach program than the one you have.

#### **17. How can I get around a lower-level person?**

- The easiest way to get around the lower-level person is to include them. This way they don't feel threatened.
- Get to a higher level person by means of higher-level information. You can't get to a higher-level person with the same information that you presented to the lower-level person.
- You have to go in with a white paper, full of ideas to positively affect your prospects productivity and profitability. You have to go in with an article that you just wrote in their industry-related

publication. You have to go on with critical information. Critical information that doesn't interest the lower-level person, but that is crucial to the higher-level person.

- Don't throw the lower-level person under the bus.

#### **18. What is the best way to get information to a prospect?**

- Bring them an idea that helps them build their business.
- Make the information a "must read" once it's in the door.

#### **19. What is the best way to get past the gatekeeper?**

- The gatekeeper, is one of the biggest barriers in sales.
- Here are ideas of what you can do to get past the gatekeeper:
  - Know the name of the decision maker before you call.
  - Have a response for, "what's this in reference to?" Here is one: "it's a business letter of a personal nature."
  - Be friendly.
  - Ask for help (what's the best time? When does he usually...).
  - Be sincere.
  - Don't try worn out sales tactics.
  - if at all possible, tell the truth.
  - Have a real good reason for calling
  - Send an e-mail greeting prior to making the phone call.
  - Be original.
- Whatever kind of phony line you're linking about delivering, the gatekeeper will smell it and throw you out.
- Be aware that bosses will often ask gatekeepers what they thought of the salesperson.
- The gatekeepers thinking will often determine your fate.

#### **20. What is the best way to get information on a prospect before a sales appointment?**

- The best, fastest, and most accurate way of getting information on a customer is right on the Internet.
  - Go to the customer's Web site.
  - Go to [www.google.com](http://www.google.com).
  - Go to the archives of the Business journal.
  - Google the name of the person you're meeting.
- Everything you need to know about a customer has been written by them or about them. And it lives on the Internet. All you have to do is uncover it. And use it.

#### **21. What is the best way to set an appointment?**

- Here's how to get to the CEO eight out of 10 times. Call and tell the CEO's assistant you want to interview the CEO for an ezine you're doing every month on leadership. Tell the assistant that the newsletter is sent out to five thousand influential people. Tell the assistant that you want to know what's a good time to conduct a 30-minute interview – and that you'll be bringing a

photographer. This method will work 80-100% of the time. You have to have the ezine and the mailing list first.

## **22. How do I find out who the real decision maker is?**

- The first success key is to get in front of the real decision maker with a value message. You can find out exactly who they are by going to their Web site or using a research tool like Hoover's.
- If they don't know you, it's less likely that they will perceive enough value to meet with you. Three quick ways to get known:
  - Write an article that they would read.
  - Give a speech that they might listen to.
  - Create a way to interview them for an article that you would write about them.

## **23. What do I do when the prospect doesn't show for an appointment?**

- When the prospect fails to show, you have a power position. Take the "no-show" seriously, but don't take it personally.
- If the prospect doesn't show, make it a positive. Your objective is to make the sale – not make a scene.
- If you want the prospect to show the first time, make are there's value for them. If you want them to show the second time, make sure there's value for them.

## **24. What do I do when the prospect lies?**

- Lies are non-relationship building. If someone lies about one thing – odds are they'll lie about something else.
- The best way to do business with a liar is to confront them with the truth. Tell them that you do business as a partner, not a vendor if they really want to do business with you.
- If your lying customer still can't see the light, tell him that you may not be the best choice for business, and that you think you have someone that can serve him better. Then, refer him to the competitor that you hate the most.

## **25. What questions am I asking my prospects and customers that my competition isn't asking?**

- At the core of your business success are your differentiating questions.
- More sales are lost with poor questions and poor salesmanship than are lost to lowest price.
- Make a list of the 10 questions you think are most powerful. and put a check mark by the ones you believe it is probable that your competition is also asking.
- Now make another list, and another list, and another list. Until you begin to develop insightful, intelligent, emotionally engaging questions that don't just differentiate you from your competition, but rather beat them into the ground.

## **26. Why did the last five prospects say no? What am I doing about it?**

- Combine why you lost the last 5 sales, and how you made the last 5 sales, and add testimonials to the mix.
- The knowledge it adds to your sales power will blow the price objection out of the water.

