

TODAY'S THE DAY TO BUY THE BOOK!
(AND LEARN TO GET YOUR WAY)



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publisher:

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Skill, or vital necessity?

An excerpt from Jeffrey's newest book,
The Little Green Book of Getting Your Way

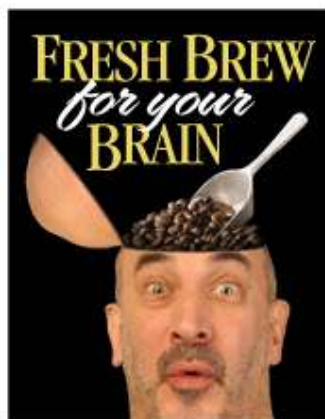
Business owners, executives, managers, and salespeople fail to realize how much of their success is dependent on the way they speak. Poor speaking habits can destroy credibility," says Ty Boyd, founder of the Excellence in Speaking Institute (Charlotte, North Carolina).

"Most people don't realize how weak their presentation skills really are – and how easy it is to reverse the process if they just focus on themselves and their message." Great advice from a master.

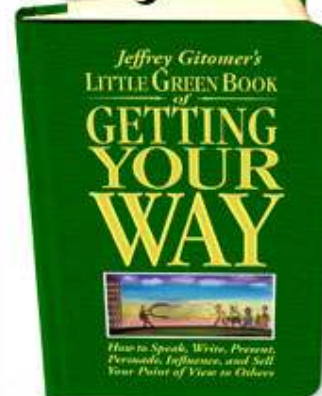
How many of you will take the challenge to raise your skills? Need a push? Below are some of the best methods of putting fire in your throat without being perceived as a dragon.

Here are 9.5 success tactics of how to get ready, get great at performing, and get your way:

- 1. Get a grip.** Shake hands so firmly that the other person notices. A solid handshake sets a confident aura around you from the first moment of contact.
- 2. Set the mood.** It's your responsibility as a great communicator to create an atmosphere where information can flow comfortably and naturally.
- 3. Pace your delivery.** Get a feel for time and timing. Regulate and balance your timing between the needs and desires of your audience. One of the biggest mistakes people make is going too quickly or talking too fast. Even though you're giving your presentation for the 1,000th time, the audience is hearing it for the first time.
- 4. Tag team for evaluation purposes.** Have a co-worker or boss go with you once a week, and make them listen. Create a review form (see page 54 and 55) and have it filled out immediately after your performance. Talk about what you could do to improve. Write down



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**PLUS: Jeffrey's companion e-book
The Little E-Book of E-Mail**

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Don't miss the opportunity to see Jeffrey LIVE in Fresno, CA TOMORROW Wednesday, May 2nd.

Join America's #1 Sales Trainer as he presents 99.5 Real World Answers from his best selling book, The Little Red Book of Sales Answers. Learn the answers you need to turn your profits from Red to Green! To



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

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"Your audience wants to get to know you, to like you, to have confidence in you, to believe you, to trust you, to understand you, to learn from you, to smile or laugh, and to feel like you value them."

Jeffrey Gitomer, from his newest book, [The Little Green book of Getting Your Way](#)



Your Success Story

I recently had a prospect who was moving into new office space contact me to talk about a new telephone system. I remembered

purchase tickets or for more information please visit
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Jeffrey,

I'm new in sales and I'm selling boats. At this time I feel like the only prospecting I can do is by cold calling and the people that come in. What are other ways of getting business without leaving the dealership?

Rebecca

Rebecca,

I'm assuming that you send out a weekly email that contains value messages about boats and boating to every customer and every prospect you've ever had. People who boat talk to other people who boat. And the more value you provide them — the more likely they are to pass that message on to others (who might also want a boat). Your goal is to be viral, not a virus. Cold calls are virus. Value is viral.

**Best regards,
 Jeffrey**

in Jeffrey's book that he says to get all the info you can off the company website the night before, to pre-think 15-20 "smart questions," and to go into the appointment with one or two "ideas" instead of a sales pitch. I did just that. After hours of studying their website and their company structure, I was able to ask questions that specifically applied to their business AND offered a few ideas that they hadn't even thought about. The customer remarked, "You know more about what we do than most of our staff!" Needless to say, I got the order. The best part was, because of the questions ! I asked (and that I asked the CEO), I uncovered a lot more needs and the customer spent five times more than they had budgeted! I was so pumped I bought 15 of Jeffrey's Little Red Book of Selling, had them autographed, and gave them out to all my friends and a few prospects. It is my opinion that every salesperson should not just read this great book, they should STUDY it daily. Thanks Jeffrey!
 --Shad Molck

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 with Gitomer Brew!



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Jeffrey,

I attended your conference in Phoenix and I just want you to know that I really enjoyed it. Thanks for the great info and fun time. During your presentation you said that you spend time writing. How did you start doing this? Did you just sit and write? Do you have a purpose each time you write or do you just let it roll? Do you have an opinion as to whether you get more out of writing hard copy or typing? I have always enjoyed writing and have since college. I guess I just didn't find a purpose or the time for it. I just turned 40 and am inspired more now than ever. Please let me know your thoughts when you get a chance.

