

Richard Gee

From: Jeffrey Gitomer [gitomer@salescaffeine.com]
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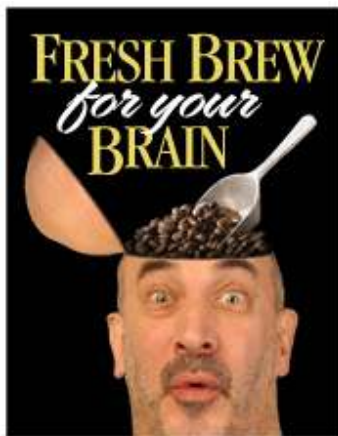
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I believe! I believe! Are you a believer?

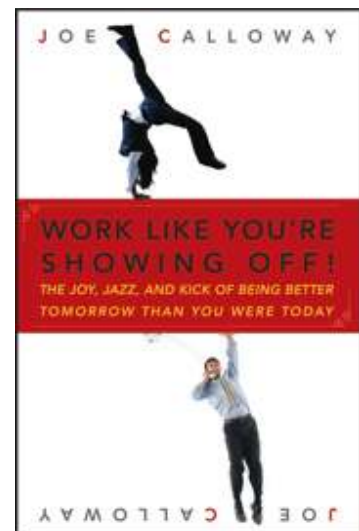
Self-belief is the fulcrum point of success. It's the bridge between your personal attitude and enthusiasm, and your ability to transfer confidence to your prospective buyer or existing customer.

Without belief in what you do, what you're selling, and who you're selling for, your ability to engage your prospective customer and get them to want to buy will be low.

As salespeople try to grow their career, they focus on product knowledge, selling skills, maybe some networking-relationship skills, and little else. They leave out one of the two critical success elements for true achievement and fulfillment: self-belief (the other being positive attitude).

HISTORY: The common thread among all thought leaders, philosophers, and personal development experts is their consistent writing on the subjects of positive thinking and self-belief.

Dale Carnegie, author of the timeless *How to Win Friends and Influence People* said, "If you believe in what you are doing, then let nothing hold you up in your work. Much of the best work of the world has been done



"Joe Calloway is a showoff that can back it up. Joe Calloway is not just an expert; he's a world-class expert. Joe Calloway is not just a master; he's a world-class master. Joe Calloway delivers a lesson of reality that will kickstart your success. Buy his book, read his book, study his book, and implement his book so that you can achieve and show off your world-class mastery, world-class expertise, and wealth."

against seeming impossibilities. The thing is to get the work done."

See what I mean? Well, is that you? How deep is your belief?

CHALLENGE: Timeless quotes are truths that have stood the test of time. The challenge with quotes is that most people (not you, of course) see them at a glance, fail to realize their power, and fail to take any action. Or worse, they don't want to face reality.

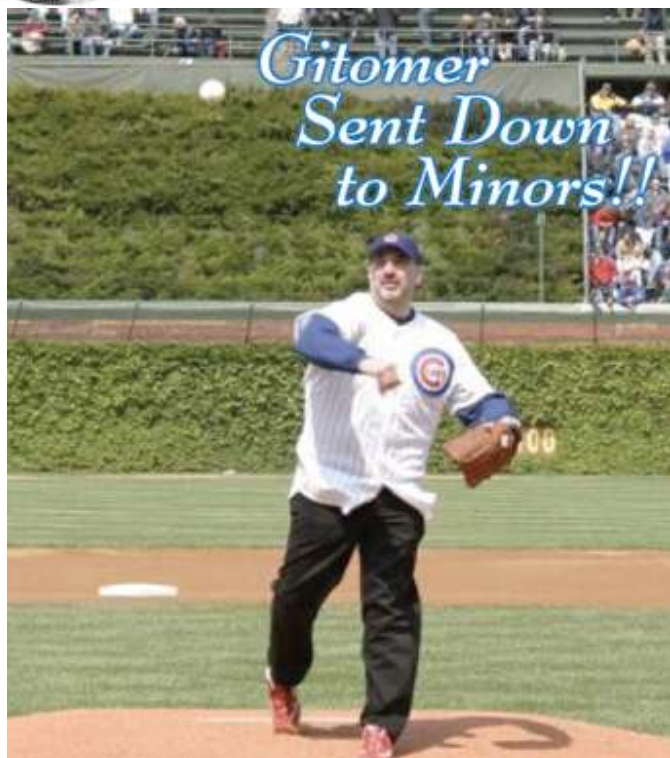
The reason these quotes and truths don't take hold is that they require you to come to grips with yourself. They make you think about where you are, and where you seek to grow.

Among hundreds of powerful thoughts and pearls of wisdom, Napoleon Hill, in his epic self-help book *Think and Grow Rich* said, "Whatever the mind of man can conceive and believe it can achieve."

See the trend?