### **27. Why did the last 10 prospects say yes? How am I building on that?**

- The last 10 sales will show you the eleventh. Capture and repeat your success habits.
- Study your own history to predict the future.
- This is a Strategy you can implement. And one you can make more sales from.
- Spot the trend and figure out how to eliminate the mistakes, conserve time and money.
- Prevent the problems from re-occurring, and focus your energy on what has been successful.

### **Part Three**

#### **How to Win the Sales Battle AND the Sales War**

### **28. What is the best way to approach a sale?**

- Develop a strategy, develop an approach, and develop the ability to engage the other person in a way that grabs his interest – so you don't have to worry about a system. Build a structure not a system. Build a strategy – not a system.
- No ultra-successful salesperson becomes ultra-successful without ultra-hard work. The author's sales philosophy is:
  - Give value first.
  - Help other people.
  - Strive to do your best at what you love.
  - Establish long-term relationships with everyone.
  - Have fun – and have fun every day.

### **29. What are the two most killer questions in sales?**

- *Second Most Killer:* "Mr. Jones, when buying (insert your product here), what are the three biggest mistakes people make?"
- *Most Killer:* "Mr. Jones, when I say (insert your product here) what one word comes to mind?"

### **30. What are the three dumbest questions in sales?**

- *Third Dumbest:* "Have you ever heard of us?"
- *Second Dumbest:* "Can you tell me a little bit about your company?"
- *The Dumbest Question In Sales:* "What will it take to get your business?"
- If you walk in knowing what it will take to get their business, it's most likely you will walk out with the order.
- "Knowing what it will take" to get someone's business is one of the least used and most powerful techniques to getting new business. Your job is not to use this technique. Your job is to master it.

### **31. What is the best way to control a phone conversation?**

- Ask questions. The person who asks the question has the control. If
- You ask enough of the right questions, you don't have to make many statements. People don't like to be sold, but they love to buy.
- Control of the phone leads to control of the .sale. Control of the sale leads to control of the wallet.

### **32. How do I get around the price objection? (Who brought up price anyway!?)**

- The customer asks how much it is, reply by asking permission to ask a question first (a qualifying question). Then ask a series of quick questions that lead to a price offering that assures purchase.
- Define need, desire, and status first. And then be CERTAIN they perceive value. Ask questions to qualify need and desire. Give a statement about you and the product that sets the price as final. And when you deliver the price, ask for the sale in the same breath. Testimonials are the BEST way to beat down the price objection and win the sale.

### **33. What is the difference between a stall and an objection?**

- You haven't proven enough value.
- You haven't shown enough difference between you and your competition.
- And you certainly have not gained the trust of the buyer to invest his money in your product or your service.
- The bottom line is conversion. You have to convert their lack of confidence, their lack of trust, and their lack of perceived value into a sale.
- A stall is easier to convert. An objection may take a bit more work. BUT both must be qualified as the real reason for not purchasing now.
- Most are false reasons. The master salesperson must ask why these are occurring to get to the real sales-block.

### **34. How can I prevent objections from occurring?**

- Cover them in your presentation.
- Identify the 10 most common objections that you get, create best responses for them, and figure out how to put them in your sales presentation so that at the end, you're more likely to get a signature on a contract.

### **35. How do I recognize buying signals? What is the most powerful buying signal?**

- Any question asked by the prospect must be considered a buying signal.
- The most powerful buying signal is when your prospect asks: "How much is it?"

### **36. What is the best time and way to ask for the sale?**

- To get the sale ~ you must ask for it!
- It's a delicate combination of the prospect's buying signals and your gut feeling.
- The key is to ask for the sale in a sincere, friendly manner. Don't push or use high pressure. The rule of thumb is: ask early, and ask often. The best way to master the skill is – practice in front of someone who can say "Yes."
- Ask for the sale when the mood right. The worst possible place is in the prospect's office. The best place is a business breakfast, lunch or dinner. Next best your office. Next best is a trade show.

### **37. How do buyers decide, and what are buyers looking for?**

- Buyers and decision makers are looking for ‘comfort’ not just a “deal.” The decision maker has to feel that it’s a good “fit” for their company, or they will pass no matter what the price.
- Your job, besides having a great product, is to have a great reputation. Having a great reputation reduces the perceived risk is often-times is the very key to getting the order.

