

From Bob Oros, CSP - "Certified" as one of the top Sales and Motivational Speakers in the country!

# "Sales Are Down, You're Fired!"

Excerpt from the seminar How To Sell! Sell! Sell!

**WARNING:** When I stir up someone's emotions THAT is the ultimate compliment. Why? Because it means people actually read what I write! For example, this article was sent out to my email list with the subject line: "**Sales Are Down - You're Fired!**" It was the most passed around email I have ever written. It was opened by 500% of the number of people I have on my email list! Plus, I had hundreds of new subscribers from it. I also had several people *unsubscribe* and some folks even sent *complaints*! All I can say is if someone is that much of a wimp they don't belong in sales. And, by the way, I *have* been fired. Once on my wedding anniversary. Try calling home and saying: "Hi Honey, happy anniversary, I just got fired!"

## Are you ready?

**"The company is not selling enough products and services at a high enough gross profit in a predetermined amount of time to pay all of our expenses. You, along with the entire sales and customer service team, are going to be re-interviewed for your job!"**

Depending on how you answer these questions will determine whether you are back in business, or whether you are sent to the unemployment line.

## 1 Is there such a thing as a Born Sales Person?

People who think there is such a thing as a "born sales person" are very difficult to train. They think that everything depends on luck or natural talent. Nothing could be farther from the truth. Successful sales people are eager to learn, study everything they can get their hands on and attend sales meetings and seminars with enthusiasm. They understand that it takes hard work to be successful in selling. If you are the type of person who fights against every policy the company has, thinks training is a waste of time, sorry, you're fired.

## 2 How long do you think it takes to become a true professional in sales?

Learning to be successful in a business as complex as selling takes more time than many people are willing to invest. There are two time-lines.

The first is 3 years. A person should give it everything they've got and not even make a decision about the business until they give it their BEST for 3 years. The second time-line is 5 years. Once a person is in sales for more than 5 years, it is very unlikely they will ever do anything else for a living. However, the real answer is that a "professional" has no time-line. They are ALWAYS looking for ways to improve their skills! What have you done in the last six months that you DID ON YOUR OWN TO BETTER YOUR CAREER? Not something your company made you do? If you haven't taken any initiative in the past six months, sorry, you're fired.

## 3 How do you feel about accepting responsibility for someone else's mistakes?

You are in a business that requires a chain of people doing their job efficiently. If something goes wrong along the way the sales or customer service person is the one who takes the heat. It is easy to blame someone else, however, you have to be willing to take responsibility for someone else's mistakes. If you are unable to do it - being in sales will eat you alive. Do you take full responsibility for the actions of your entire company, or do you take the easy way out and blame someone else? If that's the case, sorry, you're fired!

*Next page please...*

## Let's run the numbers:

- « 3,759 interviews with small business owners
- « 507 interviews with purchasing managers
- « 2,000+ presentations all over the world
- « 347 visits to distribution centers
- « 83 visits to manufacturing plants
- « 337 published magazine articles
- « 1 of 500 Certified Speaking Professionals
- « 6 years military service - Viet Nam Veteran
- « 18+ years as an independent full time speaker
- « 7 years drove 418,000 miles doing interviews
- « 6 books and several training manuals
- « 0 travel expenses to your meeting location

#### **4 What is your definition of "Value Added" Selling?**

You are selling products made by the same manufacturer, same labeling, and the same cost, or providing the same services as your competitor. The real value has to come from



you. Value added selling is not looking at the product as much as looking at the service and attention-to-detail you are willing to give. The only true point of differentiation is the sales rep and the "extra value" is their relationship. If I called ten of your customers at random and they complained about the service you are giving them, all you do is bring them prices, sorry, you're fired!

#### **5 What motivates you to keep doing the things that are necessary for success?**

A successful sales person has to be self motivated. There is very little room in any industry for maintainers, for sales people who are willing to settle for minimum orders without being hungry for more. Successful sales people have to be willing to do the things they don't feel like doing. No one likes to take a customer complaint call on a Friday night when they would rather be watching a movie. It takes a special kind of personal motivation to be in sales today, and if you are not hungry for more, sorry, you're fired.

