



**ENCOURAGEMENT**  
For The Sales  
Professional

“Rekindling your Passion for your Profession”

BY BRYAN FLANAGAN

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## **PREFACE THE WIND BENEATH MY WINGTIPS**

There is an old saying: If you see a turtle on top of a fence post, you know he had help getting up there. This certainly pertains to the world of selling. As sales professionals, we don't succeed in a vacuum. Our success is part of a team effort. We all need others who will support us, encourage us, and cheer us on. I've been blessed to have such a person in my life.

What element of success I have experienced as a sales professional is in large part due to the assistance and support and encouragement of my wife, Cyndi. She has never given up on me. Although I have given up on myself quite a few times, she has never given up on me. This book would not be in your hands had it not been for her.

By way of background, I invested 14 years with the IBM Corporation as a salesman, a "people manager," and as a sales instructor at the National Training Center. I may date myself here, but I sold electronic typewriters and copying machines for IBM's old Office Products Division. Yes, for you younger readers, at one time IBM manufactured and sold the finest typewriters in the world! That was back in the days when IBM'ers wore dark suits, white shirts and 14-pound wingtip shoes!

I began as a delivery boy during my "second senior year" at Louisiana State University in Baton Rouge, Louisiana. Cyndi and I were married that year and upon graduation, I was hired full-time as an IBM salesman. When I finished my training, I was given a rookie territory consisting of six parishes down the Mississippi River. (In Louisiana, a county is referred to by the French name "parish.") But there was a problem. You see, I couldn't sell. I was a very ineffective salesman. In fact, I was ineffective for the six years I sold in the Baton Rouge office. I was in sales but sales was "not in me." While I struggled those first years, Cyndi was achieving great success as a first grade school teacher. She loved those kids and she even loved their parents. She really enjoyed her profession. She experienced victory after victory while I had limited success at best. Yet, she cheered me on countless times. She was always there to boost my spirits and encourage me. I tried to quit on myself several times, but she never quit on me. And she would not allow me to quit, either.

One of the biggest events in my professional career occurred during my sixth year on quota. I was invited to be a "guest instructor" at the National Training Center in Dallas, Texas. My biggest goal at IBM was to be promoted to Sales Instructor at Marketing Training at the National Center. But, my sales performance never made it to the top 10% of the sales force, so I thought this was an impossibility. However, I received an invitation for June of 1977 to serve as a guest instructor at the training center.

The "guest instructor" role required the field sales representative (me) to audition for two weeks during basic training for new salespeople. The responsibilities included working with the new hires in the areas of selling skills, product knowledge, demonstration skills, and sales interviews. It also required a formal presentation for 90 minutes on a predetermined topic relating to a specific selling skill.

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If the “guest instructor” were effective, he/she would be invited to join an elite staff of 20 full-time staff instructors. This two to three year assignment positioned you to return to the field as a sales manager. That was my main goal at IBM; to secure a spot at the National Training Center. I couldn’t sell, but I thought I could teach others! (Those who can, do. Those who can’t, teach. And those who can’t teach, teach selling!)

The promotion usually rested on how well the guest instructor presented the 90-minute sales training program. I put so much pressure on myself that I was having trouble completing my assignment. I was about to forfeit my only chance for this position. Three days before I was to leave, I remember sitting on the couch in our family room giving myself a pity-party. I was upset, I was crying, I was really down on myself.

Cyndi heard all of the “moaning, groaning, and carrying on” that I could do. Finally, she’d heard enough. She’d had enough. With love and sensitivity toward her hurting husband, she let me have it. “You’re ready for this. Everything you’ve done in the past six years has prepared you for this. Every Wednesday night for the past five years you’ve poured your heart into Toastmasters getting ready for the next two weeks. You’ve volunteered to train every new salesperson in the branch for the past five years. Each one has been successful because of your training. You have a teacher’s heart and you know how hard it is for new salespeople to be successful. You’re prepared for the next two weeks. I believe you are ready. Your boss believes you are ready or Fred wouldn’t have approved that you go. We all believe. But you’ve just got to believe it!” Then in a more gentle way she encouraged me to talk it out with her so that I could see the real reason for my feelings. She knew that I was afraid of failing on my one chance for this promotion. She then assured me that she would love me whether I was a salesman, a staff instructor, or a high school basketball coach. What happened during the next two weeks was not going to change her devotion and love for me. WOW!

With that encouragement and love, I went to Dallas for two weeks and had the time of my life. Cyndi gave me the inspiration to overcome myself so that I could move into the staff instructor’s role. Shortly afterwards, I was promoted to the national staff instructor position.

This is just one of the countless examples of how Cyndi has been the “wind beneath my wingtips.” I am so blessed that she is so much a part of my life.

Since 1970, Cyndi and I have learned to see through each other -- and still enjoy the view!

