

# **PERSISTENCE**

**Keep Going  
and Never  
Give Up**

**Bob Oros**

# PERSISTENCE

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# **Be Persistence**

## **Keep Going and Never Give Up**

### **Secret spice of success**

Colonel Sanders owned a restaurant that seated 142 people in Corbin, Kentucky, where he perfected his secret blend of 11 herbs and spices and the basic cooking technique that is still used today.

In 1950 a new interstate highway was planned to bypass the town of Corbin. Seeing an end to his business, the Colonel closed his restaurant and auctioned off his equipment. After paying his bills he was broke at the age of 65. He was reduced to living on his \$105 Social Security checks.

Confident of the quality of his fried chicken, the Colonel devoted himself to the chicken franchising business that he started in 1952. He traveled across the country by car visiting thousands of restaurants, cooking batches of chicken for the owners and their employees. If the reaction was favorable, he entered into a handshake

agreement on a deal that stipulated a payment to him of a nickel for each chicken the restaurant sold.

By 1964, Colonel Sanders had 600 franchised outlets for his chicken in the United States and Canada. That year, he sold his interest in the company for \$2 million to a group of investors. The Colonel remained a public spokesman for the company until he died in 1980. In 1976, an independent survey ranked the Colonel as the world's second most recognizable celebrity.

What does Colonel Sanders have to do with you?

Everything!

I don't care how good a sales person you are, it is unlikely that you will ever sell more than 2 out of every 10 prospects on your first call. That is as certain as the sun coming up in the east every morning. It is just the way selling is.

It took Colonel Sanders 12 years to sell 600 people on his "nickel a chicken" concept. Let's do the math.

That is 50 sales per year, or one per week. To sell one per week he would have to make 5 presentations per week. Remember, that's the most anybody can sell on their first call - 20%. If you happen to have a run on sales and sell 30%, you will have a dry spell where you sell only 10%.

Five presentations per week equal 250 per year. Over a 12 year period that is a whopping 3,000 presentations!

And remember, he did this from age 65 to 77.

What do you think was going through his mind when 4 out of 5, or 8 out of 10 prospects turned him down. Knowing people the way I do, I'm sure some thought he was a joke, some told him to get lost, some told him he couldn't be serious. "A NICKLE A CHICKEN? WHERE DID YOU EVER COME UP WITH A CRAZY IDEA LIKE THAT?"

Do you think The Colonel felt insecure and worried about what he was trying to do? Do you think that when he was alone at night in his hotel in some strange town with

his cooking equipment and spices smelling up his hotel room, he had doubts about being able to get people to pay him as agreed?

I think you know the answer. And that brings us to you.

One of the hardest things to overcome is the feeling of insecurity when you are selling on commission for a living. Without the security of a guaranteed income your thoughts are continually interrupted by fears of failure, rejection and “what people will think if I don’t make it.”

This is serious for the person going through it. If you are on commission and only get paid when you make a sale, or in your own business and are totally responsible for earning an income, it is easy to have visions of not being able to pay your expenses. And sometimes you CAN'T pay your expenses and you have to deal with that as well.

The obvious solution most people will give you is to control your attitude - easy to say and does not really



offer a solution. A positive attitude is the end result you are trying to achieve.

There are many short-term programs that give you a temporary relief such as self talk, repeating affirmations and listening to motivation tapes. These activities are helpful; however, they are not dealing with the core of the problem.

The question is; how do you keep moving forward with a positive attitude when you feel insecure and unsure of yourself? This insecure feeling causes you to look into the future with apprehension no matter how hard you try to think positive. You still see negative results from the effort you are putting forth today.

You are not convinced that if you do the right things over and over again you will achieve the results you want. You can try affirmations by saying over and over to yourself, “I will make the sale”, “I will get the new account” and still end up with negative results. Why? Because even as you say the words and visualize the results, you don’t really expect it to happen! You don’t

get what you want, what you wish for, what you think about, what you visualize or what you affirm. You get what you expect.

Let's say you wanted to have a back up cash reserve of \$25,000 in the bank. You could affirm to yourself "I have a bank account with \$25,000 in it." You could write it down as a "written goal." You could think "positive" about it. And still – nothing happens.

Why? Because you really don't expect it to happen! You don't BELIEVE. You might feel good about it for a short time. But after a few weeks it will fade away. Reality will overtake you and you will file your \$25,000 bank account idea away as a wish or a daydream or "it would be nice."

You have also reinforced the concept that affirmations, goal setting, positive thinking and visualization don't work. The next time you try to get something you want it becomes even more difficult because you not only have to overcome your current feelings of doubt and fear – you also have to deal with your past. "I've tried this

before – it didn't work out – but I'll give it another shot".  
Then, no matter how hard you try, deep down inside you  
don't really expect it to happen and you are right - It  
doesn't.

