

**Richard Gee**

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**From:** Jeffrey Gitomer [gitomer@salescaffeine.com]  
**Sent:** Tuesday, 11 September 2007 6:56 p.m.  
**To:** richard@richardgeewiz.com  
**Subject:** Jeffrey Gitomer's Sales Caffeine Issue 305

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**Issue 305**

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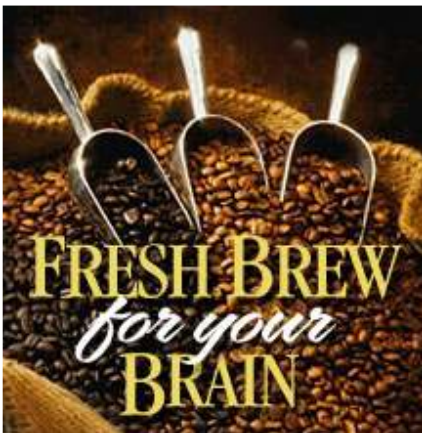
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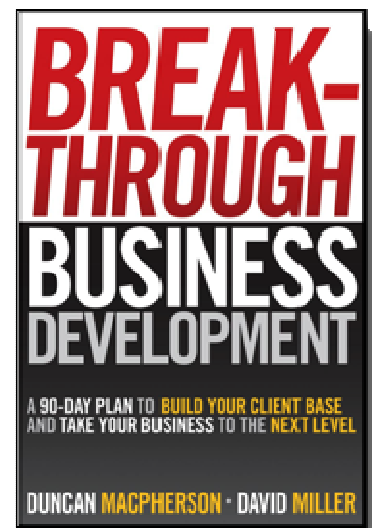
### **Converting e-mail mystery to e-mail mastery.**

Every day for the past ten years, I have received at least one e-mail about e-mails.

What's the best way?  
What's the best subject line to use?  
How do I make sure that my e-mail is read?

Questions about the most dynamic method of communication ever created.

E-mail and text messaging is replacing just about every form of communicating. Look at the post office, and its dwindling mail volume. E-mail will not only replace mail, at some point it will also begin to replace the people that deliver it.



*"If you're looking for a "get rich quick" book, don't buy this one. If you're looking to build a business with a step-by-step program, click the Buy Now button. This book is for you. Duncan and*

Fast-communicating wireless laptops, handheld-PDA devices, and cell phones now give most people instant access to communication. "Thumbing" is touch-typing in the 21st century.

E-mail and text messaging even have their own set of abbreviations; their own set of words, even their own grammar parameters.

I get e-mails all the time chastising other e-mails. "You shouldn't use lowercase." "You shouldn't use word abbreviations."

But the bottom line is e-mail has taken over, and is not going away. Not in our lifetime. Not in our children's lifetime. Not in their children's lifetime. Not until thought transmission replaces text transmission.

E-mail is the perfect communication device for salespeople because it's a shortcut. Shortcut to a cold call. Shortcut to a sales call. Shortcut to a follow-up call. Shortcut to a service response. The good news is it works. The bad news is it doesn't work often enough, because many salespeople are lazy and rude.

The challenge with e-mail is that you're faceless, and silent. I have often responded to my own staff with a short e-mail that says, "Pick up the phone and call them."

The key to maximizing the effectiveness of e-mail is blending it with voice contact, and face-to-face contact.

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



**"Little Red Book of Sales Answers"**  
**in Birmingham!**  
Weds, Sept 19, 2007

A photograph of Jeffrey Gitomer, a bald man in a red shirt, holding a small red book titled "Little Red Book of Sales Answers" in his right hand and gesturing with his left hand. He has a wide, enthusiastic smile.

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**September 19th, 2007**

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*David have articulated an easy-to-follow formula that totally makes sense and totally make money."*

*-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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*"Listening is arguably the most important aspect of the selling process, yet it's usually the weakest part of a sales professional's skills."*

*-From Jeffrey Gitomer's Little eBook of Listening*



**Introducing TrainOne CUSTOM COURSEWARE** Equipped with self-assessments to enable tailored training, interactive selling situations and simulations, and pre and post tests to monitor improvement, the objective of this process is simple; build stronger

counsel. The author's personality comes through with blunt wit -- he's part personal trainer, part stand up comic. He reminds us that top sales reps don't peddle; they solve problems and make customers laugh while offering them something they genuinely need."

D. Dorsey, WSJ

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

Jeffrey,

Your advice on two of the best ways to handle objections are to address them before they are ever brought up, and to supply testimonials from happy customers. I own a startup service business in Charlotte and these are by far the biggest objections I've come across... "So, who are you currently servicing?" AND "I like what you have to offer, but I don't know about being the first to jump on board. Prove yourself first and then come back and we'll talk." Obviously I cannot use testimonials because I have no previous customers. What do I say to a question like that? I know we will provide stellar service but we have no proof! And like you say, if I say it about myself it's bragging...if a satisfied customer says it about me, then it's proof.