Cyndi, thank you for sharing your life with me.

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## THE PURPOSE OF THIS BOOK

In the sales workshops I conduct, I ask the audience, “What do you like about the sales profession and what do you dislike about the sales profession?” The answers are listed on a flip chart in the front of the room.

These are the answers I often receive:

What I <i>LIKE</i> :	What I <i>DISLIKE</i> :
Freedom	Rejection
People	Uncertainty
Solving problems	The “ups and downs”
Money	The pressure
Control my future	Monthly quota

I then ask, “What is the common denominator between these two lists?” Usually, the list is similar to the one above. As you will notice, there is not one policy, procedure, or product listed. Therefore, what is the connection between the two?

Here it comes. Are you ready? The connection is how the salesperson handles the *emotional demands* of the sales profession. More than any occupation, the sales profession is an emotionally stressful activity.

Let’s compare the accounting profession to that of sales. I admire accountants because I can’t do what they do. I don’t have an analytical bone in my body. (Do you know what happens to me when my bank book doesn’t balance? I change banks!) Let’s compare. How long is the interval between reporting periods for an accountant? One month, one quarter, one year? What is the reporting period for a salesperson? Every door knock, every phone call, and every handshake. Our reporting periods come fast and furious! We are going to hear “no” more often than accountants do. We have more opportunities to fail than other professions. Therefore, we have got to be emotionally stronger than other professions!

One of the reasons I love selling is because success doesn’t depend on the color of your skin. It does depend on the thickness of your skin.

Let me share a story with you. I was once going through a tough time as a salesman. As Regional Director of a new company in Dallas, I was prospecting almost full-time and was having a very difficult time. Of course, I brought all that frustration home for several weeks. Cyndi suggested that I set an appointment with her friend Mary, who was a counselor. I protested because I didn’t think Mary could offer any value to my situation. Besides, she charged \$100 per hour for her counseling services! Well, I’m about to save you a hundred bucks because the advice I received was worth a lot more than what she charged.

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After we'd talked for a few minutes, Mary said, "Bryan, why don't you admit that you don't like to sell anymore?" I said, "But I do like to sell. I've worked very hard to be an effective salesperson, and to admit that I don't like selling wouldn't be the truth." So, we talked a few more minutes and Mary said, "OK. Then admit there is an aspect of selling that you don't like." I said, "Well, I can certainly do that. I hate prospecting. I hate everything about it. It is humbling, depressing, and frustrating!" What Mary said next was some of the finest sales education I've ever received. She smiled and said, "That's OK." WOW! "That's OK." That equates to \$50 a word, but, man, was it worth it! What she was saying to me was my wake-up call. She was in fact telling me, "That's OK. You don't have to like everything about selling to be outrageously successful at it."

You see, we have two of the greatest kids a man and wife could have. Patrick and Quinn have given us joy and happiness beyond our wildest dreams. I love those two as much as a man can love his children. However, there are some things about "daddy-hood" I don't like. There are some very painful events in the life of a father. Yet, I can still be outrageously successful as a dad.

The same is true in the world of sales. You don't have to like everything about selling to be successful at it.

Mary's comment was so liberating for me. You see, what she was saying was this: "Bryan, you don't have to like everything about selling to be successful. YOU JUST HAVE TO DO IT!" Isn't that priceless? You don't have to like it, you just have to do it! As soon as she told me that, I immediately became a better prospector. Why? *Because I was liberated. Because I took my foot off my throat and gave myself permission to be successful.* I realized I didn't have to like prospecting to be good at it. I realized that I could be effective even though I didn't enjoy it.

The same is true for you. You don't have to like everything about selling to be outrageously successful at it--you just have to do it.

The purpose of this book is to encourage you to be successful as a sales professional. This book is not a "how to" book on how to open and close sales. This book is intended to give courage to your selling efforts; to increase your confidence; to inspire you to greater sales victories. This book is an attempt to encourage you and, in some cases, to entertain you.

It is my sincere desire that you will pick up this book and read it when you need a "check up from the neck up" or a motivational lift before you make the next sales call. It is my sincere desire that the messages in this book will help you more effectively deal with the emotional demands of the selling profession. Good luck and good selling.

**Now, go sell somebody something!**

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## **YOUR CLOSING *ATTITUDE* IS MORE IMPORTANT THAN YOUR CLOSING *SKILL***

Several weeks ago, I was speaking with Jay Hellwig, a top sales professional. Jay said, "Zig Ziglar's CD program on closing the sale is my all-time favorite. Since I've been listening to it, I've closed more sales." That program has over 50 specific closing techniques. I asked Jay what he considered his favorite closing technique. Jay thought for a moment and said, "Oh, I don't have a favorite closing technique." I asked, "You just said they helped you close sales. But if you aren't using the techniques, how can it be your favorite?" Jay taught me a valuable lesson with his answer. He said, "That's easy. That program didn't give me a closing technique. It gave me a *closing attitude!!!*"

***A closing attitude. Now, that is powerful.***

Jay is right. The way you feel about closing the sale is oftentimes more important than the technique you use to close the sale. You probably have a number of strong closing techniques. However, if you lack a strong closing attitude, you may never use them.

