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The 17.5 Strategies, Guidelines, and Rules of Connecting

An excerpt from Jeffrey's bestseller, *The Little Black Book of Connections*

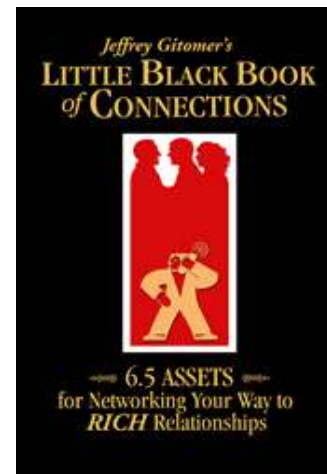
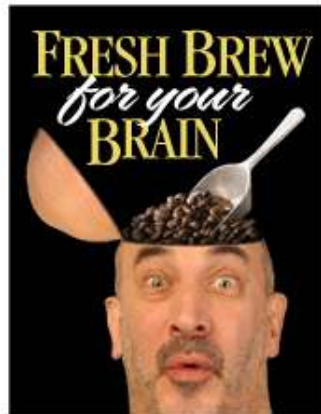
IMPORTANT NOTE: Like any other process, connecting has rules and strategies. You may know some of them, but odds are you don't know them all. As you read these strategies and begin to understand them, they will help you make connections in a better, more powerful way. Oh, one other thing -- you have to implement them.

1. **Be friendly first, and everything else falls into place.** Friendly breeds likability and trust. People do business with people they like and people they trust. The twin of! friendly is smiley. People who smile are 100 times more attractive than people who don't. Smiling not only sets the tone for others, it's the reflection you give them about who you are and how you think. How friendly are you? How easy is it for you to make friends?

2. **Project your self-image in a way that breeds confidence in others.** Your handshake is an indicator of your self-image. So is your dress. Everything from your hair to your shoes is an indicator of who you are, and what your style may be, or not be. Projected image creates first impressions. And even though first impressions are not always correct, they are the ones that stick in the mind of the other person until corrected. What is the image that you have of yourself? What kind of image do you think you project? Is that image acceptable to those you seek to connect with?

3. **Your ability to look someone in the eye as you speak to them is a tell-tale sign of ! your own self-respect.** Make eye contact. It's not only a display of confidence; it's a display of truth and a display of respect for the other person. Do you find it easy to make eye contact? Do you find it a sign of weakness when others do not make eye contact with you?

4. **Your consistent positive attitude will breed positive responses and positive results.** Everyone knows it's important to have a positive attitude. Very few people understand how important a role it plays in the way you communicate and the way you are perceived by others. Without a positive attitude, your words become cynical and slanted. Without a positive attitude, your demeanor becomes borderline or unacceptable. Positive attitude needs to be there all the time, in the background, as fuel to run your engine of life, without toxic emissions. Do you expect to have a positive attitude if you are not doing something positive in the morning every day?



"Read your book today and could not put it down until I finished. Your common sense explanation of the value of networking and developing your people skills has opened my eyes to a better way of doing business in an industry not noted for networking unless for the sole purpose of personal gain. I am a contractor and have already put pen to paper to develop a list of those that I can help by connecting with. I even joined Habitat for Humanity tonight, something I have put off for over a year. Tomorrow I intend to buy several more of these books and give them as gifts to some special friends, business associates and relatives that I truly believe will benefit from reading it. I hope they will enjoy it as much as I have. Thank you and I wish you greater success."

--Raymond

5. **No connection is made without some form of risk.** Dare yourself, accept the dare, and take the risk to make the connection. My philosophy of "no risk, no nothing" is most evident in making connections. You can lower your risk tolerance and risk barrier by being prepared, having the self-confidence, and projecting the image to take a short walk out on a thick limb to make the next connection. Have you ever taken a risk and succeeded? Didn't it seem like less of a risk after the event was over than before you were willing to take it? Ask yourself why you're avoiding the risk rather than simply making an excuse about it.

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"I just wanted to express my thanks for instilling an even more renewed sense of energy, hope and excitement (more importantly determination) of future success after attending Jeffrey Gitomer's sales conferen! ce in St. Petersburg, FL last week. It could not have come at a more appropriate time and I've been very fortunate to share my excitement with my colleagues and my sales team, two of whom were able to attend with me."

-- Nancy

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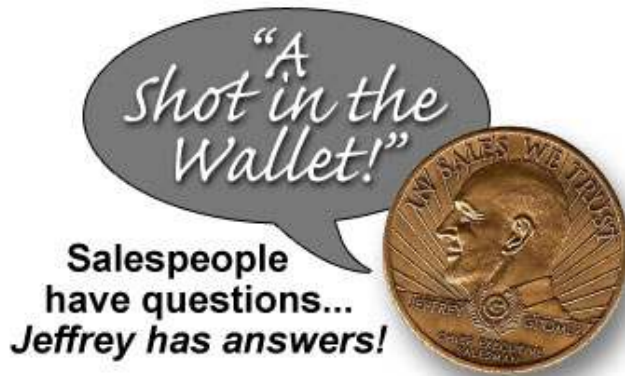


"What you say to others is a reflection of who they think you are. -- While you are speaking they are thinking and deciding who you are, whether they like you, and whether they want to take the next step with you."