#### **6 How well prepared are you when making a sales call?**

To effectively call on between 25 and 50 or more customers every week with the intention of increasing business with all of them requires a minimum of 4 to 6 hours of intense planning every week. Friday afternoon or Saturday morning are the most important hours of the entire sales process. It is important to put together a battle plan as if you are fighting a war. A person who does not understand how to plan and the importance of putting together the details of each call they are going to make during the next week will never be on top of their business. If you think detailed planning is a waste of time, sorry, you're just not a good fit. You're fired.

#### **7 How good are you about filing important pieces of information?**

The important pieces of information are not only details about the customers business, but include all the personal data you can collect. Each customer should be treated as importantly as your best friend. A successful sales person should know their family, hobbies, goals, and even their pet's name. Personal information is power and if you are not willing to take extreme measures to get it and use it, sorry, you're fired.

#### **8 What are some of the things you do to help control your expenses?**

Even if the sales volume in your business is huge, the net profit margins are tight. No matter what you are selling, you are in the penny business. Costs can easily get out of control if you are too extravagant when charging expenses to your company expense account. If you look at your expense account as a second source of income, sorry, you're fired.

#### **9 What is your biggest accomplishment and how long did it take to accomplish it?**

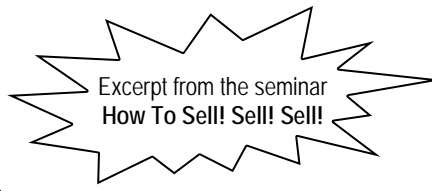
We want someone who has a proven track record of persistence. What have you done that has taken 2 or 3 years of sticking to it in order to accomplish the task? If you don't have a good story of persistence under your belt, sorry, you're fired.

**How did you do?** If you made it through the interview you are only half way there. Your customer is next in line to hire or fire you. And it's a fact that 25%, on average, is the percent of customers who will tell you to hit the road next year. Are you prepared for the interview with them?

While your competitors are falling asleep waiting for the recession to end, use that time to sharpen your skills, get yourself organized and hit the street with so much enthusiasm it will be impossible to fail.

Better yet, give me a call and let me do the job! I have a motivational seminar or keynote speech that has the SECRET for selling in today's new economy. I travel over 75,000 miles every year (**I love Delta**) and have first hand knowledge of how to make a HUGE difference in your company.

**Let me re-interview YOUR team and get them committed to their career! Let me give them the secret of selling to today's new consumer.**



**How about getting jacked up? Let's get excited and make your customers say "WOW! I'M IN!"**

How about showing a little passion for what you do? There is just too much ho-hum selling going on today. There are too many sales people who just don't get the fact that enthusiasm is contagious and as a sales person you have to infect everyone with a good dose of excitement.

**So how do you get jacked up?**

**Here's how to get UN-jacked.**

Tell yourself you are a loser. Tell yourself you hate what you do. Tell yourself you will never make the sale. Tell yourself your company can't do anything right. Tell yourself you never got any of the breaks. Tell yourself the competition is ruthless. Tell yourself that everybody buys on price. Tell yourself that your sales territory is saturated and there is no business. Tell yourself the best job in the world is the other guy's job!

Do you know what ninety-five percent of everyone in prison were told over and over again as they were growing up: "You are going to end up in prison some day?" Think about it. Over and over again they were told they were going to end up in prison some day. What if they were told something different? What if they were told over and over again that they might be in a little trouble right now, but they will get past it? What if they were told that they were going to grow up and be successful? Would that make a difference? The stuff you put in your mind is what controls your actions. So to get jacked up you have to put things in your mind that will get you excited and passionate about what you do for a living.

**Don't be a daydreamer.**

Don't wish you were somewhere else doing something different. Life is what it is. For whatever reason, you are where you are right now so you have to deal with it. Keep this quote on your things-to-do list: "My job is not to dream about what lies dimly at a distance, but to do what lies clearly at hand!" That means there is no getting around it... you have to make the prospecting call, send the email, mail the letter, take care of the follow up and keep going.