Sincerely,  
Jon

Jon,

**When I moved to Charlotte 19 years ago, people asked me the exact same question. This was my reply, "I can't give you proof yet. But I can give you my best. Sometime ago you took a risk in selecting your present supplier. If you don't believe that they're performing to the best of their ability and providing the value and the service that you believe you're entitled to, then I ask that you take a small risk with me. If given the opportunity, not only will I perform for you, but I would like you to give a testimonial to our capability so that I might be able to secure other business in the community with the same quality and the same service. Do I have your permission to move forward?"**

**Best regards,  
Jeffrey**

relationships with your customers, better prepare you to make productive sales calls, and help you make more sales to new and existing customers. Tailored to fit your specific issues and needs!

**"I think TrainOne is something that not only will be good for me but something that I absolutely need to do if my business is to survive. I'm the owner and the salesperson so I don't have a lot of time to be wasting spinning my wheels and meeting with the wrong people if everything is going to get done. I wish I had more time to devote to sales but with TrainOne the time that I do have will be well spent."**  
-Traci Browne

For more information on Jeffrey Gitomer's TrainOne, email [sales@trainone.com](mailto:sales@trainone.com).

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*Your Success Strategies.*  
Too many companies have marketing departments

Jeffrey,

What do you do about a boss who wants to control every sale and uses you only to open doors so that he can come in and close a deal? I don't necessarily think it's best to quit and work for the competition, because I work for a start-up technology company that has HUGE market potential. It is very frustrating because I feel like I can't attack the market the way I want to because my boss wants to manipulate every sale so he can look good in front of his partner and others.

Sincerely,  
Carlos

**Carlos,**

**If you want to be manipulative, make two appointments at the same time. You run one, the boss runs the other. Give him the worst one. You make the sale, he doesn't make the sale, and it begins some level of trust. Otherwise, begin asking the boss for a portion of the presentation and slowly over time, ask for bigger portions. The only way to get him out of your sales hair is to wean him off of it with proof that you can handle it.**

**Best regards,  
Jeffrey**



independent of the sales department. Salespeople are a source of market research data, but more importantly, a source of what is really 'value' as defined by the customer. Many companies think they offer what customers want. Good salespeople, who ask the right questions, know the truth. I suggest absolutely necessary cooperation required between sales and marketing and that these groups should be combined.

-Erik Latranyi



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



**Sell the experience!  
by: Brian Parsley**

If you think back to your most special life moments, you'll find an experience associated with each event. Experiences are memories and triggers to help you remember. When you go to a baseball game, you always smell the fresh cut grass and hot dogs on the grill. You may not consciously know it, but it's there every time. Your sense of smell triggers an experience for you at the park. It may remind you of when you were a kid at your first



**Duncan MacPherson**



**David Miller**

**The Call Rotation—Non-Optional  
By Duncan Macpherson and David Miller**

A recent internal audit at a major American financial institution determined the following:

If you were an investor having more than \$100,000 invested with them, there was a 70% chance you hadn't heard from an Advisor from the firm within the past year.

That's right: "heard". That's any kind of communication whatsoever. That's right: within the past 'year'. The client received virtually nothing from their Advisor during the last 12-month period. These statistics suggest that many great clients are being taken for granted by the Advisors serving them. Are you any different in your business?

Oh sure, the Advisors in this study may have actually talked to their clients over the past 12-month time period, but it was not initiated by them. In other words, their client relationship was based on in-bound, client-driven communication, which is random and unpredictable at best. And, let's be realistic here, it probably wasn't about anything good either. In-bound communication is more likely about a problem, issue or concern. Think about the implications of this. Is this really how you would want to interact with your best clients? Does this make your best clients feel like the important clients they are? And, what does this say about the level of professionalism in your practice?

This lack of proactive communication is clearly not the path to establishing good trust and rapport with your clients. It certainly doesn't add any value to the client in terms of the service you deliver. Remember: established trust and perceived value are key ingredients for deserving and receiving quality introductions from your clients. How you treat existing clients has everything to do with how many new ones you receive from them. So, stop now and ask yourself the following:

game or even make you forget about life's distractions.

I recently went to a 50-year-old amusement park outside of Charlotte, North Carolina. They don't have fancy rides or special effects around the park. But the place was packed! And just like at a baseball game, adults were having as much fun as the kids. Why? Because the park understands it's about selling the experience, not their special rides.

How can you give your customers a memorable experience? If you're selling a service, are you creating something memorable for your customers? What about a commodity that everyone needs? Does it really make a difference? If you can transfer. . .

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

**Jeffrey's Upcoming  
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Schedule**

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<a href="#">Birmingham, AL</a>	09/19/07
<a href="#">Boston, MA</a>	09/21/07
<a href="#">San Diego, CA</a>	09/28/07
<a href="#">Dallas, TX</a>	10/02/07
<a href="#">Greensboro, NC</a>	10/11/07
<a href="#">Dearborn, MI</a>	10/12/07
<a href="#">Syracuse, NY</a>	10/18/07
<a href="#">Collinsville, IL</a>	10/19/07
<a href="#">Toronto, ON</a>	10/26/07
<a href="#">Des Moines, IA</a>	10/30/07
<a href="#">Atlanta, GA</a>	11/08/07
<a href="#">Omaha, NE</a>	11/01/07
<a href="#">Springfield, MO</a>	11/02/07
<a href="#">Oklahoma City, OK</a>	01/30/08
<a href="#">Milwaukee, WI</a>	03/05/08
<a href="#">West Palm Beach, FL</a>	03/21/08

How do you measure up when it comes to communicating regularly with your clients – your best clients in particular? And, be honest with yourself.