This morning, my email inbox had this "quote of the day" from Maxwell Maltz, author of *Psycho-Cybernetics*, "Within you right now is the power to do things you never dreamed possible. This power becomes available to you just as soon as you can change your beliefs."

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



Jeffrey Gitomer Comes To Fort Wayne!

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



Jeffrey's Sales Rant is a clip from his online training video library.

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"People who are cocky and arrogant say, "I know that" and move along. People who are confident and positive ask themselves, "How good am I at that?" and seek to improve."

-From Jeffrey Gitomer's best selling [The Little Gold Book of YES! Attitude](#)

After an unsuccessful attempt to throw the first pitch over the plate on less than one bounce at Wrigley Field, author and sales expert Jeffrey Gitomer has been sent down to the Ft Wayne Wizards Class-A minor league team to try to get it right. His first game will be Thursday, August 2nd, at 12:00pm.

Gitomer says, "If I don't get the ball to home plate without a bounce, I'm going to announce my retirement from baseball, and just stick to shooting pool."

Be there to watch this hysterical, er, historical event.

Jeffrey Gitomer will throw out the first pitch at the Fort Wayne Wizards game at 12:00pm on Thursday, August 2nd, at Memorial Stadium.

In addition, Jeffrey will give away 10 autographed copies of his Little Gold Book of YES! Attitude as well as two tickets to his seminar the next day, Friday, August 3rd, at the Grand Wayne Center. Jeffrey's seminar will begin on Friday at 8:00am.

[Click Here to Register NOW!](http://www.gitomer.com/fortwayne)
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**Salespeople
have questions...
Jeffrey has answers!**

Jeffrey,

There is no doubt that in order for a company to have loyal customers, it should first focus on having loyal employees. What are the major steps that an organization has to make in order to develop an effective internal service culture?

Steven

Steven,

My first rule has always been: Treat your employees better than you treat your customers. By doing this, you provide an internal atmosphere that can easily be transferred to customer service. The second thing that has to take place is training. Not just customer service training, attitude training -- positive attitude training. If someone knows how to serve, but their attitude is



Your Success Story

Jeffrey, I just want to say You Rock! I have read three of your books in two weeks and started applying the principles right away. This stuff works. Today I had a sales presentation. I told myself to have some sales GUTS and GIVE VALUE. I definitely gave VALUE FIRST, I ENGAGED them, and I also had the GUTS to say no to them when they tried to get a lower price. I seriously started packing my stuff up when they stopped me and asked me where I was going. I said, "I refuse to be like every other VENDOR you have. I will be your PARTNER first and will be the best service you have ever had." Bottom line, I walked out of there with a signed contract of \$300,000 and the potential to be a 1.7 million-dollar contract in six months. How's that for guts, BABY? You're the best, Jeffrey.
-Josh Swindle



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!

not positive, than great service will not take place. And finally, best practices and best responses must be benchmarked and used by everyone when communicating with a customer. Companies must have consistency of message, and maintain the ability to tell the customer what can be done; not what can't be done. This is only accomplished when a defined service-response program exists.

Best regards,
Jeffrey



Work Like You're Showing Off!
The Joy, Jazz, And Kick of Being Better Tomorrow Than You Were Today
by: Joe Calloway

"Showing off" isn't about bragging or arrogance. Showing off means bringing your best to any situation. Showing off means creating value through getting it done.

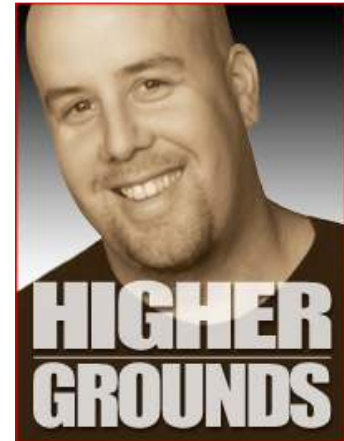
Here are 6 tips for achieving "showing off" status:

1. Be All About Results

In Texas, if you can't deliver results, they say you're "all hat and no cattle." Big ideas are a dime a dozen. An employer will trade ten "idea guys" for one person who can get things done. Don't tell me what you're going to do. Do it. Then tell me you did it. Vision without execution is a hallucination.

2. Don't Make Stupid Promises

Many a career has been killed by stupid promises. Never over-promise. Never, ever, ever over-promise. As tempting as it may be to tell an angry customer or a frustrated co-worker or an impatient boss that



Don't get angry. Get happy.
by: Brian Parsley

I am sitting on an airplane right now smiling. There's a popular myth that circulates about how "cool" it must be to travel all the time. 5-star dinners with important people, staying in penthouse suites, relaxing poolside.

But people who travel a significant amount for business describe the journey as "a commute." If you aren't careful you can quickly find yourself with a major case of "road rage" when traveling in today's environment.