Have you thought about your closing attitude lately? What is your attitude about closing the sale? Remember, closing is what you do **WITH** the prospect, not something you do **TO** the prospect. Closing should be the logical conclusion to your selling activities. It should not be the stage of the sales process that is adversarial between the seller and the buyer. The buyer should be as eager for this stage of the process as the seller.

Why do you ask people to buy from you? You ask people to buy from you so that you can feed your family...not your ego. If you don't want to bruise your ego, you may be hesitant to ask for the order. However, if you hesitate enough times, you are not putting bread on your family's table.

What happens when you ask for the order and you get it? You win! But, what happens when you ask for the order and you don't get it? Well, you don't lose...you break even. That's right, you break even. You can't lose by doing your job. Your job is to ask people to exchange money for your products and services. When you perform your job in a professional manner, you have every right to ask the prospect to buy from you.

When you ask the prospect to purchase from you today, he/she wants to know that you believe his/her decision is a correct one. You can assist with this if you have a positive closing attitude. You need to exhibit confidence during this stage of the process. If you do, you will be able to *expect* sales success, not *hope* for sales success.

Jay Hellwig is right. Your *closing attitude* is more important than your closing technique!!!

**Now, go sell somebody something!** *To learn more about developing your closing attitude and your closing skills, invest in Zig's "Secrets of Closing the Sale" program. Call us at 800-527-0306 or email Bryan at [bflanagan@ziglar.com](mailto:bflanagan@ziglar.com). You'll be glad you did.*

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## **SALES SLUMPS (DON'T YOU HATE 'EM?)** Here's a Couple of Things To Do About 'Em!

All major league baseball players experience batting slumps during the season. Former big league catcher Terry Kennedy said, "Most slumps are like the common cold. They last two weeks, no matter what you do!" Sales professionals have something in common with professional ballplayers. That is, all high achieving, high performing sales professionals have either just gotten out of a sales slump, they are in a sales slump now, or (guess what) they are about to get into a sales slump! It's gonna happen!

**Your objective is to eliminate as many as you can and shorten the duration for those you cannot eliminate.**

So, let's take a look at six (6) methods to shorten the length of these sales slumps. (If you allow a slump to last too long, you'll get so depressed, you will walk around your office looking like the picture on your driver's license! That's not a pretty sight...)

**1. Return to the basics.** What activities were you doing when things were going well that you aren't doing now? Were you using the same prospecting techniques, the same questioning methodology, similar presentation strategies? If you began repeating those positive activities and behaviors, would you realize better results? Sales basics are what brought you this far; don't abandon them now.

**2. Keep a mental "victory list."** Remind yourself of your past sales success and victories. This mental "victory list" should include all those things that gave you the most satisfaction and confidence as a sales professional. This may include the time you won the account in a very tough, competitive battle. You may want to remind yourself of how you "saved" an account. Think in terms of your persistence, your selling skills, and your sensitivity to meeting the needs of prospects.

**3. Visit a satisfied client.** This is a great way to give yourself a "check-up from the neck up." Choose a few clients who have had successful relationships with you and your company and visit them! If that's not feasible, call them, email them. Contact them so that you will be reminded of all the good service you have provided for them. This will give you a renewed energy for what you do and for the products and services you provide.

**4. Enroll in "Automobile University."** In other words, feed the upper end of your body. When you get hungry, you feed the lower portion of your body. When you are in a slump, you should feed the upper portion of your body. You need to put the pure, the powerful, the clean and the positive in your mind. This can be accomplished by listening to a CD while you are driving. Instead of listening to talk radio, insert a CD *before* you get into the slump. Don't wait until you are in the middle of the slump. Be assertive by taking action. We all need to replace the negative self-talk with a positive mindset. Automobile University allows you to achieve this mindset.

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**5. Develop “selective memory.”** You should not “major on minors.” In other words, don’t focus on past mistakes. Remember the good things you’ve done and are capable of doing. You must learn to focus on your major strengths. Use the FIDO principle. This means, Forget It and Drive On.

**6. Don’t dwell on past mistakes, errors or lost sales.** Focus your full attention on your good traits and qualities. You should shake off the dust and move to the next challenge. Don’t compare your abilities to your experiences. You have very limited control over prospects’ missing meetings or cancelling appointments. You have no control over the national economy. You do have control over how you handle your response to those things. If your present set of circumstances is not good, that does not mean your present skill set is not good. You still have good abilities and skills. It’s just that the circumstances aren’t good. You gotta believe in yourself. Keep the faith!!!