You get what you expect. Nothing more - nothing less.  
If you want to increase your sales you have to really  
**EXPECT IT TO HAPPEN.**

There is only **ONE THING** that builds expectations –  
**ACTION** – doing something productive.

I think the secret Colonel Sanders used to overcome the  
feeling of insecurity that every human being feels was his  
**DECISION TO KEEP GOING.** Every morning he got up  
and presented his "nickel a chicken" concept to another  
restaurant. **AND 4 OUT OF 5 TOLD HIM TO GET  
LOST!**

There is a big lesson that Colonel Sanders taught us.  
The Colonel's secret to sales is action. Picking up the  
phone and making the call, asking for the order at the

price you want, writing the letter, or sending a follow up card.

That is the secret spice of success - action. Doing it even when you would rather be tossed under a bus.

## **Too much imagination**

You are capable of reaching your goals, here's why. What one person can do another person can do. If someone has already achieved the sales goal you have mapped out for yourself, then there is no reason you can't do the same. You have to set your sights on what you want and believe you can make it happen.

When you believe you can do something people actually help you make it happen. Your belief shows up in thousands of small things you do. The same is true when you believe you can't do something. It is human nature to live up to what you expect of yourself.

Here's the problem. Here's what keeps you from moving forward. You have an overactive imagination.

Too much imagination can be a stumbling block. Your imagination can actually work against you by picturing all the things that can go wrong. This is called worry and apprehension. Worry and apprehension keeps you from being fully engaged. Your imagination is an important key to you success, however, if it is left unchecked it will be the cause of your failure.

You know how some people get stuck on a negative thought and just can't let it go. Over and over again they bring it up. They always see why things won't work. They always preach doom and gloom. They let their imagination run wild without keeping it in check. They look for someone or something to blame for their lack of success.

As an example let me share with you a negative email I received along with my response.

Here is what he wrote:

"I've read all of your stuff for 4 years and you need to connect to the real world. Talk to those who are truly

struggling in the sales world. Talk about real corporate America. The bottom line is what matters to them. Companies care more about increasing revenue than supporting the ones that make them money. Sell your tapes and books while I figure out how to make my house payment."

Here was my response:

"I have been in "real corporate America" my entire life. I started my career in 1972 with six years active duty military service. During my final year while serving in a combat zone I was awarded a 110% certificate that was given to only 2 people out of 1,000 over the course of 12 months. It was certainly not a "gift" it had to be earned. After returning to "corporate America" I have been through 2 chapter 11s, several reorganizations (aka downsizing) causing me (twice) to be out on the street without a job with a wife and two kids to support (I washed trucks while finding another job), and I was also with a company that went into chapter 7. In spite of all this I have never had a job that I didn't truly enjoy both the work and the people. I never held a grudge against

any company or person I worked for. In "real corporate America" if you don't have a balanced budget no one will have a job regardless of whether there is one employee or 1,000."

"In 1992 when I started my sales consulting business I had to sell my house and downsize. I had no safety net and couldn't generate enough income to keep up the payments. During the 19 years that followed I never took time to complain. I went anywhere someone was willing to hire me for any amount of money. I don't know of a single person who would have been able to work as hard as I did just to keep going. Being an independent sales trainer has a 97% failure rate. But I stayed with it and came out just fine. I now work because I want to, not because I have to. There are a lot of great people and companies who see value in what I have to offer. I am still married to someone who never gave up on me, our son is nearby, married with two kids, the only sore spot is my daughter - she died of a drug overdose when she was 27. How much more "real world" can it get that that?"

So the question is how can you approach each day free of fear, doubts or worries? How much more would you be able to accomplish and with less effort? It is possible if you know the cure. But it may seem too simple.

The cure is less thinking and more doing. "Never take time to complain." Replace your worry thoughts with a list of things you can do today, right now, this very minute. Don't concern yourself with what might or might not happen tomorrow, next week or next year. Don't spend your time trying to find someone or something to blame. Less thinking and more doing will result in better ideas that just seem to come out of nowhere while you are working. That is the best way to use your imagination. Doing nothing opens the door to fear, doubt and worry. And even when the worst does happen, it really isn't that bad. I wouldn't trade my good or bad experiences for anything in the world. They make us who we are.

Focus on what you are doing right, on what's working. What you focus on expands. If you make a habit of paying attention to what's going well, you will inspire



yourself to do more of it. It doesn't mean that you ignore what needs improvement, it just means that you give more attention to what's working than to what isn't.

The best thing to focus on is helping your customers. Think about how you can help them increase their sales. Bring them ideas for improving any part of their operation, even if it doesn't mean an immediate sale. Get the training and information you need to help your customers succeed. Most sales people have picked up their skills by seeing a lot of examples on the job. It's in your company's best interest to give you specifics on the what, how and why of making a real difference in your customer's business.