**Forget about whether you "feel" like it or not.**

Actions come before feelings. ACT enthusiastic and your feelings will follow. If you wait until you FEEL jacked up you will be like the woman sitting on the park bench who turned into a skeleton waiting for the perfect man. It ain't gonna happen!

**Here is another way to stay excited about what you are doing.**

Make training a DAILY part of your schedule. Spend time EVERYDAY learning something new about your business. Get excited about bringing news and information to your customers. In other words, start selling like you mean business. There is no excuse not to! Don't think it is up to the company to train you. It is up to you. Take responsibility. Invest in yourself. Read a book, take a course, listen to a motivational CD, read your marketing product sheets.

**The bottom line.**

Learn something new today. Get your butt out there and make something happen. Call someone. Go visit a customer and bring them a new idea. Stop whining. No one said it was going to be easy! Your customers need help making good decisions. Go help them make the decision to buy from you by being excited, enthusiastic and jacked up! Let them know you really want their business!

# Here's their reason for going out of business...

Excerpt from the seminar  
How To Sell! Sell! Sell!

*"Doing business based on relationships is just not as highly valued as it used to be."*

*"The passion for service is gone."*

*"Willing to do what-ever-it-takes to serve the customer doesn't have value anymore."*

**Those are quotes from the president of a distribution company given during an interview as the reason they shut down their business.**

**I have some concerns about this!**

As bad as I hate to see anyone close down, I think these reasons are pretty thin.

Let's do a case study. Let's look at this from the **customer's point of view.**

**Relationship:** If you think relationships are not highly valued, try doing business without one. Just the opposite is true!

I am not going to pay a higher price because of our relationship, but you will get to keep my business if we have a good relationship and you don't take advantage of it. I mean that when your company has a special price on something and you don't offer it to me because you know I will buy it anyway, is that a relationship or are you just using me to pad your gross profit?

If a competitor comes in and offers me a lower price on something that you have been overcharging me on, is that taking a relationship seriously? It seems to me that a relationship is a two way street. I give you my business and you take care of me.

I have every competitor in the market calling on me begging for my business? Do you think I am going to turn them away while you are calling me on the phone for your order and they are bringing me samples, specials and ideas?

From a customer's point of view the relationship has to be stronger than ever before. It has to be sincere. It has to be beneficial for both of us.

**Trust:** Do these examples make me trust you? You can fool some of the people some of the time, but trust is more important than ever. You have to earn it by telling the truth.

**Do these examples build trust?**

- ... A pound cake is not really a pound.
- ... A foot long hot dog is only 10 inches.
- ... Many number 10 cans are not number 10's.
- ... Shrimp baskets don't have all the shrimp.
- ... Retailers put incorrect prices in their scanners.
- ... Product manipulation, product substitution and short weight are considered strategies.
- ... Intentional invoice over charges and mistakes are built into the system of many companies.
- ... Water is injected in lobster tails to increase their weight.
- ... Products are in the market that are over breaded, over glazed and over pumped.
- ... Scallops are soaked in sodium-trypolyphosphate to increase weight.
- ... 37 billion bottles of water are sold every year with much of it being simply tap water!

**Honesty:** The best sales person is always the one who bluntly tells the truth. It is not only impressive but it leaves a trail of trust behind. Not the best talker wins, it's the most honest talker. The best approach to building customer trust is to deserve confidence.

**Service:** "What-ever-it-takes to serve the customer doesn't have the value it used to have!" Immediate, enthusiastic and energetic response to a customer request is more valued than ever.

The problem is sales people have become so dependent on technology that the secret of good customer service has disappeared! What does your voice mail sound like? Passion for service is more appreciated than it has ever been, because it is so rare!

**Here's the bottom line.** You have to do things the hard way - you have to go back to SELLING! You have to get back to making face to face contact (that's called service), bring your customers VALUE and some good reasons to TRUST you so you can build a good relationship.

# Running scared is not the way to do business today

Excerpt from the seminar  
How To Sell! Sell! Sell!

To grow your sales and profits takes a determined, aggressive attitude. Selling in today's environment or ANY environment is not for the person who is only half decided that they are going to be the best.

Don't wait until it's too late and your customers are under attack from your competitors.