Sales slumps are going to happen. You must shorten their duration and sell your way out of these slumps. If you follow the above methods, you’ll improve your sales effectiveness and consistency.

**Now, go sell somebody something!**

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## **SALESPEOPLE, MAKE A COMMITMENT**

I recently saw an old black and white Western movie. The bad guys outnumbered the good gunslinger. He had a buddy who was present but could not make up his mind whose side to join. He said, "Billy, make a commitment. Until you commit, Billy, you're just taking up space!"

**Commitment. It can be as serious as the above event. It can be the difference between winning and losing. Or, it can be the one element that determines your sales success!**

Former football Coach Lou Holtz addresses commitment through this story. At practice one day, he noticed the left guard was just going through the motions. He was not really giving it his best effort. Coach Holtz removed him from the offensive line during a scrimmage and told him to sit on the sidelines. He then began running the plays without his left guard. The offensive team had only 10 players against the defensive team's 11 players. Coach Holtz instructed the running back to run the football to the area where the left guard normally played. Because there was no one to block for the running back, he was tackled each time.

After this happened several times, the offensive players came back to the huddle grumbling and complaining. Coach Holtz asked why. They told him they would get beat if they did not have a left guard to block.

Holtz taught the entire team a great lesson when he said, "I would rather walk into a football stadium with 10 committed players and lose a game than walk in with someone on my team who is not committed."

Oh, the left guard looked like a football player that day in practice. He put his uniform on like a football player. He talked like a football player. He even ran like a football player. Yet, he never made a commitment to be a football player.

There are salespeople just like this football player. They look like salespeople. They put on their "uniforms" like salespeople. They even talk like salespeople. Yet, they never perform like salespeople. The reason: they have never made a commitment to be a sales professional.

All salespeople need to commit to the sales profession. When we do commit, our families benefit, our companies benefit, and our clients benefit.

Take a few moments each day to commit to your profession...to your teammates...to yourself.

Until you commit, you are just like Billy. You are just taking up space. **Now, go sell somebody something!**

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## THE LIGHTER SIDE OF SELLING

**Selling is a difficult way to make a living. Just think about it: if selling were easy your sales manager would still be doing it!**

Successful salespeople have learned to cope with the emotional demands of their profession by using a technique that has served them well over the years. Oh, other professions also use this technique. It just seems that salespeople have perfected this technique because we need it and use it more than other professions.

This technique is called a “sense of humor.” Because we salespeople run into more resistance than most professions, we need a heightened sense of humor. The main benefits of maintaining a sense of humor are that we enjoy the profession more; we interact with others more effectively; humor relaxes the client-salesperson relationship; and it puts more *pep in our step!* Humor is also a Biblical principle. In Proverbs 14:30 we learn that “A relaxed attitude lengthens a man’s life...”

**I hope the following stories put a smile on your face and lengthen your life.**

A salesman and his wife arrive home one evening to find a burglar in their house. The burglar says, “You saw my face, now I have to shoot you. But I always know my victim’s names. What’s your name?” The wife says, “My name is Alice.” The burglar says, “I can’t shoot you. That’s my mother’s name. What’s your name?” And the quick-thinking salesman says, “My name is Ralph...but my friends call me Alice!”

A farmer complains to the veterinarian, “I’m trying to sell my mule but sometimes he limps and sometimes he doesn’t.” The vet replies, “Sell him when he’s not limping!”

One saleslady to another: “I don’t want to take my troubles to bed with me, but my husband won’t sleep alone.”

One salesman to another: “My business is so bad that even my customers who don’t intend to pay us aren’t buying.”

The salesman says to the sales manager, “I want a raise.” The manager replies, “You don’t get a raise until you’ve been here five years.” The salesman says, “I have been here seven years!” The manager says, “Sorry, but you missed by two years!”

Smile. It will improve your face value! **Now, go sell somebody something!**

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## SALES MANAGERS: INCREASE YOUR SALES MEETING EFFECTIVENESS

When was the last time a sales meeting actually addressed sales? It seems that most sales meetings focus on everything except selling and sales skills enhancement. These days, the subjects discussed at sales meetings are in the areas of administrative and procedural issues, policy changes...anything but sales skills, selling techniques, sales training.

With that in mind, here are some ideas that you can use at an upcoming sales meeting. These focus on training issues and are designed to increase sales effectiveness. (If you are not a sales manager, perhaps you can volunteer to conduct the next sales meeting. Or, you can suggest your manager address some of these topics at the next meeting.) Here goes:

**1. Sales Objections Clinic** With input from your sales team, create a list of common objections you receive from prospects or customers. If possible, categorize this list into topics: financial (budget, price), features, functions, competitive concerns, or contractual issues (terms and conditions). Assign one category to teams of 3-4 reps and instruct them to discuss effective answers for their assigned objection. Each group then reports to the entire team on specific ways to answer those objections. Ask each team to submit written answers so that you can distribute these to each salesperson at the conclusion of the meeting.