## **How to deal with complacency**

One of the biggest complaints I hear from sales managers is about complacency. They tell me that too many of their more experienced sales people are comfortable and have lost that competitive nature necessary to keep the top line growing. They have lost their will to keep going and improving.

Let me give you a very simple solution.

I have owned several rental properties in the past. I could write a book about why tenants can't pay their rent. When I first started I wanted to be a nice guy, so I occasionally let the rent slide. Paying back rent is the ultimate "dead horse bill." Until I really got tough insisting that if "you don't pay you don't stay" tenants started paying on time. And if they didn't I simply got rid of them.

I had to learn the hard way. I had one guy that had a pregnant wife and 4 young kids. He had a good job and seemed like a good tenant. But I made the mistake of letting him rent the house without a clear contract of what I expected. After a while he started complaining about his job. He ended up quitting and couldn't pay the rent. He kept telling me that he was working on getting another job but it was story after story. I ended up having to boot him out and he still owes me \$3,000, which I will never see.

Here was the solution to my \$3,000 lesson.

After that experience I started making it crystal clear what the deal was. The rent is \$1,500 a month. If you pay it on or before midnight on the 5th the rent is \$1,200. If you pay it one minute past midnight on the 5th the rent is \$1,500. If the \$1,500 is not paid by the 15th you will be evicted (this is where I show them a copy of an official eviction notice). Then I spell out the rest of the lease requirements. There is NO gray area. They know exactly what is expected of them if they wanted to live in my house. I made it crystal clear that any problem they have is not my problem. This is done in a nice way, but the expectations are very clear and exact.

The next thing I do is to give them the "reason why" paying the rent is so important. The mortgage company, the insurance company and the county tax collector do not care one single thing about me. They want to be paid. People understand this "reason why" explanation. Six months down the road they may be having money problems. They may be sitting around the kitchen table trying to decide who to pay. They know they have to pay me by midnight on the 5th or they will have to pay an additional \$300. They know that I will be knocking on the

door with an eviction notice if I don't get paid by the 15th. This was not a bluff. So who do you think gets paid? This "reason why" is the most important part of the deal. It helps them understand why I have to be so firm. It puts some backbone into the lease.

Here's how this applies to you...

Poor performing sales people are the same as non paying tenants. Complacent sales people are like tenants who want to give you a partial rent payment. They are taking up space in your marketing area and not paying the rent that is necessary to keep up with the expenses. Some sales people, as well as tenants, just don't get it unless it is clearly explained. If they are not told, tenants don't realize that the landlord has a mortgage to pay, taxes to pay, insurance to pay, maintenance to keep up with, etc. A poorly performing sales person is the same. If it is not fully explained they simply don't seem to feel the pressure of the ongoing expenses the company must pay to keep them in the territory. They don't understand the fact that new

business and growth is necessary to keep up with increasing overhead expense.

The same goes for hiring a new sales person and putting them in a new territory. The investment is huge. The estimated cost of hiring and training a new sales person is a minimum investment of \$50,000. With this kind of investment it is important that you not only keep the people you invest in, but keep them productive and excited about their career in sales.

Here's what you have to do.

As a sales manager it is your job to give clearly defined expectations and, equally important, a "reason why" these expectations must be met. No gray area. It may be time to re-negotiate the territory lease.

As a sales person it is your responsibility to buy into what is expected and rise to the occasion. It might be necessary to stretch a little. To put in a little extra effort. Make a few extra calls. To learn some new technology. To give up some of the old habits. But it will be worth it.

The motivation will come from your own personal "reason why" you are accepting the challenge.

Complacency sets in when you ask yourself "why" and you don't have an answer. If you don't have a really good "reason why" here's what you need to do. Write down a clear contract with yourself that gives you a very specific and personal "reason" for growing your business.

A person who doesn't "want" anything and doesn't have a really good "reason why," is not a good candidate for a sales career. It is simply too easy for them to say: "what the heck, I think I will head to the house."

So, write down your "reason why" and get fired up. Make it a good reason. Make it an emotional reason as well as a logical reason. Make it big. Keep it in front of you as a source of motivation. When you think about your "reason why" it should be so powerful and personal that it sends a chill up your spine.

On the other hand, complacency is like a slow death. If you put your left arm in a sling never lifting anything, while you worked out every day with your right arm, what do you think would happen to your left arm? It would become weak and useless. That is what complacency does to your mind if you don't challenge it.

## **Keeping sharp**

It took nearly three years of on-the-job-training as well as an extensive written course that had to be completed

The sign said: Wanted Meat Manager.

For a few minutes I thought about how I worked my way up from a meat grinder to the owner/manager of a successful meat company. How I creatively cut up and merchandised everything from a 200 pound sea turtle to a 1,000 pound moose!

I remembered the very first thing I was taught. This was to be the most important habit I was to form. It seemed simple, yet by doing it and making it a habit I would cut

down on my production time as much as 50%! Not making this a habit would increase the amount of effort I had to make on every cut.