Dennis

Dennis,

Many people write in a journal. I don't. I write on a laptop. That way, I preserve my words, I can go back and edit my thoughts, and when I back it up -- I'm secure and I have it forever. I write everything -- ideas, philosophies, and specific strategies. Even things to do and people to connect with. Writing not only creates ideas; it also clears your mind so that more new ideas can enter. My purpose in writing is to create a legacy. Thoughts become ideas. Ideas become articles. Articles become books. Books become legacy. Somewhere in the middle is money. But if you focus on the legacy, the money just shows up. My secret is not very complex. I write every day. If you write 200 words per day, at the end of a month, you have 6,000 words. And at the end of a year, you have a book. The secrets to writing are don't write a book -- write a good book, write a readable book, and write a book that someone will tell someone else about.

Best regards,
Jeffrey



Make WOW! a habit

I was flying from Detroit to Las Vegas last week and wanted to take an earlier flight. Getting on the earlier flight would have meant a four-hour difference in my arrival time. I approached the ticket agent and asked if she could check if a seat was available. She replied instantly (without looking in the system) and said, "NO!" I asked if she could look in the system, but she said she didn't have to because she knew the flight was full.

Ouch! That wasn't the answer I wanted to hear AND she was cold and unfriendly.

I was ready to accept my fate, but as I was turning away, I saw another gate agent helping a passenger down the counter and he had a big smile on his face. I walked over to him and asked the same question. His reply was similar, at first. He said, "I apologize. There are no more seats available on that flight. How important is it that you get there early?" I explained to him that I was tired and just wanted to get to my hotel to relax.

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

Jeffrey's Upcoming Public Seminar Schedule

Fresno, CA	05/02/07
Dallas, TX	05/15/07
Cincinnati, OH	06/08/07
Eatontown, NJ	06/22/07

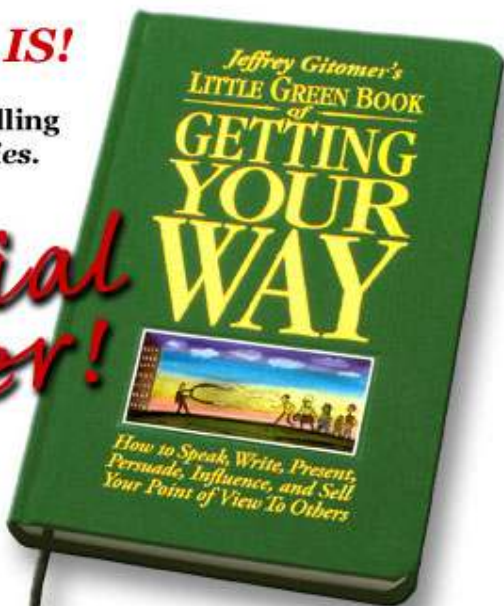
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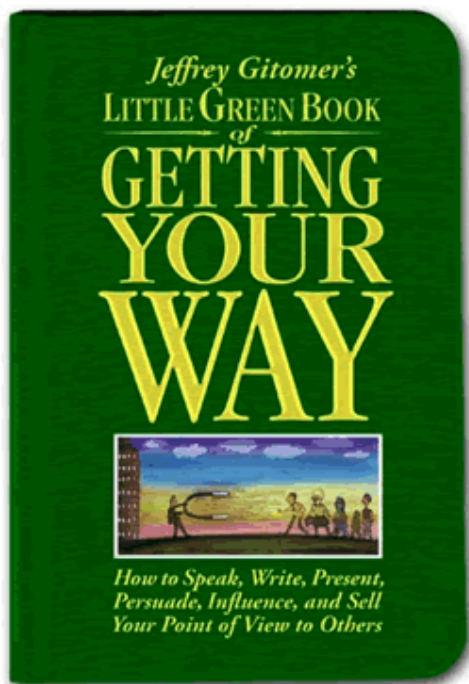
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Introducing TrainOne CUSTOM COURSEWARE Equipped with self-assessments to enable tailored training, interactive selling situations and simulations, and pre and post tests to monitor improvement, the objective of this process is simple; build stronger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

"Having been subjected to all sorts of sales training over my 30-plus years in sales (media, education and now banking), I wanted to make sure we had real-world stuff we could use. One of our veteran officers, who is a pretty good sales professional, had been trying to land a major businesses! ' deposit relationship -- for a couple of years. He had the owner's personal accounts but couldn't seem to budge the business account from a competitor. That one account would more than pay for our annual subscription. Just this morning, in our sales meeting, a couple of officers reported on



“Once you master persuasion, you have to learn persistence if you really want to get your way.”

--Jeffrey Gitomer

their sales calls and noted how they had incorporated lessons learned from the previous TrainOne lessons in their presentations. We're just getting started, but from early indications, we've made a good investment in TrainOne!"
--Mike Banks

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