--Jeffrey Gitomer, from his best selling *Little Black Book of Connections*



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Jeffrey,

I am convinced that if I change my attitude on service, in other words "service with an attitude," I can achieve emotional connectivity with my customers. Send me your thoughts. I have been looking for a "Monty Python revelation," and you might just have what it takes.

Phil

Phil,

Sorry, no getting hit over the head lessons and no spam or tweet races here. Changing your attitude towards customer service is the correct path. BUT (there's always a but someplace), attitude changes MUST be accompanied by training and examples set by upper management. There has to be an atmosphere where internal positive attitude prevails, so that external positive attitude is possible.

**Best regards,
Jeffrey**

Jeffrey,

I am a first-year salesperson and have recently encountered a serious difference of opinion with my sales manager. After spending three months "courting" a client to get their upcoming purchase, I took an honest look at their needs and wants, and realized that one of our lead competitors would be much better for the first phase of their purchase (they planned on spreading their purchases over a five-year period). I did what I thought would be best and not only suggested the competitor, but had provided the name and phone number of one of their best salespeople who I had spoke with about the account. Although my manager was furious with me, I feel completely confident that what I did was both personally and professionally the best decision. Since the client actually sent a personally written thank you AND included candy with it, I firmly believe that "losing" this one sale is worth far less than what can be gained in the future. My manager believes a "bird in hand" is worth much more and credits my "righteousness" to being new and not knowing better. What are your thoughts on this?

Best Regards,
Ginger

Ginger,

You did the ! right thing! In the future, that (non)customer will ALWAYS contact you first for information, advice, and help on his or her next purchase. As for your manager, either hope you get a new one, or seek higher ground.

**Best regards,
Jeffrey**

Your Success Story

I was just a rookie salesman in 1986 at a local franchise import dealer. One particular sunny afternoon I met a family of three. The father was standing next to the driver's door of one of our family sedans with his 5-year old son behind him. The mother was standing by the passenger side. After the initial greeting, I proceeded to open the door to let them get a look ! at the interior. As the father bent over to peek inside, I noticed a small puddle out of the corner of my eye! Low and behold, the innocent little boy was relieving himself right behind his daddy's feet! Just as the little boy had almost finished, his father stood up, looked down and realized what his son had just done! I could see the other salesman looking through the showroom glass, doubled over with laughter! I had to think fast! Should I pretend that I didn't notice anything or should I say something? I chose the latter, and commented that I hadn't realized that they were calling for precipitation in the forecast, as I slapped the dad on the back. Well, the father paused for a few seconds, which at the time seemed like hours. He then lightened up and laughed it off as though nothing had happened! I probably saved that little boy from a spanking, and made the sale in the process, thereby getting the last laugh on my sales associates! I only wish that I could have filmed it! Jeffrey was right when he said, "If you can make 'em laugh, you can make 'em buy!"

--Chris

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!



Staying in "The Zone"

by: Kent Burns

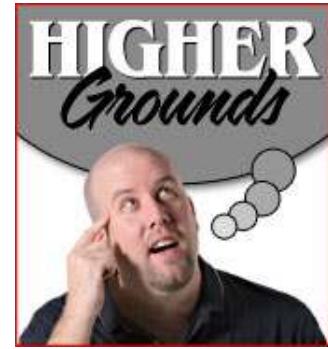
I own a large recruiting firm. Like many professions, time management is a real challenge for us. Recruiting is a continuous balancing act amidst the demands of prospecting for business, identifying and contacting candidates, coordinating interviews, checking references, negotiating offers and managing all the other emotions and expectations of the interview and hiring process. It's a tough, rollercoaster business, and not many do it well.



Recruiters, like most salespeople, can be horrendously inefficient. A question that I regularly ask my people is, "How many 'live' selling situations did you have today with a viable client or candidate?" It is THE critical question. There are so many other things that compete for our attention. These "other things" are often a recipe for inefficiency and mediocre results. ! ; I continually warn my recruiters of the whirling vortex of non-sales activities that beg for attention every minute of the day. Checking voicemail. Reading and responding to emails. Reviewing resumes. Searching internet job boards. "Checking in" with a candidate who is in the interview process. Calling a chatty hiring manager and shooting the breeze. Writing job ads. I have heard dozens of times that these things are all "selling" in some form or another - that they all play a part in the process. But it's also a lot of non-value-added fluff. Salespeople everywhere fall prey to the same trap -- engaging in acts of self-sabotage that keep them from entering "The Zone." If they're in the The Zone, they sabotage themselves right out of there.