**2. Referral Practice** Prior to the meeting, assign each salesperson the task of creating five ways to ask for referrals. Each person will then share those ideas with the rest of the team. You may want to give an award for the sales rep with the most creative method of securing referrals.

**3. Sales Call Role-Plays** Here's a training method that most reps tend to avoid: the dreaded "role-play" exercise. This is very effective while at the same time produces the most anxiety. Why? Because we feel pressure when performing in front of our peers--and our boss. However, if the manager sets the stage correctly, this activity can produce great results. Here are some guidelines:

- Emphasize the purpose is to practice for technique, not results. When I work with our clients, I point out "You want to learn in class so you are not penalized in cash!"
- Make the role-play real; give it as much real-world flavor as possible. Instruct both the "customer" and the "rep" to stay in role for the duration of the role-play.
- Create the role-play so that there is a minimum of surprises. Give specific instructions so that both parties clearly understand their roles.
- Give feedback based on specific, observable behavior. Emphasis should be placed on what was done well and the areas to be improved. This requires the manager take detailed notes and provide specific examples in order to add value to the debriefing session.
- Create a "learning atmosphere" by giving the specific objectives of each role-play exercise.
- Clearly explain those objectives. If the purpose is to practice questioning skills, sell benefits, or close the sale, you should clearly communicate these to the participants.

Obviously, you will have to modify the above topics to best fit your environment. However, this is well worth the effort. Once you do so, your sales meetings will actually address selling and selling skills!

**Now, go sell somebody something!**

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## **K.I.S.S.** (Yeah, It's Old, but It Still Applies to You!)

Baseball Hall of Famer Willie Mays described the game of baseball: "They throw it, I hit it. They hit it, I catch it." Simple and straightforward.

Golfing great Arnold Palmer's father gave his son this advice: "Hit the ball hard. Go find it. Hit it hard again." Simple and straightforward.

Why can't selling be that simple and straightforward?

Well, selling can be and should be that simple. In its simplest form, selling is nothing more than a communication process. You talk to the prospect to determine her needs, situations, challenges, and problems. You then communicate the value of your solution. Simple and straightforward. The process need not be complicated.

Today, tell the prospect you want to know more about him, his business, the goals he has in place, and the barriers to those goals. Then interpret the value and advantages that you have to offer to your prospect. Simple and straightforward.

**K.I.S.S.** Keep it Simple, Salesperson!

**Now, go sell somebody something!**

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## **PROSE FOR THE PROS:** Boss, I Got Better Things to Do!

When the sales manager asked the rep, "What are you up to?"

The sales rep replied, "Boss, I got lots and lots to do."

When the sales manager said, "Shouldn't you be out making calls?"

The sales rep stared blankly at the office walls.

"Boss, making calls is important, but I got better things to do.

Like letters and proposals...of these I got a whole slew.

I've got phone calls to return and paperwork to churn,

Business cards to file and I need to work on my smile.

You gave me a prime territory and I'll go through it

Once I clean my desk, I will certainly get around to it.

Oh, I'll make my sales calls, in fact, I'll make a whole bunch

But, I'm reserving all my strength for today's power lunch.

How many calls, Boss, so many it's hard to tell.

But right after lunch, I'm gonna go out there and sell.

There's no hesitancy in me, no sir, not one iota.

Just wait till tomorrow, and I'll show you how to make quota."

**Now, go sell somebody something!**

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## **LOOK BEHIND THE MILK!**

Cyndi and I recently celebrated our 38<sup>th</sup> wedding anniversary -- it's been the best 29 years of her life! After all these years, Cyndi knows me very well. She knows that I can't find a thing in our house. She may not know where these items are, but she looks until she locates them. I take the easy way out by asking her to find them for me. But she's smarter than that! For example, when I open the refrigerator, she knows that I am going to ask her, "Where'd you put the grape jelly?" I know it is in there. Each time I ask, she has an automatic response: "Bryan, it's not going to find you. Just look behind the milk!" And each time I move the milk and look behind it, I find the item I'm searching for. I just hate it when that happens!

Isn't this a lot like prospecting for new customers? Our future customers are out there -- we just have to "look behind the milk!" We can't wait for the prospects to find us! Oh, we can make a sale when the customers find us, but that doesn't happen enough to make a livelihood! Therefore, we must move the milk, or pick up the phone, or knock on a few doors, or join a networking group in order to find our prospects.

How are you identifying your future customers? Are you making a set number of prospecting calls each day? Are you telling your barber, the owner of your dry cleaners, your fellow Little League parents to recommend you to their contacts? Have you asked your current clients for referrals?

