

Chapter One

Attitude

*“The man who wins is the man who **thinks he can.**”*

Norman Vincent Peale (1898-1993)

The Precision Salesperson makes selling look easy. There's a good reason why this is true: to a great salesperson, making a sale IS easy.

Studies time after time show that our beliefs will be reflected in our physical reality. Dr. Peale was a master at this. His book *The Power of Positive Thinking* has been a bestseller since it was published in 1952. He taught thousands of people the power their minds hold when focused upon the positive concepts of winning, success, happiness, and accomplishment.

More recent authors such as Jack Canfield of *Chicken Soup for the Soul* and Bob Proctor, with *The Secret* (a multimedia production focusing on the Law of Attraction), have expanded on these core concepts. According to this law, your mind operates like a magnet to attract whatever it wants. When you create a concept in your mind, you send out a signal and this attracts to you whatever you imagined. The important discovery is this: don't focus your mind on what you DON'T want because that is exactly what you will attract. Focus instead on what you DO want and you will attract it.

What does this have to do with selling? In a word, everything!

You project your attitudes about yourself, about sales, and about life in general to others and to the world. If you accept the idea that life is difficult, that everyone is against you, that the world is a terrible place, then that is exactly the reality you will create.

On the other hand, if you see the world as an opportunity and a great place to live, full of potential and wonderful people, then you will create that reality.

When you apply this to the sales process, you find that it works the same way. If you adopt the attitude that making a sale is difficult, it will become so. If you think that no one will buy your product or service, they won't. If you think your product is inferior or priced too high, it will become so. If you feel, deep down inside, that you shouldn't be a salesperson, that it's beneath you to sell, then that too will become true.

You create your own reality. If you have a problem selling your product, look within. If you have trouble convincing people that you are the right person for the job, then you probably aren't. Life becomes a self-fulfilling prophecy and you are the prophet!

The great sales trainer Tom Hopkins once told a story about a Chinese immigrant who became one of the most prolific real estate professionals in Southern California. He made millions selling real estate and he did it at the worst possible time, the late 1970's in California when interest rates for mortgages were at an all-time high. Homeowners were paying rates above 18% and the real estate market had ground to a halt. Real estate offices closed down,

realtors went out of business, and salespeople bailed out of the industry in droves.

In the midst of this, the Chinese immigrant sold houses like mad! When asked the secret of his success, he was bemused and mystified. He didn't have any problems because he thought the interest rates were just fine! Where he came from, China, interest rates were even higher! It wasn't a problem in his mind, so he didn't make it a problem for his customers. He created a reality that "this house is a bargain and the financing is wonderful," and the customers agreed.

So often in sales we create a negative perception in our customer's mind by how we act, what we say, or simply what we feel. Therefore adopting the correct attitude is vital to our success. The Easy Salesperson is aware of this truth and adopts it in his life.

To those of us who don't sell for a living, these simple rules will still apply. Take out a big sheet of paper. At the top create three column headings: Attitude, Sale, and Non-sale. In the "sale" column write every instance you can think of when you accomplished what you were bargaining for, when you were able to convince someone of your belief, or when you actually sold your idea successfully. In the "non sale" column, enter times when you were unsuccessful. Write these two columns fast, without evaluating them further. Did you win or did you lose?

When you have completed the two selling columns, go down each row, look at the sale or non-sale instance, and ask yourself the following questions:

- What was I feeling at the time?
- What attitude did I hold about this action?
- What was my emotional state?
- Was I being positive or negative?

You will find that almost without exception your attitudes and emotions determined the likelihood of your closing the deal. This sounds too simple to be true, but it's not. The truth is always simple.

The success creation attitude of an Easy Salesperson is simple: sales are easy, uncluttered, simple, and uncomplicated. He will do everything possible to make it easy for his customers to do business with him. He assumes up front that thousands of customers are out there waiting to hear about his great new product. He knows they can't wait to hear from him and he knows they will buy whatever he is selling.

He has a positive mental attitude about himself, his world, his company, his products, his customers, and his life in general. He radiates confidence and his customers feel it. He projects certainty and his customers understand it. He perceives his job to be an easy one because that is what he creates.

Tiger Woods, the great golf champion and one of the most successful golf professionals of all time, put it this way: "My mind is my biggest asset. I expect to win every tournament I play."

In life and in sales, you get what you create!

Chapter Two

Your Job in Two Words

"Do or do not, there is no try."
Yoda, Jedi master from the "Star Wars" series

Now that you understand the importance of attitude, it's time to focus on what it takes to become a Precision Salesperson. The first step is to review the exact components of your job.

If you're a salesperson, you can describe your job in two simple words: Close Deals.

Notice I didn't say "close sales" but close deals. Your client/customer wants a DEAL and is always looking for one. Remember the last time your next door neighbor drove his brand new SUV home and bragged to you about what a great deal he got? How about your boss explaining in confidence that he got a great deal on the furniture for the new office? People not only buy deals, they brag about them to everyone else!

Of course, you may have a negative perception of the word "deal." In the past, it has sometimes been associated with sleaziness or underhanded behavior. When you heard the word, you saw images of small town criminals "dealing" drugs or running a con job on an unwitting "rube." However, if you look the word up in a dictionary, you'll see it stands for a business transaction which is favorable.