#### **Part Four**

#### **Sales Skill Building – One Brick at a Time**

#### **38. Why do buyers not return my call? How do I get my calls returned?**

- What concerns your customers and prospects is also the key to leaving a voice-mail message and getting your call returned.
- If you are going to leave a message, you have to be able to give enough value or reason to get your voice mail returned.
- Leave a message about profit, loyalty, productivity, sales, morale, family, kids – something in terms of the prospect – a tip, an idea – something that says, “I have earned a return call.” And leave something that separates you from the other five messages about the same thing you sell.

#### **39. What does the voice-mail message I leave say to my customers?**

- Pose a question and offer an answer about them. Or you can reverse it. Give an answer and pose a question.
- But the key is *About Them*.
- Have something of value for the other person.
- You have got to have facts about them.

#### **40. What is the best way to use the Internet to make sales?**

- The Web is your new best friend and best resource.
- Master the Web and you will master your universe and your (on-line) bank account.
- Jet the best computer money will buy. Get wireless access. Get high speed at home. Get Web control if your sales life and your sales knowledge.

#### **41. Should I try to “type” the buyer?**

- The object of selling is not “typing.” The object of selling is engaging and harmonizing.
- The time you spend trying to type them actually takes away from your ability to understand them.

#### **42. What is the best way to prepare for a sales call?**

- Visit the Web site of the company you are calling on.
- Visit their competitor’s Web site.
- Google the name of the company you are visiting and see what comes up.
- Google the name of the person you are meeting with
- Now take all the information you have compiled and begin formulating questions based on your new knowledge of their potential need for your stuff.
- Google yourself.

- Be prepared, or be prepared to lose to someone more prepared than you are.

#### **43. Should I honor a “No Soliciting” sign?**

- Consider this: if they catch you soliciting – just respond, “Sure I could read the sign. I didn’t think it applied to people who have something of genuine value for your business.”

#### **44. What is the best way to beat the competition?**

- It’s better to build your skills than to try and “beat” someone.
- Go for “best” not “beat.”

#### **45. What is the best way to ensure I get a reorder?**

- Customers vote with their money and view your performance from the last encounter to the moment they need you again.
- If they bought from you before, half the battle is won. The reorder is a report card on what happened in that time.
- When an existing customer says jump. How fast you are able to say, “How high?” will determine your fate. It’s easier than shopping around.

#### **46. What is the best way to follow up?**

- The key to follow-up is being smart and creative.
- *Smart* is never sending a proposal without making a firm follow-up appointment either in person or on the phone.
- *Creative* is doing something that gains the attention of the buyer and forces a positive response.

#### **47. What are the best ways to add value?**

- In order for people to buy, you have to re-look at how you address the value you seek to add, and you have to reposition the way you offer it.
- Value words: Bring value, Be of value, Instill value, Offer value< Value provider, Give value first

#### **48. What is “give value first?”**

- Gitomer puts himself in front of people who can say yes to him, and he delivers value first.
- Start collecting e-mail addresses. Start your weekly email magazine next week. Start writing articles in front of your customers who will then perceive you as an expert not a salesperson.
- Start speaking at trade shows instead of just attending them.
- Giving value first is not an option if you seek to be a sales winner.
- This page contains more than an answer. It contains a philosophy and a .success strategy or life.

#### **49. How can I create more valuable questions?**

- By knowing about things that your customer considers valuable, and creating questions that makes the customer think about themselves and respond in terms of you.

- In order to create a valuable question, you have to learn what will strike importance or emotion in the mind of the prospect or the customer.
- The more valuable information you gather, the more you will be able to create valuable questions. The more proficient you become at asking valuable questions – the more valuable your bank account will become.

#### **50. What is the “sale after the sale?”**

- When you’ve made a delivery, that’s when you begin to build the relationship for the next sale.
- The sale after the sale is not the reorder. The sale after the sale are the actions that you take to ensure the fact that the reorder is yours.

#### **51. Why do customers cancel?**

- Buyer’s remorse is one of the biggest, unspoken dilemmas in sales.
- Reinforce the positive elements, and prepare the customer for the fact that they may have second thoughts, and what to do about them. The secret is to remind them why they bought in the first place.