**General Douglas McCarthy, US Army**, knew the cause of failure in two words: "The history of failure in war can be summed up in two words: too late. Too late in comprehending the deadly purpose of a potential enemy; too late in realizing the mortal danger; too late in preparedness; too late in uniting all possible forces for resistance; too late in training our troops."



NOW is the time to make sure you are ready for battle. NOW is the time to be motivated and hungry. NOW is the time to aggressively go after new business.

There are two kinds of animals in the jungle just as there are two kinds of sales people on the street! HUNTERS and SCAVENGERS. HUNTERS keep their skills SHARP. SCAVENGERS live on the sales left over from their competitors!

I hope your area or district doesn't come under attack from someone who is a HUNTER, a person who goes after what they want.

**General George Patton, US Army**, knew the attitude of a HUNTER when he said: "It is the cold glitter in the attacker's eye not the point of the questing bayonet that breaks the line."



Do you have the "cold glitter" in your eye? Are you determined to have the best year ever for yourself and your family? Have you taken the oath to "Do or Die" in your sales territory? Have you taken the oath to not only maintain but to advance, to capture new accounts and to grow your sales?

You might be complaining that it is hard or difficult when customers are not buying. Here's what **Admiral Ernest J King, US Navy**, had to say about that:

"DIFFICULTIES is the name given to things which it is our business to overcome."



You might be complaining that you have been given an impossible task.

Here's what **Field Marshal Arthur Wellesley, British Army**, has to say: "He who in war fails to do what he undertakes, may always plead the accidents which invariably attend military affairs: but he who declares a thing to be impossible, which is subsequently accomplished, registers his own incapacity."

If I were your competitor I would go after your small to middle size customers that you are taking for granted. The customers who pay their bills on time. The customers that you don't tell how much you appreciate. The accounts that you THINK you have sowed up. I would give them the attention and appreciation you never gave them. I would send them the cards, gifts and samples that you never thought were important. I would know everything about them.

That's the attitude YOU should have!

**Don't put it off. Don't leave the future of your business to chance. CONTACT ME TODAY AND LET'S PUT TOGETHER OUR PLAN!!**

"In war nothing is achieved except by calculation. Everything that is not soundly planned in its details yields no result."

**Napoleon Bonaparte, French Emperor**



**Why not take the advice of these powerful military minds to plan and execute your sales strategy? Why not aggressively go after more sales, more profits and new customers? Contact me today, I can help make it happen!**

# "CAN YOU HANDLE THE TRUTH?"

## Here's why 507 customers don't buy from you!

(Excerpt from the seminar How To Sell! Sell! Sell!)



### Based on interviews with 507 professional purchasing managers.

#### 1. "You don't plan!"

"You come for an appointment and it becomes immediately obvious there was no thought put into what you were going to talk about. You open your brief case and it tells me everything I need to know. It is very irritating as you shuffle through your paperwork as if I had nothing else to do."

#### 2. "You talk too much!"

"Ask one simple question and you open Pandora's box! You come in for an appointment, bring someone with you and end up having a talking contest. You should be taught to listen. You should ask "meaningful" questions. You should find out what my problems are before you try to sell me something."

#### 3. "You don't call with an objective."

"Your sales call doesn't have a beginning or an end. You usually open with a weak statement or start a meaningless conversation. You keep your reason for calling a secret, or you don't have one other than to get your regular order, which you could have done over the phone. You never offer me help marketing items you have already sold me - you only want to sell me more."

#### 4. "You don't make helpful presentations."

"You come in and try to find out what my needs are. Here is a secret: I don't NEED anything. I need less not more. I need less decisions to make. I need less inventory. I need less suppliers. I need fewer sales people taking up my time. I need fewer problems, not more. You should not look for NEEDS. Ask me what I want and help me find a way to get it."

#### 5. "You don't handle my objections."

"I want facts, product knowledge and solutions. I don't want half-baked answers or canned responses. When I give you an objection I want a solution. If you are calling on me for the first time I want to have confidence in you before I hand over a piece of my business. I'm in business to provide products and services to my customers. I have to have suppliers I can count on. I want you to take my concerns seriously and respond accordingly."