This habit was keeping my knife sharp.

Several times every hour I picked up the "steel" and ran the edge of the blade at a specific angle and applied a certain amount of pressure along the length of the hard surface. Within 3 or 4 strokes the edge was back and the knife was razor sharp again.

The "steel" is the steel rod that came with the carving set you have in your kitchen. The one you never use. You know, the one your mother-in-law bought for you.

It takes 21 days to learn how to correctly "steel" a knife and make doing it a habit.

Here's what I want you to do.

I want you to go into your kitchen and get that steel. I want you to take it with you in your car and put it in a place you can see it. If you work at a desk, put it where



you can see it at all times. Put it somewhere in the way, so you have to keep moving it around.

By pressing the knife, which is something flexible, against the steel, something that is hard, the knife stays sharp.

To stay sharp, you, a flexible sales person who can easily talk yourself out of doing something, must make a habit of challenging yourself to do something hard as frequently as possible. To stay sharp you have to do the things the complacent, ho hum type of sales people don't like to do.

Let that steel remind you that selling is not an easy way to make a living. Let it remind you that to take business away from a competitor you have to be sharp.

Let's take our exercise one step further. Let's identify the 7 hard things you have to do to keep razor sharp.

1. You have to be good at planning and managing your time.

2. You have to be silent, ask better questions and listen.
3. You have to get the attention of your customers.
4. You have to give well thought out, professional presentations.
5. You have to overcome objections with product knowledge and facts.
6. You have to be skilled at asking for the order.
7. You have to take care of the follow up.

These are the seven hard things you have to do. Let the steel remind you to do something every day, or even every hour, that is challenging. Something that stretches you. Something that will keep you sharp in these seven skills.

Do it everyday until it becomes a habit. Once it is a habit your day will feel incomplete unless you challenge yourself by applying a little pressure on the steel.

Do hard things. Stretch yourself. To be better than you are you have to do something you haven't done. Take the challenge. Go get the "steel" and do something that is hard or difficult for you to do. You WILL have a sharper cutting edge. Do it for 21 days and it will be a habit that will keep you improving every day of your career.

## **Take this job**

Why do I feel like telling them to take this job and shove it? Why am I all stressed out at the end of each selling day? More than likely it is because you haven't done your time. You haven't done your three years.

After three years in sales you will begin to feel confident. After five years it is very unlikely that you will ever want to do anything else for a living.

Take a walk through any bookstore - look at the success section. Most of the titles hint on the idea that your success is guaranteed instantly if you follow their formula.

Turn on the TV. During a commercial break notice how fast you can lose your headache - 15 seconds! These fast results create an unrealistic time frame for success in sales. When it doesn't happen instantly you get stressed out. You begin to think you are not cut out for selling. You get a bad attitude. You think about quitting.

Ask yourself this question. "How long do I think it will take to become a true professional in sales?" See how close you come to three years.

How do you make it through those long three years? It takes short term and long term planning to be successful at anything. Careful planning will develop persistence.

Start now. Commit yourself to a daily schedule. Do it one day at a time. Plan tomorrow the evening before.

Prioritize your daily objectives. Make a list of all the things you want to accomplish. Rank them in the order of their importance. Be persistent with this exercise.

Set a 90 day activity goal. Work towards it every day. Don't look beyond 90 days - just focus on your first step.

After you reach it - set another 90 day sales goal. Once you repeat the process 12 times you will be there.

Focus on today. On Friday evening or Saturday morning, prepare your schedule for the week to come. Don't feel you have to account for every minute of every one of the next five days. Block out your scheduled appointments and meetings so you have a good solid overview of what you are doing.

Prepare for each call you are going to make. By attending to daily scheduling matters you will have more confidence. Your self-esteem will go up. By comparing your actual results with your plan, you'll increase your time-effectiveness. At the end of the day you will feel great.

You won't feel like telling them to take this job and shove it! You will actually start having a good time. And by staying with it, just like Colonel Sanders did when he was 65 years old and broke, he made his mark on the world by getting 2 out of 10 to buy his "nickel a chicken" concept, you too can make your mark in your world.

## **Believing is seeing**

Faith is described as believing in something you cannot see.

Would you agree - that definition pretty much sums up what selling is all about? And sometimes the hardest thing to do is not only keep yourself believing, but keeping those around you believing as well. It sometimes seems easier to quit. Throw in the towel. Fall in with the non-believers.

For example. You have a customer who has been listening to your proposal with interest. You have been calling on them for months, sometimes even years. You need a paycheck and you know that if you give up now you may lose the whole thing. You keep calling. You keep the belief that the business will eventually come. You keep positive and affirming to yourself that you will get the business. You are a believer.

Then there are the non believers. Those are the people who just don't get it. They are the ones who only believe

what they see right in front of them. They are the ones you have to watch out for. They are the ones who can talk you into quitting. It really takes conviction and the ability to believe in the unknown to be in sales. So the question is, how do you keep going?