Your customers aren't always going to find you. You may have to "move the milk" in order to find them.

**Now, go sell somebody something!**

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## SUCCEED WITH E'S

Does sales success require hard work? Determination? Dedication? Perseverance? Yes, of course, it does. However, you can also *E's* into success. Here are three ways to do so:

**Energy:** We need energy to start and complete tasks. Oftentimes, the energy is propelled by the passion we have for the task at hand. That energy turns into enthusiasm. Others can see this energy. It is shown in our smiles, in our attitude, and in the pride in our stride. Others get excited about your energy! Quote: *Set yourself on fire with enthusiasm and people will come from miles to watch you burn!*

**Ego-Drive:** Ego-drive asks, "How much are you willing to give for success?" How willing are you to do the difficult things in order to reap the rewards of success? Victor Hugo wrote, "People don't lack courage, they lack will." Ego-drive triggers your will to succeed. Ego-drive translates into confidence—not conceit. (Conceit is a weird disease that makes everyone sick except the person who has it!) Ego-drive also translates into determination. Quote: *Some people succeed because they are destined to succeed, but most people succeed because they are determined to succeed.*

**Empathy:** We are all in the "people business." Therefore, we must be tuned in to people, not tuned in to policies, procedures, practices or products. Every person you encounter today is tuned in to Radio Station WII-FM. This stands for "What's In It For Me?" By tuning into the other person's radio station you cause *connection*. By broadcasting your own radio station, you cause static! When you tune into the other person's radio station you can sincerely care for him, you can empathize with him. Quote: *We are not on this earth to see through people. We are on this earth to see people through.*

The challenge today is to *E's* into success by using your Energy, your Ego-drive and your Empathy.

You do not pay the price for success - you enjoy the benefits of success.

**Now, go sell somebody something!**

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## **THERE IS NO “I” IN TEAM - BUT THERE IS IN WIN!**

When Phil Jackson became the coach of the NBA Chicago Bulls, he called a team meeting after practice. He told his players, “There is no ‘I’ in team!” Michael Jordan responded, “Yeah, but there is in win!”

I think Michael Jordan was right!

**What he was telling his new coach and his teammates was this:**

I am responsible. I am accountable. I will take the last shot with the game on the line. If I miss, I will take the heat in the pressroom from the reporters. I will perform my job to the best of my ability. I will contribute to the success of my team and my teammates.

Michael Jordan understood that if he did his job as an individual, he would contribute to the success of the team. (And he did his job well enough to earn six World Championships!) Jordan also understood how to lift a team to a higher level of performance. He set the standard of individual commitment and dedication to success. He understood if you put together a series of “I’s,” you could put together a series of wins, achievements, and successes.

Let’s embrace that principle today. The goal is to contribute to the betterment of the team by being the best I can be today. I am responsible. I am accountable. I will contribute my best efforts today.

**Now, go sell somebody something!**

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## THE ATTITUDE OF GRATITUDE

Who gave you your first break? Was it an educator, a coach, a Sunday school teacher, a boss, an associate?

Do you remember who had a positive impact early in your business career? What was his name? How did she contribute to your growth and development? What did she say that you really remember? How did he know that you needed to hear those exact words just at the exact right time?

Who came to your rescue when you needed it most? Who provided the arms to hold you, the ears to listen, and the heart to accept and not judge when you most needed it? Who ventured out to rescue you and then brought you safely back to shore?

Do you remember those people who helped you most in your life?  
Did you remember to thank them for their help? If you did not, you made a mistake.

It's not too late to thank them. Take the time TODAY to thank them. To thank them and express your gratitude. It's not too late to say, "Thanks." If you do not, you are making another mistake.

**Now, go sell somebody something!**

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## **PROSE FOR THE PROS: IT'S A GREAT DAY FOR SELLING**

Regardless of the weather, it is a great day for selling.

How successful will you be? There is really no telling!

It is a great day to go out and give it your best shot.

This is the kind of day to give it all you've got.

The prospects are there with their needs in plain sight.

Today you are so persuasive they won't even put up a fight.

They will place orders and "authorize" contracts with glee,

Because today you will be the best that you can be.

It is a great day for selling and your slate is clean

The day belongs to you and all the lights are on green!

You are ready for the day, for the whispers and the shouts

You will be outrageously successful...there is no doubt!

It is a great day for selling, because..and this is true...

Today (like every day) your success depends on YOU!

So today, as you question, as you close and as you strive,

Remember, it is a great day for selling, so KNOCK 'EM ALIVE!

**Now, go sell somebody something!**

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## SELLING: THE FUN PROFESSION

Here are two advertisements I ran across recently.