#### 6. "You don't ask for my business."

"Even when I am ready to buy you don't ask. You side step the issue and act as if you are doing something wrong. My job is to buy - your job is to sell. I do my part by putting you through the test. I have to have confidence in you. I have to have confidence in your company. I have to have confidence in your service. If you don't have enough confidence to ask for my business, you simply will not get it."

#### 7. "You don't follow up."

"When I ask for some small piece of information that I may already know the answer to, I am doing it for a reason. I am doing it to know whether I can count on you. If I can't ask for something small and get an answer, how can I count on you when I really need something? I keep a mental score board. Your competitor on one side, you on the other side. Your competitor's side is already filled and your side is empty. You have to earn enough points to outnumber your competitor. If you don't you lose the game."

**WOW!** With over 2,000 presentations in all 50 states and as far away as New Zealand **PLUS** tons of repeat business, you can be confident you are hiring the right speaker. Hundreds of signature stories from the front line will guarantee plenty of "take-aways" for everyone to implement!!



# **AVOID this negative approach and watch your sales and profits **SKYROCKET!!****

(Excerpt from the seminar How To Sell! Sell! Sell!)

“We are going to wait until after the recession before we do anything.” The end is near for companies with this kind of mindset! This kind of thinking is what starts them on their way to lost sales, layoffs and closed doors! Their days are numbered. I have seen it before and I am seeing it again - it is happening right now!

If you are a sales person, business owner or entrepreneur then it is up to YOU to take action NOW! It is up to YOU to find the solution and make it work TODAY. What worked a year ago, six months ago, or even one month ago, just doesn't cut it anymore.

**Here's why.** The buying patterns of the average person (your customer) has changed and if you are not changing with them you will simply be history. Your customers are more savvy, conservative and thrifty than ever before.

If you are one of those people who are going to wait until the recession is over before you start being proactive and doing something about it NOW you might as well close up shop. You might as well go home, sit on your hands and wait for the bank to come and CLOSE YOUR DOORS! You can only be one of the survivors by taking a NEW approach!

**Here's how.** If you are willing to take a new look at how to sell to today's NEW customer, you will do fine as long as you use BRAND NEW concepts, take a BOLD approach and let your customers know that you are part of their SOLUTION.

**What is the solution?** The solution is learning how to approach your customer with a NEW, UP TO DATE, SINCERE selling and marketing strategy. It is so simple that once you discover it and begin to use it you will be amazed at your results! Knowing this strategy will change the

Let's put some **WOW!!!** back in your business with this sales and motivational seminar from **BOB OROS**

Excerpt from the seminar  
How To Sell! Sell! Sell!

way you look at EVERY business, EVERY billboard, EVERY television and radio ad, EVERY menu, EVERY marketing piece, EVERY sales presentation, EVERYTHING YOU BUY OR SELL!



**For example:** Scott Nachatilo, a highly successful real estate investor and trainer, increased his response rate from zero to FORTY FIVE PERCENT by simply including this in his offer! A company in the Midwest used this strategy and within a few months went from a negative growth right back up to a 27% sales increase. I recently presented this to a group of 60 restaurant owners and EVERY ONE of them agreed whole heartedly that this was the MAGIC KEY for appealing to today's new customer. An audience of more than 200 assisted living administrators said this was the most encouraging information they have heard in YEARS! They now know the enemy. They know what weapon to use to win the battle!

It's easy to recognize. Once you know what it is and start to identify it IN YOUR OWN BUSINESS, you will say “of course, why didn't I see that before?” Once you know what it is you will not only know the key to increasing your own sales, you will be able to really help your customers get back on track with more sales and more profits.

There are certain principles that you MUST use to compete in this new economy and one is this:

**Your sales and marketing have to be twice as effective to get the same results! Every marketing piece, every sales presentation, every contact with your customer has to make them say "WOW!"**



Every chapter guaranteed to make you say "WOW! I can use this idea right NOW!"

Immediate download at [www.BobOros.com](http://www.BobOros.com)

## Straight "A" Customer Service

(Excerpt from the Customer Service seminar)

Customers, clients, buyers and consumers have higher expectations than ever before. Every company that is going to be thriving next year is the one with the mission statement that says: **SELL! SELL! SELL!** The whole company is the new sales department and it's important that the whole company is reminded why their job is so important in helping to make the sale!

