

Richard Gee

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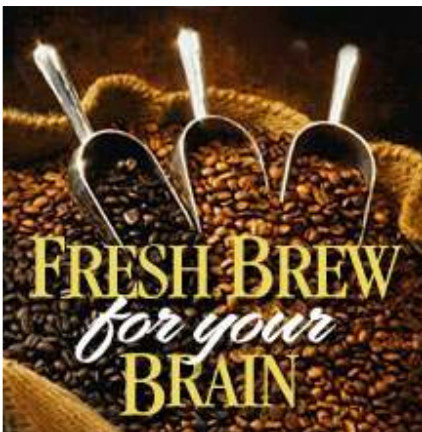
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The biggest fear of salespeople is NOT... fear itself!

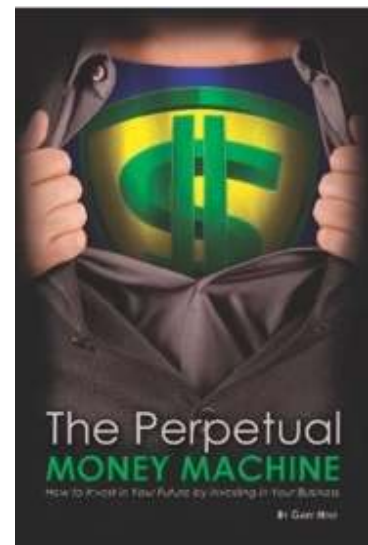
Salespeople have two major fears: #1 is rejection and #2 is price or fee.

Most salespeople (not you, of course) are hesitant when it comes to talking price or fee. The reason is, in their own mind, they think their prices are too high.

As a salesperson, I'm sure you've all shopped the competition – and they all offer similar items at lower prices. And you're worried your customer will look at your price structure and say that your prices or your fees are too high.

LET ME GIVE YOU A CLUE: That is the single biggest fear of every salesperson in the world, you included.

When it comes to price, the first thing you have to have, as a professional salesperson, is a deep-rooted belief that the value of what you're offering far exceeds the price or fee that you're asking. If you don't believe this, the highest level you will rise in your sales career is



"I've been an entrepreneur all my life and I've created my own 'perpetual money machine.' Many people in business need answers that will help solidify their success. Many people who want their own business need a game plan in order to achieve that success. The perpetual money machine provides both. If you want to succeed in business, The Perpetual Money Machine is not just a practical guideline, it's a book of answers."

to the level of mediocre. And worse, your prospective customer will sense that your belief system is not deep enough by your language.

Here are the telltale signs that you don't believe deep enough:

1. You try to justify your price.
2. You apologize for your price.
3. You rationalize your price.
4. You have to go back into your presentation to clarify your price.
- 4.5 You try to ignore the signs that are evident hoping that they'll go away.

And worse than everything on the list, you go back to your boss and say, "We lost one on price." Let me share with you – you did NOT lose on price, you lost on perceived value and you lost on perceived difference. If the customer doesn't perceive the value of your offering, if the customer doesn't perceive a difference between you and the competition, then all that's left is price.

When is that last time you walked into a Lexus dealer and had a price battle? Answer is never. But at Ford and Chevy, \$50 can swing a deal on a \$20,000 car because there is no perceived difference between one car or one dealership and another. I'm certain you've seen the car ads for a "dollar over invoice." I don't want to ruin your belief in Santa Claus, but that means that if they sell a hundred cars, they make a hundred dollars. I don't know about you, but I'm not buying that. I think they're lying to me.

Wouldn't it be cool if one dealership put an ad on TV and said, "Our cars are \$250 more than anybody else because the service we provide after you buy the car will not only blow you away, it will also enhance the lifelong value of your car. You invest another \$250 in our dealership, and you win back thousands when you trade your car in."

Doesn't that seem obvious?

In a price fight, everyone loses, especially all the sellers.

[Read the rest of this article here...](#)



-Jeffrey Gitomer, author of **The Little Red Book of Selling**



Jeffrey's Sales Rant is a clip from his [online training video library](#).