First, think about a simple call rotation. Note: call rotation does not mean you call your client to talk about business specifically. It means you simply call them to see how they are doing. In other words, you ask, listen and learn about their family, occupation and recreation. Yes, you actively and consciously make an effort to build trust and rapport with your best clients by learning more about what is important to them. It can take as little as 10 minutes every 90 days. Even better, your Assistant or Associate can easily manage the call rotation for your lower-tier clients so you can focus your time and energy on your best clients.

Now, what do you do with the proprietary information you've gathered from your best client during a call rotation? You share it with your team of course, so they are aware of it and store it in the client profile (ideally built right into your client relationship management software). When this information is used in a professional manner, it demonstrates to your client that you are paying attention. For example, you may acknowledge an important event that has just happened in their life (good or bad) which they have shared with you. Or, you may make a note to your self to follow up on something specific during your next call rotation (how their daughter Jennifer did at the ballet recital; how their backyard renovation turned out; how their two-week cruise to Alaska went; etc). This is what we refer to as investing each conversation into the next. Implementing a regular call rotation and using the information gained appropriately will foster trust and rapport with your best clients.

Now that we are clear on what a call rotation actually is, I want you think about your best client. When was the last time you picked up the phone to implement a call rotation with them? Remember, this means simply doing a quick pulse check to see how they are doing; no sales or product talk. If you said every 90 days, that's great. Keep up the good work. If you didn't say every 90 days, it's not too late to get started. And, although it may not take much of your time to implement a call rotation, it does take commitment to be consistent with the delivery. Especially since in the short-term, call rotations generally provide little in the way of immediate payback or gratification. So, if you are after short-term gains here, you may have trouble staying the course. If, on the other hand, you understand the long-term implications this will have with your best clients, you should have no trouble remaining committed.

*Duncan MacPherson and David Miller are the authors of the new bestseller Breakthrough Business Development : A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level. To Get Your Copy as well as exclusive actionable templates go to [www.paretoplatform.com](http://www.paretoplatform.com) or [click here](#) to buy it now at [Amazon.com](http://Amazon.com).*

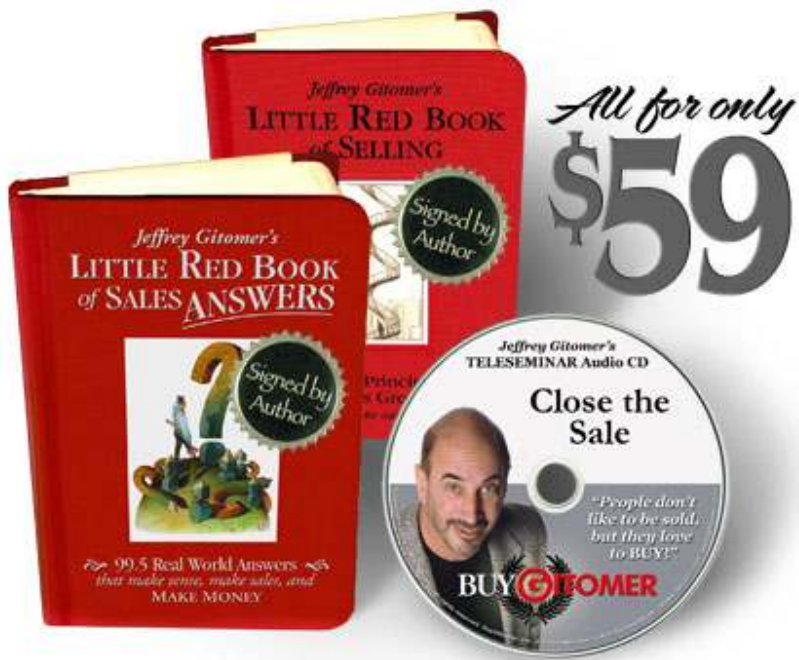
An illustration showing several people in business attire standing on a large, golden, circular platform that resembles a coin or a large disc. They appear to be in a discussion or presentation. The background is a soft, light blue gradient.

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### The Right Sort Of Actions Require No Embellishment Of Words.

One of the most common mistakes is making excuses to explain why we do not succeed. Unfortunately, the vast majority of people in the world—those who do not succeed—are excuse-makers. They try to explain their action, or inaction, with words. When you succeed, accept the congratulations of others with good grace; when you fail, take responsibility for your actions, learn from your mistakes, and move on to more constructive things. When your actions are appropriate in every circumstance, you will never feel the need to explain them with words. Your actions will say all that needs to be said.

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