Your sales department makes the first sale but your customer service department, warehouse employees and delivery people make the next 1,000.

### The 4 elements of amazing customer service:

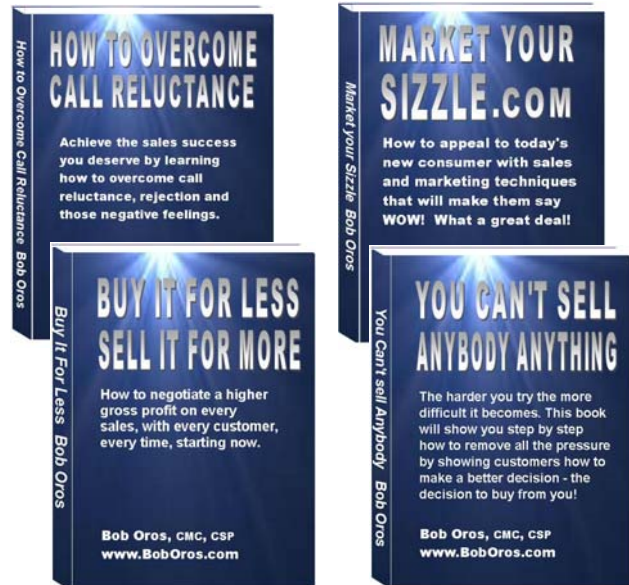
**ATTITUDE** Everyone has bad days, however, you must take control by applying this little know technique: ACT like you are having a good day and your attitude will follow. Wipe that scowl off your face and replace it with a genuine smile. Put a little energy in the way you move around and like magic, you will begin to feel better. And so will your customer.

**APPRECIATION** 25% of your customers will leave you for a competitor this year. The biggest reason? You didn't let them know how much you really appreciate their business. You didn't take the time to invest that little extra thank you! Nothing is more appreciated than a little sincere appreciation.

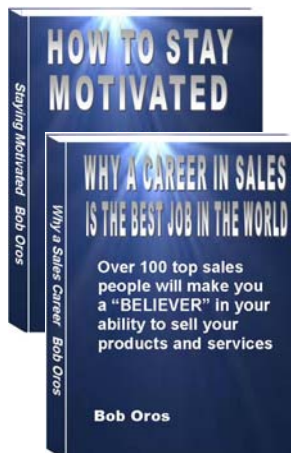
**ATTENTION** Out of the thousands of hotels I have stayed in only ONE noticed that my email address was also a website address. The young man behind the counter greeted me and said "I see you are a motivational speaker." I was shocked that he took the time to visit my website. People are so preoccupied with themselves they rarely take time to actually be interested in another person. To be different and really stand out **PAY ATTENTION** and watch the immediate difference it makes.

**ACTION** "Do it now" is not just a cute little phrase, it is the best compliment you can possibly give a customer: immediate response to their problem. Adopt the philosophy of taking care of business **NOW** and watch your customers say **WOW!**

The service grade of a "B" or a "C" just doesn't cut it any more. Not if you want to keep your customers. Implement this straight "A" strategy **RIGHT NOW**, or better yet, call me and I will get everyone excited about implementing it. **It's what I do! (And I am good at it!)**



This course is based on two scientific principles that will show you **How To Sell! Sell! Sell!**



### WOW! 2 FREE eBooks

If you have ever wondered how successful sales people stay motivated and keep selling in the face of doom and gloom, your curiosity can now be satisfied. These eBooks are something EVERY PERSON should read who is responsible for creating sales or managing sales people.

**They are yours FREE.** You can download them right now at [www.BobOros.com](http://www.BobOros.com)

# HOW TO SELL! SELL! SELL!

The most comprehensive sales training seminar and online resource available from anyone at any price!

Included with the seminar at no additional cost!

Ninety "how to" selling techniques collected from every available source that are guaranteed to increase your sales. If you are a Sales Manager looking for a program to train your sales people this seminar and course has everything!