A popular television show, "Deal or No Deal" glamorizes the thrill of making a deal and involves millions of viewers who share vicariously in the joy of making a good deal or the frustration of making a bad deal. Of course, as a salesperson and a business person, you want to make more good deals than bad ones!

Let's break it down further. What exactly is a good deal? If a customer perceives that you are offering such a terrific bargain that he wants to purchase the product or service RIGHT NOW, then it almost sells itself. That's a good deal!

But what exactly is a terrific bargain? It's the deal that your customer perceives will have huge benefits and value to **him**. It meets a need (real or imagined) that he has. Notice I said it's a need that your customer has, NOT a need you have. The customer does not care about your needs, he cares only about his.

Let's cut to the most basic element in the equation. Who is the customer? It's not just anyone walking down the street. It's a qualified buyer with a huge need for the deal that you intend to offer. In short, it is an IDEAL customer.

To close a deal, the Easy Salesperson needs the following:

A terrific bargain

A great value/benefit

that meets a customer's need (not yours)

and

An ideal, motivated customer

With those factors in place, the sale is a snap!

You will find the converse of this is also true. If you want to work HARD to close a sale, try the following:

Try to close a sale (not a bargain) with a vague, unknown benefit that fits your need to close a sale to a customer who has no idea who you are or what your company does. That is a recipe for disaster!

I've trained and coached a lot of salespeople during my career. It's astounding how many people don't understand what their job is. The most common confusion is comparing their job to marketing.

Marketing is a critical function in any organization. Companies spend a lot of money to create marketing programs that will contribute to their overall success. Marketing people run advertising programs, build websites, create brand identity, run PR campaigns, design glossy brochures and attend trade shows and industry events promoting the company and its products. However, marketing people set the stage and create a favorable environment for salespeople to operate in but are not responsible for closing deals and winning new business. That job belongs to you, the salesperson.

This brings us to the next word in your job description: CLOSE.

Your job is to close deals. Not to explain deals, send out emails, sit in meetings, discuss strategy, visit with everyone in the office, do paperwork, or compile reports. You are paid to CLOSE deals. Of everyone who works for your company, you are the closer. That is a verb, not a noun. That means ACTION.

H. Ross Perot, one of the world's premier salespeople and a terrific closer, said, "Talk is cheap. Words are plentiful. Deeds are precious."

You, the salesperson, get the contract signed. You collect the check. You shake the customer's hand and thank him for the order. You confirm the transaction and collect the purchase order. You handle and complete the exchange.

If you have a deal on the table with the right customer (see above), your job is simple. In many cases, your customer will close himself. If he doesn't, you need to master the art of closing and use it with wisdom. Always remember, the Easy Salesperson is a master at putting together a DEAL with the right customer. Although he can spend time handling objections and moving to the close, he'd rather just get the job done with a minimum of effort and time. After all, he has a good book waiting to be read and wants quality loafing time.

If you do not have as your primary role the job of selling, you're probably wondering how this relates to you. What does closing deals have to do with you?

The simplest way to explain this is to understand the importance of completing what you started. Whenever you set out to do something, it is vitally important that you complete it. When you complete the action, you can take your mind off of it and move on to something else. If you don't complete what you started, some part of your mind will continue to think about what you didn't complete. To the extent that your mind is not 100% focused on what you're doing right now, you will not be as effective as you could be.

You can determine easily if this rule works for you. Think back over the past month or so and consider what projects you took on. It could be reading a

book, mowing the lawn, cooking a meal, programming your VCR, learning to play golf, finishing that jigsaw puzzle or anything else. Which of these projects come to mind most easily? Which of them are easiest to recall? You will probably find that the unfinished projects are the ones that most often pop up. They're also the "projects" that you're most likely thinking about on a daily basis. You intend to get back to them and complete them. To the extent that they are not completed, you will continue to think about them.

If you want to have a really GREAT day, write down all of the unfinished actions you can think of from the past week. Then set out to complete as many of them as possible today! I guarantee that by the end of the day you will feel great. You will be mentally alert, filled with a sense of accomplishment, and ready to tackle whatever comes up in the future.

When salespeople close deals, they complete an action. They create a sense of accomplishment. They free their attention to move on to the next deal.

The best salespeople know how to "Take it Easy." They are masters at closing deals quickly and easily. Due to long practice, they have mastered the essential skills necessary to complete transactions and put a willing customer together with a good solution to mutual benefit. Everyone else may play a part in the transaction, and everyone else may gain credit in their personal metrics for the deal, but only one person is ultimately responsible, the one who earns the credit or the blame. That is the salesperson.

Precision selling requires a clear understanding of your exact role and responsibility.

Two simple words: Close Deals.

You've just read two of the 21 Winning Strategies which enable salespeople all over the world to master the art of Precision Selling.

These two strategies alone, if applied in your sales environment, will yield many new customers and dramatically increase your revenues. Would you like to learn more?

To learn the other 19 strategies, order your copy of Precision Selling at www.connexiagroup.com