There are two ways to "keep the faith."

1. Associate with like minded, positive people.

(There is nothing more motivating than a positive sales meeting).

Try to avoid bringing up your plans and goals with people who can't make the connection between what is and what can be! Never share your dreams and visions with people who will just tell you that you are crazy.

"You will never make that happen."

"That is way beyond your ability."

"Give up and let someone else do it."

"Stop wasting your time."

"Your idea is not going to work."

Instead, spend time with people who will encourage you.

People who tell you that nothing is impossible.  
People who know that you can create your future.  
People who tell you that you can make it happen.  
People who want the best for you.  
Be proud of the fact that you are a dreamer!

2. Read stories that stir you up emotionally.

Stories that inspire you to keep going. Stories like this one:

On October 6, 1622, a heavily loaded ship belonging to King Philip IV's fleet struck a reef in a severe storm near the Florida Keys. Nearly 300 people lost their lives, and tons of gold, silver, and other precious cargo went to the bottom of the ocean floor.

Finding sunken treasure had been the life long dream of Mel Fisher. And this treasure from the sunken Spanish ship, Nuestra Senora de Atocha, was the one he wanted to find. To secure financing for his venture Mel had to look into the eyes of doubtful investors and persuade



them to believe as he believed - that he and his crew could find the sunken treasure.

Every day for SEVENTEEN YEARS Mel would be on the phone to his investors as well as convincing his crew to keep believing in him and the remote possibility that they would find the sunken treasure. Every day he would say the same thing to his investors and to his crew: "Today's the day." "Today's the day."

For seventeen years he did this while his crew criss-crossed the search area, studying the charts, consulting 16th century information and logs, trying one thing and then another, changing strategies as needed and gathering what little knowledge they could from their hundreds and hundreds of ocean-bottom explorations. It was frustrating, discouraging and nearly impossible to get accurate information. But, again and again, day after day, Mel would be on the phone to his investors or encouraging his crew that "Today's the day."

Then, one morning, after all those years of searching and learning and heartbreak, after all those years of begging

for funds and pleading with people to believe in his "outrageous" dream, the words came back from the boat: TODAY'S THE DAY!! TODAY IS THE DAY! WE FOUND IT! WE FOUND IT!! IT'S ALL THERE!!!

This incredible story of persistence is one that can inspire us all. Those three words are what you, an independent business owner and/or sales person, believe. Those three words are what keep you going. Today's the day!

If that story created a small surge in your emotions, then you are one of us. You are a believer. You are a dreamer. You are or you are going to be a success. You are in the right line of work. And dreamers are the ones who create the jobs for those non-believers!

## **Superstitions**

For the past several years I believed that I could not sell any of my sales training programs and keynote talks during July and August.

"They" said everyone is on vacation. "They" said no one has sales meetings in the hot July and August months.

I decided to challenge my thinking and see if there really is such a thing as the "summer slump."

I made extra calls and put in a little extra effort. Low and behold - I made a sale. Then another and another. It turned out that July and August were my best months of the year!

I could not stop there. I looked in my history books to see what was done during the hot "Dog days of summer."

Here is what I found...

The heat of southern Spain did not force Columbus to wait until "Labor Day." He sailed July 22nd!

George Washington did not retire to the shade of Mount Vernon when it got hot. He took active command of the Continental Army on July 3rd!

During the dog days of JULY and AUGUST the Puritans set sail for the new world!

Our forefathers met and signed the Declaration of Independence!

Singer sold his first sewing machine...

The first section of the Atlantic cable was laid...

Lincoln began his debates with Douglas in the July heat of the Illinois prairies...

The first oil was struck at Titusville...

Meade defeated the Confederate Army at Gettysburg in July...

The first street car line was operated in this country...

Europe began the greatest war in history...

The French Revolution was started in July...

The first locomotive steam train chugged out of a Baltimore station for the West - in July...

July and August were the "golden days" for the forerunners of the modern sales representative - with everything in the back end of their buggies from lightning rods to chewing tobacco.

Forty-two thousand gold seekers crossed Death Valley to California in 1850 when the temperature hung around 130 degrees... in July and August!

"Wait until after Labor Day!" "They" say.

"There is not any business now!"

"No use killing oneself in this weather - nobody buys until fall!"

The next time the friendly competitive sales person edges over to you in the lobby and admits there is nothing doing until after Labor Day, encourage him or her in this delusion.

AND THEN SLIP OUT AND MAKE THE BIGGEST SALES OF THE YEAR - BEFORE LABOR DAY!

The bottom line - DO NOT BELIEVE IN SUPERSTITIONS!

SELL 52 WEEKS A YEAR!

### **Worry your way to success**

If you can honestly say that you have nothing to worry about you are in trouble.