#### **52. What is the best way to get out of a slump?**

- If you discover why your slump is occurring, that’s the first step to real recovery.
- The second step is to keep your attitude higher than it’s ever been before. But you can shorten a slump by tapping into the “Yes” side of your brain and leaving “No” where it belongs.
- Believe you will, and act as if it’s happened.

#### **53. What are the biggest mistakes salespeople make?**

- Getting into sales for the money
- Failure to realize that their attitude is at the core of their success
- Blaming other people instead of taking responsibility
- Blaming other circumstances instead of taking responsibility
- Trying to sell instead of getting people to buy
- Not having a deep enough belief in what it is you are selling

#### **54. What are the fatal flaws of selling?**

- Salespeople make the fatal mistake of blaming other things, circumstances, and people for their own inability to create a buying atmosphere.
- Because you issue blame instead of taking responsibility, you fail to see the urgent need for more self-improvement training.

#### **55. What should a business lunch consist of?**

- Lunch should consist of at least 1/3 relationship building talk.
- Talk about things you have in common (golf, sports, college, as much as you can.)
- Talk about customers in common or business things you have in common (experiences, jobs, etc). Talk about your specific agenda.

### **56. Should I golf for business? How?**

- The important thing to realize is that both parties playing golf are judging each other.
- Your temperament, ethics, and manners are also on display. Your language, drinking, your ability to follow the rules, and your sportsmanship are determining factors in your ability to build a relationship and get the business.
- The key is to make certain that you show your best side, your honest side, your ethical side, your service side, your friendship side, and your fun side. All of these will be business-building elements on the golf course as long as you don't show your back side.

### **57. What should I say when the customer calls and he's mad as hell?**

- The customer is looking for two things. They want to know that you care about them personally, and they want to know what you are going to do about it now.
- Tell them what they want to hear. That you apologize, that you understand how they feel, that you are meeting with the appropriate people to get a resolve. And that it will be done in 24-hours. No blame, no excuses, no drama.
- Follow up with a personal call, and a personal note of thanks. This makes the recovery complete, and paves the way for the next order, or a favorable referral.

### **58. How can I prevent the prospect from going with the lowest price?**

- If you have to submit bids, change the rules. Ask the DECISION MAKER (this may not be the person you're talking to) to consider taking BEST, not PRICE.
- Make testimonials an integral part of the proposal or bid.
- Put a clause in the bid requirements that all claims for product and service must be supported by an existing customer (third party) video testimonial.
- To understand price, you have to come to the realization that it's not just the relationship, or your product, it's their money. And they won't let go of the wallet until they feel comfortable, perceive a greater value, and have little or no risk.
- You don't always buy the lowest price and neither will they.

### **59. How can I make my proposal stand out?**

- By putting an executive summary on the front page of it.
- The key is to make yourself the winner before the proposal happens.
- Proposals are there to lower risk to the buyer, and potentially to lower the cost.
- Effective proposals are a result of effective presentations.
- Proposals should be the solidifying factor, not the sales pitch.
- The proposal should document what has been said and agreed upon. The proposal should confirm the sale and all the claims you made about it.

### **60. What is the best way to use testimonials?**

- The absolute best way to use a testimonial is in video format at the end of a sale as proof to the customer that you are who you say you are, that your product does what you said it would do, that your service or services are the best on the planet, and that your price is both fair and of fair value.

**61. What do I say to my customer when my competition lies about me, my product, or my company?**

- Take the high road, and don't try to rectify or justify what was said.
- Make arrangements to gather testimonial videos that provide proof and overcome objections as fast as you can.
- The best defense is a great offense. The strategy outlined above can be used in every sale you make, whether the competition lies about you or not.

**62. How do I beat "Call Reluctance?"**

- Call Reluctance is NOT A PROBLEM, it's a symptom. If you want to get over it, find out what's causing it.
- If you feel Call Reluctance creeping in, start the turnaround process right away. Believe in yourself. Inspire yourself to take action. Review past victories to give present self-confidence, and ensure future success by visualizing the success that will come.

**63. What kind of thank you note should I write?**

- One that says "thank you," cites something personal, and leaves the receiver looking forward to more.
- The shorter it is – the better it is.
- The more handwritten it is – the better it is.
- The more personalized it is – the better it is.
- The more sincere it is – the better it is.