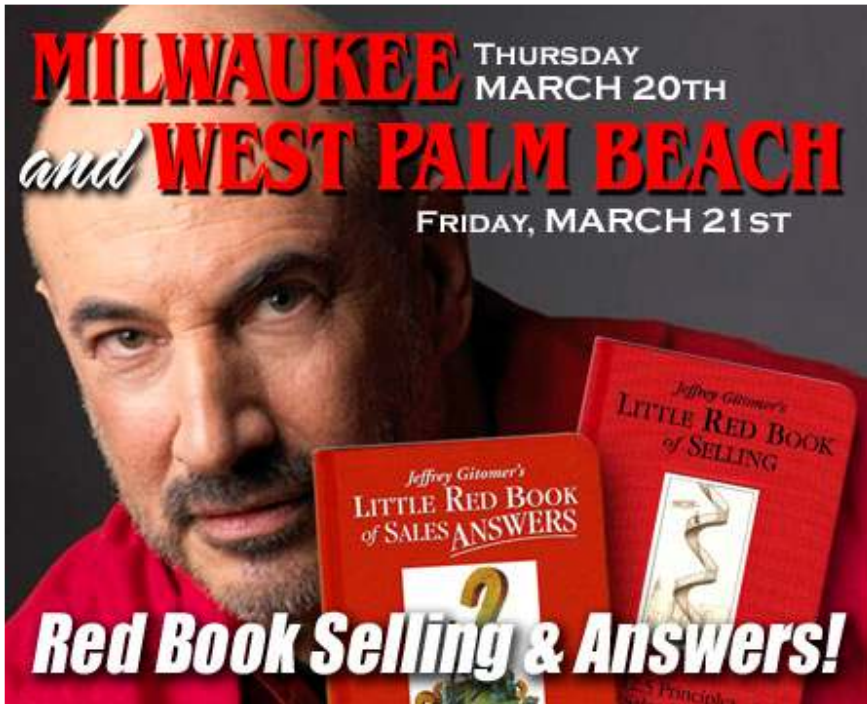
[watch the rant now \(you need it\)](#)

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"A salesperson spending time trying to change a prospect's belief is banging his head against the wall. Hard. The answer is to look at barriers from a different perspective -- the customer's perspective. The only one that matters. "Overcoming Objections" went out with typewriters and 8-track tapes."

-From Jeffrey Gitomer's internationally syndicated column **Sales Moves**.



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**Salespeople
have questions...
Jeffrey has answers!**

Jeffrey,

I've been in the pest management industry for six years, but I recently changed companies. I moved into sales after being in the service side of my industry for 4.5 years, and I'm trying to learn how to show value. Unfortunately, most of the companies in my industry have forgotten that the customer is the most important part of our business, but the customers seem to think that we are all alike. How can I show them how different we are if the perceived reality is "we already have someone and they are all the same anyway." I need a few nuggets of wisdom.

lessons to our officers and following up with the corresponding testing, we have seen a number of positive results (and we only just started this training a few weeks ago!):
-Rebecca



Your Success Strategies.

Being very new to my company I had successfully launched a multi-media campaign for what I was told was a very "difficult" client. This client had literally and physically thrown out almost every single rep in our company at one time or another over the years. Halfway through the campaign I was called by his manager to come down to the store immediately because the owner was very, very upset. The entire sales department was bidding me farewell as I made the walk that so many of them had made (and they joked as I hung my head in anticipation of the inevitable). But the joke was on them! As I entered the office, the owner and his manager jammed some papers into my hands and proclaimed, "Here are your walking papers!" They turned out to be \$50 dollars in gift certificates! He had had the best season of his 30+ years in business and wanted to thank me personally. This goes to show that you should never be

-Allen

Allen,

The best thing you can do is go talk to the customers that you have serviced in the past. Interview them, even videotape them, and find out why they bought from you. Then find out why they would recommend you and use those examples when you go in to talk to others. You're correct when you say that most companies in a specific are perceived as the same. Your customer's perceptions and validations will help you convince future customers.

**Best regards,
Jeffrey**

Jeffrey,

I am looking for a better way to track leads. I exhibit at trade shows and come back with stacks of cards from people that need to be followed up with. The same with leads from my website. Now, I wear many hats other than sales, like doing artwork, and order processing, as I am the owner-operator of the business. There are numerous steps needed before a lead actually becomes a sale, and I need to track the conversations, e-mails, and when to follow up. I have looked into many different solutions, all have different benefits. Any thoughts? I'm starting to feel a bit overwhelmed!

-Bret

Bret,

The minute you put your leads into some form of CRM, you're feeling of overwhelmed will go away. I'm assuming you currently use Outlook. If you do, I would check into the Microsoft Dynamics product which can merge Outlook, your database, and Microsoft Word.

**Best regards,
Jeffrey**




intimidated by the rumors around the office of those "difficult" clients that your co-workers get you nervous about! -Ian



Each week, we feature a salesperson's success story. Please send your stories to gill@gitomer.com. If your story is published, we'll send you a free Sales Caffeine mug!