If you can say "I've really got it made" you have a problem. Not just a small problem, but a huge problem. If you don't have anything to worry about and you are comfortable with what you are doing you are not growing. You are going backwards. You don't have any challenges. You don't have any resistance and resistance is what makes you grow. Resistance is what makes you better. Resistance is why a sales person gets paid. If there was no resistance sales people would not be necessary.

What are you worried about? Here's the list.

Sunday night. I call it the Sunday Night Syndrome. You had two days off. You got away from all the problems and frustrations for the whole weekend. You should feel great. But you don't. You are worried that Monday morning your biggest account will tell you they "have gone in a different direction." You are worried that the voice mail your sales manager left you on Friday afternoon "call me first thing Monday" is going to be a conversation about your lack of new business. You are worried that Monday morning you might be out of a job due to cut-backs or downsizing.

Sales. You are worried that your sales objective might not be reached. What is your sales manager going to say? Is the company going to give me an ultimatum: new business or you're history? People are just not buying like they used to. Competition is getting more and more cut-throat. Price cutting is at an all time high. Competitors are after my accounts with more aggressiveness than ever before.

Bills. Sales people are optimistic by nature. You have a tendency to think that things will work out. As a result you normally bite off more than they can chew. So you buy things based on your potential future earnings. Then you have those doubts. "Why did I buy that? I should have saved the money instead of taking on the new payment."

Family. A sales person has to eat what they kill. You have to hunt down business where there is no business. You have an impossible task of squeezing blood out of a rock and increasing the output by 10% next year. Why do you do it? Because you are worried that your family will not have what they need. You will provide regardless of what you have to do. You have the "Do or Die Attitude. However, this doesn't mean that moments of doubt don't creep in. This doesn't mean that you never feel the fears, doubts and uncertainties. You think that you are the only one who lies to their spouse when they ask "what's wrong" and you answer with "nothing, just a little headache."



Comfort zone. For normal people Sunday night might a good thing because they are rested and ready to go back to work on Monday. Not so for sales people. For sales people it's a time to remember that the most dangerous place you can be is in a "comfort zone!" When a sales person hears themselves thinking "I'm just not comfortable selling that item or this program" it's time for the alarm to go off. It's time to recognize that if you want "comfort" you are in the wrong profession. If it's comfort you want, go get a job where you punch a time clock and collect a pay check. But don't expect to feel content with yourself. Don't expect to feel the sense of accomplishment that only a sales person feels when they hear the words "OK, let's go ahead with it."

For all you people who are "comfortable and have nothing to worry about" you can thank a sales person. Because if wasn't for them you wouldn't have anything to be "comfortable" with. Somewhere out there is a sales person. They are out there making something happen so you can be "comfortable" and have nothing to worry about! Somewhere out there is a sales person who is willing to lay it on the line and "worry their way to

success" so you can enjoy the benefits of their accomplishments.

There are two kinds of worry.

The first is the kind that overwhelms people. They turn to drugs, alcohol, divorce, or they just get downright mean and blame somebody else.

The second kind of worry is the kind that sales people use to motivate themselves to action. That's you.

You take responsible for your decision to be in the noble profession that not only keeps your company going, but keeps the entire economy going. Without sales people there would be no economy in the first place. No one said it was going to be easy. No one told you how something as simple as calling on new customers could create so much fear and apprehension. But you don't buckle. You don't quit just because a few folks said no. You face the fear. You face the worry. You keep going.

And if part of the price is to be worried with the Sunday Night Syndrome, you pay it. You keep going. You

persist. You think about quitting and that's okay but you know you won't. You know you will keep pushing yourself because that is what you have to do. The worst kind of worry is regret, which comes later in life when you look back and say "if only I had stayed with it."

## **Nothing stays the same**

Several years ago I returned home after six years in the military. I had my plan in place to go to school on the GI Bill and worked as a night manager for a communications company. I carefully chose the communications field because it had the potential to really take off as a growth industry. The office I managed was on a back street in Brockton, Mass. I never thought about being robbed because the police officers who were walking the streets at night always came in and sat in our back office.

It was about 9:00 PM when a guy came in the door with a gun, a paper bag and mask over his face. He pointed the gun right in my face as he came behind the counter and told me to fill the bag with all the money in the safe. I

took the bag and filled it with about \$800. Just as I was giving him the bag a police officer walked out from the back office and before I knew what was happening the two of them were fighting. The gun fired twice and the police officer fell to the floor with blood gushing out of his midsection. During the struggle the police officer had pulled the mask off the guy and I got a good look at his face. Just as he started to run out the door he stopped, turned around as if remembering that I saw his face, pointed the gun at me and fired.

I never knew blood was so slippery.