**64. How excellent are my selling skills?**

- Get every customer you have to bring you one new customer just like them. Assuming you maintain your level of business with existing customers, your business will double.
- The real test of your sales prowess can be measured by the number of customers who stay with you, buy again, and refer you to others.
- Here are the 10.5 action elements that will take your selling skills from good to great – then from great to greatest:
  - Read about positive attitude 15 minutes a day.
  - Read one sales book a quarter.
  - Read one personal development book a quarter.
  - Read one creativity book a year.
  - Attend 4 sales seminars a year
  - Listen to sales CDs and tapes twice as much as you listen to radio in the car.
  - Record yourself reading a book on sales.
  - Post your goals in front of your face and say them twice a day.
  - Have real sales training for 30-minutes a week in sales meetings with your friends or co-workers.
  - Record yourself making a sales presentation
  - Tear out this list

**65. What is the best way to make my quota every month?**

- Most salespeople don't make quota because they don't have enough in their pipeline, and the reason you don't have enough in your pipeline is because you're not working hard enough to fill it. If it doesn't go into the pipe, it's never going to come out of the pipe. That's why they call it a pipeline.

**66. What is the best way to manage my time?**

- Everyone has the same amount of time, it just depends whether you spend it or invest it.
- If you're doing the right thing with your time, you're investing it.

**67. Why do I quit so easy when the customer tells me, "No?" How long should I have hung in there?**

- One of the main reasons that you quit so easily is that your belief system is limited or weak. You lack the passion that it takes to hang in there and win the order.
- When you believe in your heart that you can no longer help that customer, or that your solution is not the best for that customer, then you quit, but UNTIL then, you hang in there until they say "No" ten times (maybe eleven).

**68. What is the best way to double my sales this year?**

- Double the amount of people who you sit in front of that can say "Yes" to you.
- Get every customer you have this year to stay with you, and bring you one new customer just like them next year.

**69. Who is the most important person in the world?**

- The object of sales and the object of life are the same: be the best person you can be for yourself, first. Then (and only then) can you be your best for others.
- Don't make a sacrifice. Make a commitment to you (most important person in the world) to be your best. At all times.

**70. How much time should I invest in promoting and positioning my business?**

- More than you think you should. While advertising gives you brand recognition, and may build awareness, it does not build value in the mind of the potential customer. And, does little or nothing for your existing customers.
- The biggest mistake businesses make is advertising before they have become well known.

**71. How am I helping my customers build their business?**

- Ask yourself what you can do to help your customer in the area of sales, profit, productivity, loyalty, morale, and other areas important to them.
- Anything you can help them with, any answers you can provide for them, any ideas you can give them, will enhance your value, and build their loyalty to you.

**72. What am I doing to earn my customers loyalty?**

- Loyalty is earned with friendliness, responsiveness, ease of doing business, fair value, and the good feeling customers get when they call you, visit you, or interact with you.

- Great service can be provided, but loyalty has to be earned.

### **73. How vulnerable am I to our competition?**

- Your vulnerability to your competitor never goes away. The only problem is you're not taking it seriously enough. That is, until you lose one, and then it's too late.
- Invest as much in your existing customers as you do in trying to attract new ones. Keep them loyal.

### **74. What do I need to learn to get ahead? What do I have to do to get ahead?**

- Get and stay likeable
- Make a list of what you say you do that your competition does NOT say they do.
- Since there are NO new objections – get rid of the existing ones.
- Get the prospect hot for you.
- Try it as soon as you learn it.
- Modify what you learn and adapt it to your personality.
- Adapt what you learn to your product or service.
- Get and keep a positive attitude by studying attitude every morning.
- Join Toastmasters™.
- Stay a student – if possible, a humble student.
- Do a little each day.
- Getting ahead is a result of your dedication and determination. And you are in complete control. You decide how much you want to get ahead. You decide how much you want to succeed. And you determine it with two words: take action.

## **Part Five**

### **Building the Friendship. Building the Relationship. Earning the Referral. Earning the Testimonial. Earning the Reorder.**

#### **75. How easy is it to do business with me?**

- Contact your five best customers. Ask them to call your company and try to place a large order five minutes before the start of your business day. Then ask them to e-mail their experience to you. You'll have the answer.