The first one is from a radio commercial for a local jewelry store. It went something like this: "We have the largest selection in town. If you don't see what you want in our store, there is an optometrist's office right next door!" I thought that would be a fun place to work!

The second ad was seen on the back of a delivery truck for a furniture company. The sign read: "Quality service since last Tuesday!" The owner of that company must have a great sense of humor.

Both these ads made me think: these people must enjoy their jobs. Here are two serious lessons to learn from this: Selling should be fun. Selling should be enjoyable. That's right. Selling should be fun. If you aren't having fun as a sales professional, you may be in the wrong business. Now, I know that selling isn't fun 100% of the time. However, it is a fun profession and it should be enjoyable the majority of the time.

As salespeople, we should acknowledge that our profession is FUN! What other professions allow us to have as much fun? You meet interesting people. You enjoy two-hour lunches. You solve other people's problems. You create problems for your sales support team. You win sales contests. You lose sales contests. You receive incorrect commission statements. You attempt to reconcile incorrect commission statements. Once a month, you get an expense check. You take direction from sales management. You second-guess sales management. Your mother-in-law doesn't think you have a real job. What a great profession!

If you aren't having fun as a salesperson at least three days a week, maybe you should re-think your career. Selling should be fun!

**Here are a few ideas to remember as you enjoy your profession.**

1. *Take yourself lightly.* Don't worry about what other people think. After all, they do it so rarely. Have fun and loosen up.
2. *Focus the attention off yourself.* Focus the attention where it belongs -- on the prospect. When you get wrapped up in yourself, you have a small package. So, tune in to the prospect.
3. *Your prospect is more forgiving than you are.* Your prospect is not expecting a perfect sales call, just an effective one! Have fun and be effective.
4. *Employ the FIDO Principle.* When you make a mistake, you should shake off the dust. If the sales call doesn't achieve your results, it's OK. When this happens, employ the FIDO Principle: Forget It - Drive On. You are going to make a mistake now and then. It's OK. Learn from those mistakes and move on. Don't dwell on it. Have fun and don't major on minors.
5. *Remember to smile...it increases your face value.* Have fun and smile. Enjoy the sales process as well as the sales victories.

Selling should be the most fun you can have between 8:00 in the morning and 5:13 in the afternoon. Remember: Behind every successful salesman is a very surprised mother-in-law! **Now, go sell somebody something!**

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## **DEFINITION OF A PROFESSIONAL**

The great Hall of Fame baseball player Joe DiMaggio made everything look effortless. He was known as the “Yankee Clipper” because of his skill and grace. He was once asked why he played so hard. His reply was actually the secret to his greatness. He said, “I always thought there was at least one person in the stands who had never seen me play and I didn’t want to let them down.”

His answer is also the definition of a true professional.

A true professional gives her best efforts day in and day out. A true professional invests daily in improving his skills. The sales professional makes each sales call count. The sales professional continually works on her “game.” The sales professional seeks counsel and coaching from others who can assist in his development. The sales professional focuses on the needs of the prospect and seeks ways to solve those issues. The sales professional strives to draw out the best from those around her.

Today, give it your best shot. Today, make each sales interaction the most important one of your day. Today, focus on how you can strengthen your skills and techniques. Today, encourage your peers to be the best they can be.

Remember, today you may call on someone who has never seen you at your best ... and you don’t want to let them down.

**Now, go sell somebody something!**

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## **NEVER LEAVE HOME WITHOUT IT**

We all need it. We need it each and every day. Successful salespeople have it in abundance. Marginal performers have it; they just don't have enough of it! We all need to continue to develop it. What is it?

Stacy Dragila, world record holder in the women's pole vault, claims it separates her from the rest of the field. Stacy says, "People ask me what I have that the other competitors don't have. Well, I just bring more confidence to the track than the rest of the girls." What is it? It is confidence!

Confidence makes a difference. Confidence is a firm belief in yourself; it's a certainty or belief in one's own abilities. You may not have all the skills to accomplish a specific task at this present time. However, confidence gives you the assurance that you will be successful in the future. When you state that you are going to succeed in the future, you are not bragging...you are just telling the truth in advance!

Ted Williams had confidence. This Hall of Fame major league baseball player wanted to be known as the greatest hitter in baseball. His lifetime batting average of .344 and his 521 home runs certainly qualify him for that distinction. Ted had tremendous confidence. On his 70<sup>th</sup> birthday, a sports writer asked, "Ted, if you were playing in today's game with the smaller ball parks and lack of quality pitching, what would you hit?" Without hesitating, Williams replied, "Oh, I'd hit about .320." The writer was taken aback and quickly said, "But, Ted, you were the last player to hit .400 and your lifetime average is .344. And, you think you'd only hit .320?" Williams said, "Yeah, but I'm 70 years old!" Now, that's confidence!

Confidence is maintaining faith in yourself no matter your age, the sales situation, your product line, or the economy.