The second he pointed the gun at me I took a step back, slipped on the blood, and fell on top of the police officer. He missed. The police officer's face was purple, a sight you don't soon forget. I thought he was dead. The crook must have thought he hit me because he left. As soon as I started to get up I fell again because the floor was covered in slippery blood. I was covered in blood from head to foot. I immediately called the police and they showed up within minutes along with TV cameras and news reporters. The next day I was all over the TV and

on the front page of the newspaper. There were dozens of pictures of me covered in blood!

The police officer lived; they caught the guy and gave him 25 years based on my eye witness testimony. My career with that company ended that night. I went home and my wife, who was asleep, woke up and asked how my night went. I turned on the light and when she saw me covered in blood you cannot imagine the look on her face.

That's how fast things can change. One minute I was happy and content with the future I had mapped out for myself and the next minute everything was different. And that's how it is with business, the economy and life.

Although you may be focusing on the 40,000 ft. view down the road, don't forget to come back to the 40 ft. view so you can interact on the status of "today" as well.

As a sales person and professional leader what can you do when things like the economy make your customers worried and defensive?

Here are three things you can do that will make a huge difference RIGHT NOW:

1. Attitude. You have to be the purveyor of good news. You have to have a positive outlook and help your customers believe that things can change for the better in an instant. Nothing is permanent, everything changes and usually for the best. I have had a book on my shelf for years written by Dr. Norman Vincent Peale. I only have to read the title to get the message: "When the Going Gets Tough the Tough Get Going." We don't grow when things are soft and easy, we grow when we have to reach down for the best that is in us.

2. Action. Nothing happens until someone actually does something. You can have a great amount of knowledge, read all types of positive thinking books, listen to motivation and self help recordings, write down big impressive goals and plans and be no farther ahead than a year ago unless you take action! Make a list of all the actions you can take today, right now, and leave the 40,000 ft. view to those who are being paid to predict the

future. Our job is not to focus on what lies dimly in the future, but to do what lies clearly in front of us!

3. Appreciation. You have something to be grateful for right now! You have customers, family, friends as well as people you have a casual acquaintance with. Now is the time to tell them how much you appreciate their business, their friendship, or simply their service when you buy something. Carry a gratitude list with you and take a few minutes to send a thank you email, a thank you card, or make a thank you phone call. Make it a mission that everyone who comes in contact with you feels better because of your presence and positive attitude. An attitude of gratitude will get you a lot farther than complaining about the circumstances beyond your control to anyone who will listen.

You can't do anything about the "economy" but you can do something to affect the economy of your life and the life of those you come in contact with every day.

One person can actually make a difference in the lives of 250 people. Why 250? When someone dies the funeral

director prints up 250 cards because that's the average number of people one person influences.

So just imagine if you passed this concept along to 250 people and they in turn passed it along to 250 people. That would result in millions and millions of people having a better attitude, taking action and appreciating the people in their lives. Just like looking down the barrel of a gun changes everything in a heartbeat, someone changing their attitude can have an equal or even greater effect.



## **Persistence: Keep going and never give up**

My persistence comes from being committed to my goals and my willingness to keep going when everyone else would give up. When I am faced with an impossible task it does not stop you, it brings out the best in me. When most people fear changes that have to be made, I see them as opportunities to improve, to learn something new, to develop a new skill. When it comes to landing a new customer I know that it can take time so I begin well in advance so I don't have to scramble around trying to replace a lost customer. I am always looking for new business, calling on new customers, getting referrals and keeping the pipeline full of potential customers. My persistence and steadiness of purpose guarantees my selling success.

**My 4% improvement objective:**

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## **What the entire course will do for you**

Buying all 13 books is like buying a library of 13 powerful coaching sessions that will increase every skill necessary for generating business. Once you experience the seemingly effortless improvement you will understand why there is a picture of Ben Franklin on every 100 dollar bill.

You will learn how to improve relationships, improve management skills, be more productive, generate more customers, negotiate better contracts, open new accounts, earn more profits and create more sales! Results most people only dream about! If you are a sales professional or an entrepreneur this is the perfect program to boost your sales and increase your profits.

## **Ben Franklin's system**

In our fast paced business and personal life today it has become increasingly difficult to set aside time for self development and improving your skills. With every spare minute taken up by reading blogs, logging on to Facebook, following people on Twitter, responding to text messages and emails and constantly talking on your cell phone, there seems to be little, if any, time left for learning new skills. Even the quiet time behind the wheel of your car is no longer available with satellite radio and cell phone coverage in every corner of the country.

Even though this seems like a new problem, distractions have been around forever. Two hundred years ago a man by the name of Ben Franklin had the same problem. He concluded that it was not a matter of distractions as much as a matter of focus. He set out to solve the problem and created the most effective system for self improvement ever invented.

Ben Franklin gives credit for all his success and accomplishments to the implementation of this system

for the success he sought after. Despite being born into a poor family and only receiving two years of formal schooling, Ben Franklin became a successful printer, scientist, musician, author and one of the founding fathers of the United States. Ben Franklin is considered to have been one of the most persuasive and successful people in the history of the United States. He was a very skilled sales person, marketer, negotiator and copywriter. Skills that every business owner, professional person, manager and marketer should have.