#### **76. How friendly are the employees at my company? How friendly is my boss? How friendly am I?**

- The value of friendly is beyond measure. It costs nothing, yet it's worth a fortune. It creates a company's reputation and it creates your reputation. It's the most contagious disease known to man ~ catch it, and spread it.

#### **77. How can I establish rapport?**

- People love to talk about themselves. Ask the right question. The object is for you to find a subject, idea or situation that you both know about or are interested in.
- Your sales mission is most likely to be accomplished if you have made a friend before you make the presentation.

**78. What is the best way to begin a relationship?**

- It is estimated that 50% of sales are made because of friendship.
- Four fiercest competitors couldn't blast you away from a customer who is also a friend.
- You can earn a commission using a sales technique and making a sale. You can earn a fortune building friendships and relationships.

**79. Where should I network?**

- If you're looking for *the* answer, it's having a networking plan that includes about 10 hours a week.
- It can be a business group. It can be a trade association meeting. It can be a ball game. It can be the theatre. It can be an exercise group. It can be a gallery crawl.

**80. How do I develop a powerful 30-second commercial?**

- Keep it to 30 seconds and engage the listener
- Ask the other person about them first so you will know whether to be funny or engage in another meaningful way.

**81. How much time should I devote to networking?**

- The amount of time you spend networking should be in direct proportion to the number of relationships you want to enhance, find the number of customers you want to build friendships with.
- Results from networking don't happen in a short space of time. Four best results will come from consistently showing up and giving value.

**82. What are the secrets of networking success?**

- Show up early, ready to work, full of cards.
- If you attend a business event with a friend or associate, split up.
- Walk the crowd once.
- Shake hands firmly.
- Make your 30-second commercial compelling to listen to.
- Have your 30-second commercial down pat.
- Be happy, enthusiastic, and positive.
- Don't waste time if the person isn't a good prospect.
- Don't butt-in.
- Eat early.
- Don't drink
- Stay until the end.

**83. How do I get better leads than anyone else?**

- The highest quality lead is an unsolicited referral.
- The second highest quality lead is a proactive referral from a customer. (Your customer calls you and gives you the name of someone who he thinks wants to buy – or who he says wants to buy.)

- The third highest quality lead is a reactive referral from customer. (One that you ask for, and the customer gives you without a lot of prodding.)
- Next is networking. Your ability to go face to face in a group of prospective customers.
- Select and connect with your targets. This way you can accomplish knowing everyone – and selling a few.

#### **84. How do I get testimonials?**

- A testimonial is kind words spoken about you. A customer testimonial is the proof that what you have said is true, and the claims that you make are valid.
- You will only get the testimonial if you deserve it. The testimonial is a report card. It's not only proof that you performed, it's proof that the customer has faith in you (faith enough to put his name next to yours).

#### **85. How powerful is a testimonial in completing a sale?**

- A testimonial is the single surest route to risk-removal in the mind of the prospect. The testimonial will either reinforce or destroy a salesperson's words. A testimonial can make a sale when a salesperson cannot.

#### **86. What am I doing to prevent the loss of my best customers?**

- Ideas to keep your best customers loyal:
  - Schedule quarterly meetings to determine how your customer's expectations are being met.
  - Communicate with customers weekly – something other than a sales message.
  - Create partnership programs where you work together for the common good. Create a testimonial ad campaign using your 10 best customers.
  - The loss of a big customer is not only financially devastating, it's emotionally devastating. It creates a loss of morale, a loss of confidence in the company.
  - Invest the money in keeping customers loyal. It's insurance.

#### **87. Am I available to my customers when they need me?**

- Answer your phone with a live human being 24.7.365.
- Make your Web site "service friendly."
- Make your Web site "question friendly."
- Make your Web site "sales friendly."
- Create automatic or rapid response to all Internet or e-mail inquiries.
- Make yourself available before and after hours.

#### **88. What value am I bringing to my customer beyond my product and service?**

- Value is what you do up front, before the sale, and what you do during the relationship.
- You don't add value – You give value.

- The author gives value beyond his product or service by writing books readers can use, by speaking at public venues or at association meetings, by communicating to his customers through weekly e-mail magazine, by helping others without expectation, and by being outcome driven.

#### **89. Why will .some customers leave?**

- What are you doing to prevent more losses? Have you identified the real reasons customers leave>
- List the last 10 customers you lost. Call them and ask them, “Why?” Once you have the real reasons – FIX THEM.