After you arrive at the airport, get your boarding pass, wait in security, wait at the gate, and then board the plane, you're tired -- and you haven't even left yet! One advantage you have if you're a frequent traveler is the shot to get upgraded to first class. This used to be a really big deal. You could have steak, wine, and an ice cream sundae for dessert. Unfortunately, the only thing left in first class now is the big seat. But at least you're treated better there, right? Sometimes. Most airlines didn't just cut back on the food, blankets, and luxury items for their customers. They also cut the pay and retirement plans of their employees. Those actions have resulted in slightly disengaged employees.

The first class flight attendant on my flight today is unfriendly. And I'm not the only one . . .

[Read the rest of Brian's article here](#)

you'll get them what they want on time – if you know you can't do it – don't promise it. It's much easier to defend not being able to do something than it is to promise and then not deliver. Know what results you can deliver and then deliver them consistently.

3. Be Willing To Risk

Casey Stengel once said, "They say you can't do it but that doesn't always work." He's right. Here's another blinding flash of the obvious: 100% of the things you don't try won't happen. The lesson is this: take a chance.

If you claim to be an innovator, then, by definition, you are a risk taker. Innovation means you go first. Innovation means that you will try ideas before you know that they're going to work. That's the very nature of innovation. If you wait until success is certain, then you're too late.

4. Get Back Inside The Box

Everyone talks about thinking "outside the box." Here's another approach – get back inside the box and get better at what you're already doing. If you can significantly improve on what you (or your company) is already doing, it might beat the pants off of thinking "outside the box" and trying to reinvent the wheel.

Sometimes our greatest returns are realized when we invest in improving on our customers' (be they internal or external) basic expectations. If you own a hamburger stand, rather than pursue outside the box innovations like adding tanning beds to your business or inventing a chocolate flavored hamburger, you might do well to simply be better at serving the hamburgers while they're still hot. Get back inside the box and get better at the basics.

5. What Have You Done For Me Next? Speed Wins

So you'll get back with me tomorrow? Great. That gives me lots of time to find somebody else to do business with because you're fired. Believe it or not, I still run into people who take great chest-swelling pride in their policy of returning calls within twenty-four hours. Wake up and smell the millennium, folks. It's the twenty-first century, not the nineteenth. While you're looking at your calendar to find a time to get back to your customers, they're looking at their watches.

6. Whatever Happens Is Normal

Here's a test: What's going to happen next? As Mark Twain said, "I was gratified to be able to answer promptly. I said I don't know." Good answer. If you want to knock the blocks out from under someone's sense of well-being, just throw a little uncertainty at them. We hate not knowing what's going to happen next. Well, guess what. You don't know what's going to happen next. No one does. That information is not available. The question is can you be ok with that? The person who handles the unexpected has made it up that whatever happens is normal. Not acceptable, necessarily, but normal.

Joe Calloway is an author and performance consultant who has worked with leading world brands for 27 years. Joe is also on the faculty of Belmont University, and is a partner in Mirror, an award-winning restaurant recently featured on The Food Network. For more information on Joe go to www.joecalloway.com.

Jeffrey's Upcoming Public Seminar Schedule

Fort Wayne, IN	08/03/07
Austin, TX	08/28/07
Houston, TX	08/30/07
Hampton, VA	09/14/07
Birmingham, AL	09/19/07
Boston, MA	09/21/07
San Diego, CA	09/28/07
Dallas, TX	10/02/07
Greensboro, NC	10/11/07
Dearborn, MI	10/12/07
Syracuse, NY	10/18/07
Collinsville, IL	10/19/07
Toronto, ON	10/26/07
Atlanta, GA	11/08/07
Omaha, NE	11/01/07
Springfield, MO	11/02/07
Milwaukee, WI	03/05/08
West Palm Beach, FL	03/21/08



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If You Don't Believe It Yourself, Don't Ask Anyone Else To Do So.

It is virtually impossible not to transmit your doubts and insecurities to



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"After seeing this week's Gitomer lesson, I have to share this with you. One of our representatives was calling on a particular business and could not get a return call from the owner to save his life. (I called too. With zero luck.) After a short conversation (and a laugh or two), it was decided that the representative would put his proposal inside the pizza box (taped to the pizza pan) and deliver it to the business. Inside the box it read, "Great offer, sign here." The sales representative dropped the proposal off (in the box) around 4:00pm on Thursday. Friday morning, the owner called the sales representative back. Just goes to show you that if conventional means aren't working, try something different.
John Welton

For more information on Jeffrey Gitomer's TrainOne, email sales@trainone.com.

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others through body language, tone of voice, inflection, word choice, and other subtle characteristics. When you show by your actions that you lack self-confidence, other people also begin to doubt your ability to perform. You can gain the respect and confidence of others. Begin by making a list of all the things you like about yourself and the things you would like to change. Make a conscious effort to build upon your positive strengths and correct your weaknesses. It may not be easy, but if you assess yourself objectively and persevere in your efforts, you will eventually prevail.

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