In the year 1723, Ben Franklin, at the age of seventeen, arrived in Philadelphia without a penny to his name. At age 42, he retired, wealthy, the first self made millionaire in the country. Few people, before or since have ever been as successful as Benjamin Franklin. He gave credit for his many inventions and business successes to his system for self improvement he created when he was 20 years old.

The key to Franklin's success was his drive to constantly improve himself and accomplish his ambitions. In order to accomplish his goal, Franklin developed and

committed himself to a personal improvement program that consisted of mastering 13 principles.

When he was seventy-nine years old, Benjamin Franklin wrote more about this idea than anything else that ever happened to him in his entire life. He felt that he owed all his success and happiness to this one thing. Franklin wrote: "I hope, therefore, that some of my descendants may follow the example and reap the benefit."

Since success is developed by performing small and seemingly insignificant acts, you can use this method by reading and putting into practice the 13 skills that will guarantee your success in sales with scientific certainty.

This program takes advantage of Franklin's system and applies it to improving your skills as a sales professional. This program will show you how to dominate your market by first dominating yourself. By focusing on the 13 skills that make up a highly effective and successful sales professional. As these skills are improved your results and sales increases will also show a dramatic improvement.

The goal of going through the program the first time is to increase each skill by only four percent. With the accomplishment of this small improvement in each skill or attitude your overall improvement will be 52%. Those are results most people only dream about. However, you can accomplish this by investing as little as 45 minutes once a week reading one book and then focusing on improving the single skill during the rest of the week. The second week by reading the second book and focusing on that single skill during the week and so on until all 13 weeks are completed.

You can write the single word on the back of your business card and tape it to your dash board as a reminder. You can put this one word on your smart phone as a reminder as well as on your email signature, your Facebook page or you can even have something worthwhile to tweet about. One word, one week, one skill, one “I am” statement, 4% improvement objective and your subconscious mind will receive the message through all the clutter and act on it.

After the first time through the process you can do as Ben Franklin suggests and go through the program a second, third and fourth time. Get your whole sales team on the same page at the same time and you will experience a whirlwind of new excitement and new business. Or get a like minded colleague and join forces with accountability and focus.



## **Achieve a 52% improvement**

Using Franklin's scientific program for learning your objective is to improve 4% in each area over 13 weeks.

1. Attitude Define what you want and go after it.
2. Respect Earn respect-no more comfort zone.
3. Service Help customers build their business.
4. Urgency Be enthusiastic get things done now.
5. Confidence Remove restrictions and limitations.
6. Persistence Keep going and never give up.
7. Planning Get big results by setting big goals.
8. Questions Ask questions that make the sale.
9. Attention Get attention with irresistible offers.
10. Presenting Give reasons why they should buy.
11. Objections Remove every roadblock to the sale.
12. Closing Ask for the order and get paid.
13. Follow up Remove all hope for competitors.

## **About the author Bob Oros (BobOros.com),**






Bob Oros has been a full time speaker and author since 1992 with over 2,000 speaking engagements in all 50 states and several international locations as well as the author of 21 books on sales. Prior to starting his speaking career, Bob served six years in the US Navy as a Communications Specialist and then worked his way from a street sales person to the position of National Sales Manager for a Fortune 200 company.

CSP Award: Bob was awarded the designation of Certified Speaking Professional (CSP) by the National Speakers Association and the International Federation

for Professional Speakers. Fewer than 10% of all speakers worldwide qualify for this award.

PWA Member: Bob is a member of the Professional Writers Alliance.



<p><b>ATTITUDE</b> Define what you want and go after it</p>	<p><b>CONFIDENCE</b> Remove doubt and hesitation</p>	<p><b>PRESENTING</b> Give reasons why they should buy</p>
<p><b>RESPECT</b> Earn respect by being an expert</p>	<p><b>PERSISTENCE</b></p>	<p><b>OBJECTIONS</b> Remove every roadblock to the sale</p>
<p><b>SERVICE</b> Help customers build their business Ben Franklin's little known scientific formula improves selling skills 52%</p>	<p><b>PLANNING</b> To get big results set big goals</p>	<p><b>CLOSING</b> Ask for the order and get paid Ben Franklin's little known scientific formula improves selling skills 52%</p>
<p><b>URGENCY</b> Be enthusiastic get things done now Ben Franklin's little known scientific formula improves selling skills 52%</p> 	<p><b>ATTENTION</b> Make irresistible compelling offers Ben Franklin's little known scientific formula improves selling skills 52%</p> 	<p><b>FOLLOW UP</b> Remove all hope for competitors Ben Franklin's little known scientific formula improves selling skills 52%</p> 
<p>Bob Oros</p>	<p>Bob Oros</p>	<p>Bob Oros</p>