#### **90. How do I get more referrals?**

- The best way to get referrals is to give them first. The second best way is to earn them.
- Make a list of your five best customers. Begin to think of who you know, or how you may network to get a few prospects for each of them. That’s how you start. You start by helping others. You start by giving to others.
- Once you begin to put giving in front of getting. Your referral cup will runneth over.

#### **91. What is the best way to approach and work a referral?**

- The customer or person who gave you the referral is the best resource to help you make the sale.
- Once you have all the information you need, and the customer has set a meeting and helped you in every way possible, thank them by getting them a referral.

#### **92. How many people are spreading my “word” for me?**

- The friendlier you are, the easier it is to do business with you, the more ideas you create for others, the more over the top your service is, the more you deliver beyond what you promise. The more the “word” will be spread about you.

### **Part Six**

#### **Building Your Personal Brand**

#### **93. How can I differentiate myself from the competition?**

- The first key differentiator is you, the salesperson. You differentiate yourself from others by the questions that you ask, the ideas that you bring into the room, and how well you communicate them.
- The reality is there’s no difference between you and the competition unless your customer or your prospect perceives a difference. And that perception is based 80% on the salesperson’s performance and attitude.

#### **94. How often am I in front of my customers?**

- Not often enough. The customer only cares about themselves, and how they can make their business better.

- Enter the “value message.” A value message is something that helps your customers win, and makes you look like a winner.
- Begin sending a value-based ezine to your customers at least once a month. Something short and sweet, something that defines you, something that differentiates you from the others, something that will help your customers produce more or profit more. Something they are compelled to send (forward) to others.

#### **95. What can I do to my Web site to entice my customers to buy from me?**

- Three key words:
  - Make it easy.
  - Make it fun.
  - Make it attractive.
  - Build customer value.
  - Take credit cards.
  - Save e-mail addresses.
  - Have weekly specials.
  - Do it now.

#### **96. What am I “known” for?**

- Every person in sales seeks to differentiate himself or herself from the others. And the others are not just the competition. They’re also your co-workers, your internal competition.
- What you’re “known for” will create differentiation, add to your reputation, and add to your acceptance.
- As you become known for something of value, you will become more respected, and more readily received by those who can impact your success.

#### **97. Are you a sales leader or a sales chaser?**

- Here are ways to get them to follow you:
  - Create a sense of urgency by telling a compelling story.
  - Give just a little information (one potato chip) about how they benefit.
  - Give information about their “Why,” or what you believe to be their hottest reason for purchasing.
  - Think “profit” and “productivity” not “price” and “sale.”
- If chasing prospects too hard makes them run away, why are you continuing to do it? Your challenge is to lead your prospects so they will follow you - and turn into customers.

#### **98. What am I recognized as being the THE BEST at?**

- Being BEST is not just to make more sales. It’s to advance your life and yourself. You can become “the BEST at what you do” by reading, thinking, observing, speaking, and writing.
- If you’re doing your BEST, eventually you’ll become BEST.
- The only reason BEST is elusive is that at it’s core is hard work.

#### **99. What do the leaders in my industry say about me?**

- The most powerful report card is your personal reputation.
- if you have a great reputation, and are well known and respected, both for what you do and for who you are, then your position in a sales meeting will be much more powerful than if you're just doing a product pitch trying to explain (justify) to the prospect who you are.
- Industry leaders are industry purchasers, and if they're talking about you in a good way, that means they like you and they respect you (and without three bids – they'll buy from you).

## **Part Six point Five**

### **The Final AHA!**

#### **99.5 How much do I love what I do?**

- Attitude starts from within. It's the mood you're in when you wake up in the morning, the mood you stay in all day long, and the mood you're in when you go to bed.
- Attitude is a life-long dedication to the study of positive thought and the character/charisma that you display as you interact with others.
- If it's not internal, it can never be external.
- If you love what you do, it will be ever so easy for you to put our full heart into it.

**Recommendation:** There are lots of nuggets in this book if you read it in small bites. I'm not a fan of his humor but can't deny that there is good information here,

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Many CEO's find themselves asking "What now?" to sensitive situations that only an experienced former CEO can understand. Frumi is brought in to solve problems and often remains to work with you, as your confidante and secret weapon. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team's performance, profitability and sustainability.

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