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Los Angeles, CA	06/24/08



The Ultimate Selling Machine By Gary Holt

"Don't put all your eggs in one basket." – Anonymous

"If your eggs are all in one basket, don't trip while carrying your eggs – or hope like hell you like them scrambled." – Gary Holt

Are you depending on only one or two customers to make your monthly profit goal? You might be bringing in the money, but you're living on borrowed time. In today's make-or-break economy, depending on the finances of the few is asking for failure. Companies are consolidating suppliers at a horrendous rate – what if you're the first to go?

You need to diversify and spread out through expansive marketing, lead generation and closing on the leads you already have. But it's not just a numbers game – success doesn't come from increasing your generation odds, it comes from the quality of your leads and the creativity to offer more than the standard sale.

The Impossible Dream

Many executives think it's impossible to find enough sales leads, or to convert those already in hand, to meet growth goals. That's just not true.

It might be difficult to fill a need that's in existence if you're already competitive in product and price – but the trick is to create a need that no one else can fill, except you. Accept that everything you're doing now must be updated, innovated and modified to appeal to more than your current customers.

Stop thinking about profit, and start thinking about solutions. In order to increase your margins you must create new services and products that continuously improve your customers' ability to realize their own objectives, or you've got to find a way to sell what you have to different markets. So ask yourself a new question: what do your customers want to accomplish tomorrow?

NHL hero Wayne Gretsky said the secret to his success was not knowing where the puck was, but where it was going to be. He just had to get there before it did.

Write down three solutions your company offers, not just the products that accomplish them. Can your products solve more problems in more areas than your current target market? Or maybe your products can solve more than just one problem for the customers you already have. Do they know it?

Here are Five Steps to a Better Sales Strategy:

1. **Admit your current techniques aren't working.** Spread into other target markets to achieve your goals.

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2. **Focus on your customer** – Shift your strategies to meet theirs.
3. **Become a futurist** – Research and find new, growing market segments.
4. **Know your competition** – not just what they're doing now, but what they're going to do.
5. **Maximize your value** – with strategies that will work with your current and future prospects.

Too Many Customers: A Happy Problem

If you follow this advice, you're going to have more customers. How will you keep them? Over 80% of businesses report that most sales are from existing customers, but the average company has no customer relationship management (CRM) plan.

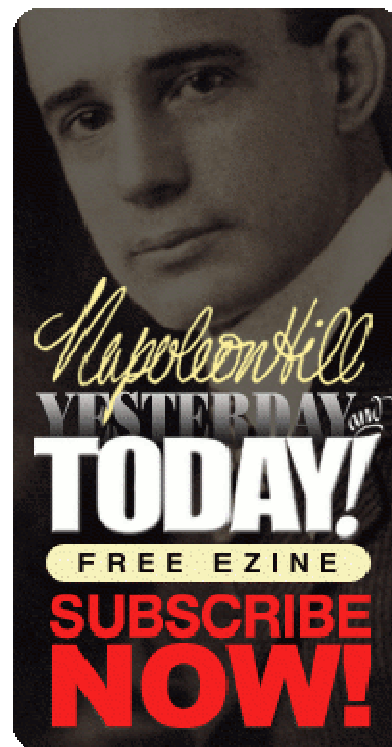
Here's a new plan to follow:

1. **Frequent contact.** Don't just sell the product and leave. Follow up and check on their success.
2. **Solicit Feedback.** You've got to know if your product or service isn't meeting expectations. All "new and improved" products emerge because someone complained.
3. **Go the extra mile.** Show your customers the added value of doing business with your company. Generate more information than they expect to see.

The Ultimate Trick

There are no tricks. Making the sale takes hard work, follow-through and dedication. Don't rest on your laurels with one or two success stories – by reaching for a larger group of customers, you'll not only expand your customers' horizons, but you'll be expanding your own capabilities as well. A powerful, diversified customer base is your best chance to succeed. Don't just try and meet your goals today – find out where they'll be tomorrow, and meet them there.

*Gary Holt is the CEO of Holt Marketing & Management, Inc. and author of **The Perpetual Money Machine**. To get your copy from Amazon.com, [click here](#). And check out Gary's website at www.marketingholt.com.*



Don't be satisfied with being good at your job. Be the best, and you'll be indispensable.

Experts have consistently found that after a certain point, money ceases to be a motivator. Even though you may not yet have reached that point, if you are honest with yourself, you will probably find that money is only one of many considerations. When asked if they would continue doing what they do even though it didn't pay well, most highly successful people reply, "Absolutely. I wouldn't change a thing. I love what I'm doing." One of the surest ways to climb the ladder of success is to choose a job that you would do even if you didn't earn much at it. When you are working because you like what you do, the money will follow. You will become such a rare commodity that others will compete for your services-and pay you handsomely for them.

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Submitted from Poland

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