Confidence: never leave home without it.

**Now, go sell somebody something!**

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## HOW TO FILL YOUR CUP EVERY DAY!

You can fill your cup with all the good things that each sales day offers if you will just take the time to LEARN, LAUGH, and LOVE.

LEARN: You never learn enough about selling. There is always something else to learn or to improve upon in the field of selling. Perhaps it's how to listen more effectively, how to better manage your time or territory, or maybe how to network with other salespeople. Make sure you go to school today. Remember: School is never out for the pro!

LAUGH: Laughter is the shortest distance between two people. Find humor in today's sales interactions. Find your "laughing place." In the Uncle Remus stories, Brer Rabbit often spoke of his "laughing place." We all need to find our own personal "laughing place" and we need to visit it often. Question: "What lies at the bottom of the ocean and twitches? A nervous wreck! Don't become one: laugh early and often. Don't take yourself too seriously. Laugh at yourself. (By the way, my "laughing place" is my home!)

LOVE: Love may not make the world go 'round, but it sure does make the trip worthwhile! Love is the most talked about and least understood subject in the world. However, there are some absolutes you can count on. Here are a few: Love is patient and kind, love is not jealous, it does not brag, and it is not proud. Love patiently accepts all things. It always trusts, always hopes, and always remains strong.

The most important thing in the world is to love someone, the second most important thing in the world is to be loved by someone else, and the third most important thing is to have the first two things happen at the same time.

If you Learn and Laugh and Love today, you will have a full day!

**Now, go sell somebody something!**

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## **AVOID AMERICA'S FAVORITE PASTIME**

What is America's favorite pastime?

Some people would have you think it is baseball. After all, it is called our National Pastime. True, a lot of people attend all types of baseball games ... from little leagues to major leagues. Many people think that baseball is a bit slow. Someone said that baseball is 15 minutes of action packed into three hours! Some people believe golf is the national pastime. Personally, I don't like to play golf because I stand too close to the ball -- after I hit it!

There is another pastime that Americans are crazy about. Despite its popularity, this pastime should be avoided by all salespeople.

It is called "transference of blame." It is easy to blame others for our condition, our problems, and our position in life. We do it all the time:

"Mom, it isn't my fault I failed the test. You see, the teacher asked questions from the book! I thought they'd only be from his lectures!"

"Boss, it's not my fault the prospect didn't buy. I showed up at 1:45 ... for the 1:30 appointment!"

Of course, it's not our fault that we transfer the blame! No sir. The people responsible for this are Adam and Eve. They started it all and they are to blame. You remember, God asked Adam if he'd eaten the fruit. Adam said, "Lord, let me tell you about that woman you gave me." Eve said it was the serpent's fault ... and as you know, the snake didn't have a leg to stand on!

We are responsible for our thoughts and our actions. We are responsible for our hits and our misses. We are responsible for our success and our mistakes. If others are responsible for our success, then we need to invest in those people! We need to send them to school and to seminars so they become better educated. Once they are better, then we will get better. Once they are successful, we will be successful. Uh, it doesn't work that way!

And you know it doesn't work that way. We must stop blaming others. We must stand on our own two feet and make our own way in the world. We need to avoid the pastime of "transference of blame." Take responsibility for your sales success today.

This 10-word, 20-letter sentence says it all: If it is to be it is up to me!

**Now, go sell somebody something!**

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## **YES, YOU CAN!**

My wife and I enjoy going to the movies. Often we go with another couple, Doug and Wendy. Several years ago, before the theaters sold bottled water, there was always a dilemma when we got to the concession stand. You see, Wendy enjoys popcorn, but she doesn't like carbonated drinks. So this was the scene at the counter. The teenage worker would ask Doug what he'd like. Doug would say, "I'd like a popcorn, a soft drink, and cup of ice, which I will fill with tap water." Well, this was out of the ordinary, so the youngster would say, "Sir, I'm sorry, I can't do that." Doug responded, "Yes, you can. I will pay for the cup of ice." When Doug detected some hesitation, he would simply lean forward, smile and say, "Yes, you can!" The young man or woman would then reach over, grab a cup, fill it with ice and give it to him. Doug would then pay for the cup of ice, gather up his drink and popcorn, and off we'd go to the movie.

There is a great sales lesson here. Sometimes you just need to be told: Yes, you can!

There are people in your organization who believe you can do it. After all, those people hired you, invested time to train you, explained the product line to you, and answered as many of your questions as they could. They believe you can.

You believe in yourself, don't you? Of course you do. You believed in yourself to purchase this book. (Except those of you who borrowed this book and have no intention of returning it to the owner!)

Oftentimes, you just need to be reminded that you can be successful as a sales professional. So, let me remind you: YES, YOU CAN!

**Now, go sell somebody something!**