So what is The Zone? The Zone is a state of activity in which you are totally focused. You're in a natural rhythm. One call or meeting flows right to the next. You're confident and smooth. You don't find yourself searching for the right words. They just seem to be there. You don't hang up the phone and then waste five minutes trying to figure out whom to call next, why you need to call them or what to say when they answer. You ask the right questions. Time passes quickly - an hour seems like 10 minutes. You are fully engaged in each moment, unaware of distractions around you. My good friend Jeff Kaye calls it "life in Nintendo" - a phrase he coined to describe his kids while they were in front of the TV playing video games. They were in The Zone.

How do you get there? And how do you stay there as long as possible? First, you must have a solid plan. How long do you want to be in The Zone? You need a plan for that time period. It might be an hour, or it may be a block of a few hours. Next, you must know what your objectives are for each interaction/sales call. Be prepared - it's tough to stay in The Zone if you are fumbling for things to say. You must also eliminate distractions. Turn the cell phone or Blackberry off. I can't be in The Zone if it's buzzing with calls and emails every few minutes. If I am in the office, I don't answer incoming calls. Why? Because my plan includes scheduled time for returning voicemails. I am an email addict, so I turn off my Outlook. It removes the temptation for me to constantly check my inbox. If I need to send a message out, I'll scribble a note to myself to send it later. Don't allow others to interrupt you. If somebody stops by your office or cube, don't engage. Stay



How do you reward your employees?

by: Brian Parsley

Do employees need to be rewarded? Is recognition important?

If you reward your employees, will they work harder? Will they become more loyal? If you reward your employees, does it set an expectation that you must continue?

To know the answers to the questions above you must first know why recognition is so important. Recognition means something given or awarded as a token of acknowledgment or gratitude. Most people classify giving rewards or recognition in the work setting as either monetary or trophy-like prizes.

The purpose of rewarding your employees is to show them how important they are to your business and that you value them as people. That may sound fluffy, but everyone wants to feel appreciated.

Last year, I met a gentleman named Michael Ketcherside of MTM Recognition, a company that specializes in recognition rewards. We discussed the best ways to reward and recognize employees. He shared a philosophy with me that forever changed the way I look at rewarding employees. He called it symbolism at work. He asked, Brian, did you give your wife an engagement ring when you proposed? I said, Of course I did! Then he asked me, Why would you not just tell her you love her and prove to her by coming home every day?

At that moment, I had an AHA!

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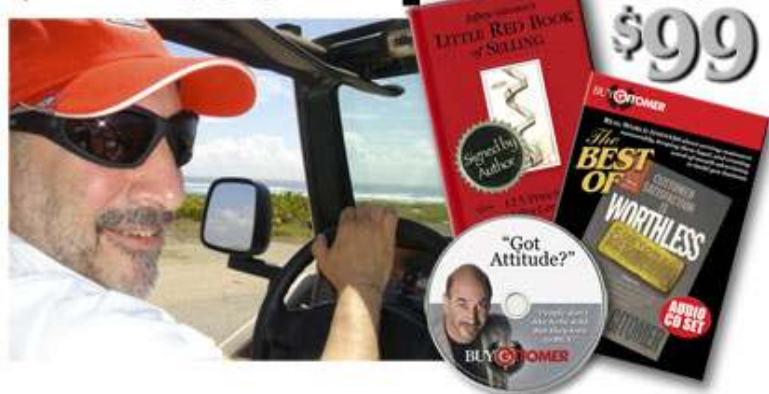
focused and let them know that you'll catch them later. They'll understand.

This takes discipline. It's not easy. You may need an accountability partner to help you form some new habits. But if you accept the challenge and give it a shot, you'll experience something amazing. You'll get more done in less time than you ever have, and you'll actually still have plenty of time to do those "other" things that are currently keeping you from entering The Zone.

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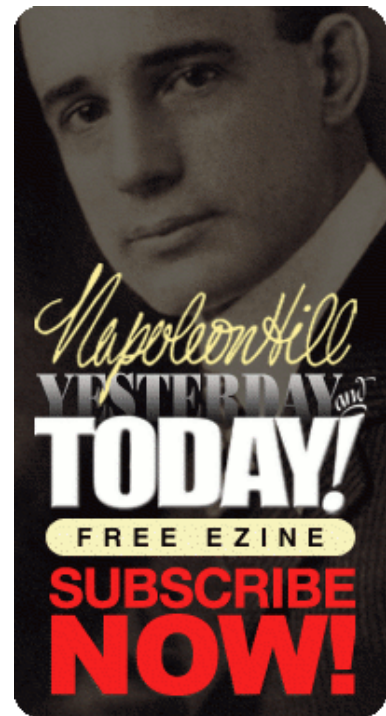


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Olympia, WA	04/11/07
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Phoenix, AZ	04/18/07
Atlanta, GA	04/25/07
Fresno, CA	05/02/07
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Eatontown, NJ	06/22/07
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--George

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