- ~ 90 web pages each containing expanded topic information.
- ~ 90 audio files you can download to your MP3 or play online.
- ~ 90 one page PDF files you can print and review every day.
- ~ 13 workbooks in PDF files you can download and discuss.
- ~ Sign up for a personal email every day for the 90 days.
- ~ Access via email anytime during the follow up course.
- ~ A follow up email every week for the following two years.
- ~ Videos, comments, quotes, *nothing has been left out.*

90 web pages with expanded chapters plus, over 600 selling tips from sales people who have previously completed the course!

Each topic has its own webpage where you can read or listen online. It also has several selling tips from sales people who have read the lesson and emailed an idea to be posted (there are over 600 selling tips that readers have contributed). This not only makes it interesting, but you also get the viewpoints of your colleagues on how they use the technique in their selling as well as keeping up to the minute with fresh ideas. This makes it real-time training!

There are audio links for each lesson that you can download to your iPod or MP3 player. You can download them all or select only those you want reinforced.

As you go through the lessons you might think "I would really like to remember that one!" All you have to do is "click and save" and when you are finished you have your own customized audio sales coaching program.



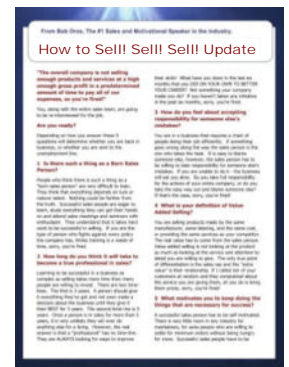
Each topic has a ONE PAGE PDF file of that particular topic. You can email it to your sales team, you can print it and take it with you to review during the day, or you can "click and save" to create your own book that is customized for you with selling techniques that you want to study further. You can even include it in your newsletter or magazine as long as you include my name and website at the end of the article.

Everyone likes to set a learning goal, however, we get busy and don't follow through, there is a built in solution. Each sales person can receive an email every day for 90 days. Each email has a link to a separate webpage as well as a short introduction about why you should read the lesson. You and I will actually be taking the course together.



After the 90 days you will receive an email every week for 104 weeks, plus, starting immediately, you will receive a bi-monthly **How to Sell! Sell! Sell!** Update (right) that will keep you current and motivated. It is filled with the best ideas I discover during the 75,000 miles I travel every year.

Call or email today for more details and available dates.  
405-751-9191 Bob@BobOros.com



**Bob Oros**  
You are about to become a master in the art of selling and persuasion!

**01 Why do so many sales people fail?**

The odds are against you - you may not make it.  
Why do so many people come into selling and after a year or two they are gone? Why do sales people fail?  
Here are the reasons that sound good. These reasons justify, in the failures mind, the decision that selling is not for them. These reasons justify their failure.  
"This is not worth it."  
"There must be a better way to make a living."  
"I'm going back to school and get a real job."  
"All the good territories are already taken."  
"The competition is ruthless."  
"I'm going to try selling a different line."  
"They expect too much."  
"How can they expect me to sell anything at these prices?"  
The light at the end of the tunnel went out for these "would-be" sales people. They sold themselves on the idea that they were not "out to be in sales."  
They saw only the glamour of being independent with opportunity to earn "easy" money. Do any of these reasons sound familiar? Yes, of course they do. We have all had these thoughts at some point.  
So why does one person become an outstanding success at selling while another, with the same potential, fail?  
You are parked behind a restaurant sitting in your car waiting for your appointment time. The person you are going to see is probably much older and more experienced than you. He is more than likely going to ask you something about your product line that you can't answer or don't know. As you are waiting, the anxiety grows. It is the middle of summer and the August sun is beating down on the pavement. As you get out of the car the heat and humidity are so thick you can't cut it with a knife.

**86 of 90**  
Once you have reached a certain level of success it is a mistake to creep in and cause your downfall!

**87 of 90**  
Most people believe that selling is a natural skill and people are born with it - are they correct?

**88 of 90**  
There are seven things that buyers want and you will be light years ahead if you know what they are!

**89 of 90**  
Do you believe there are certain times of the year that your sales are slow and you cannot sell?

One page pdf of each topic