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A visit to the men's room.

When I say the men's room in the airport, what thoughts and words come to your mind? Dirty? Smelly? Grungy? Overused? Trash cans full? Empty paper towel machines?

That's the picture I have just before I enter. And you have to understand, I've been using the men's rooms in the Charlotte Airport for the last 15 years. I know what to expect.

I walked into the men's restroom in concourse E of the Charlotte Douglas International Airport. When I walked in, I saw a small table with a big bottle of mouthwash, little plastic cups, a bowl of chocolate mints, and a business card holder.

Because one does not enter the men's room without a mission, I completed mine.

I headed for the sink, and to my surprise, there was a hand dispenser of anti-bacterial soap. As I was washing my hands, the bathroom attendant (yes, they actually had an attendant in the bathroom) put two paper towels down on the left hand side of the sink. I glanced over and he smiled.

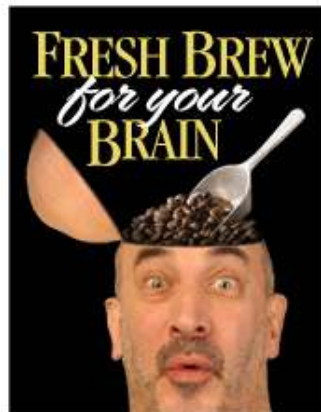
In the fog of "in the bathroom on a mission," I failed to notice any of the details. Now that I am at the sink, I begin to look around and realize that the bathroom is actually clean. It seems as though the attendant isn't just serving people -- he's actually cleaning the bathroom! at the same time.

On closer inspection I realized the bathroom is actually spotless. Mind you, this is an airport bathroom -- possibly the busiest bathroom on the planet. People streaming in and out.

As I am drying my hands I see the attendant still smiling. A nice young man who's name badge was full of his name -- Mihreteab Mihsentu.

As I begin to leave, I see a tip plate on the same table as the mouth wash and the mints. The reason I noticed it was because it was full of money. A lot of coins, but mostly bills. My guess was approximately fifty, one-dollar bills, and a few five-dollar bills. I took one of the business cards from the holder as I left. The card read, "How was your service?" The small print said: "Please let us know what you think about our trial restroom service program by calling (gave number) or emailing (and it gave an email address)."

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



"Power Selling means using strategies and tactics that actually MAKE SALES. The Secrets of Power Selling is full of them. Small investment, big return -- all you have to do is take action and apply. Today."

--Jeffrey Gitomer, Author of [The Little Red Book of Selling](#)

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HEY, CINCINNATI...
GITOMER IS COMING!
 Friday, JUNE 8th
 at the Hilton Netherlands Plaza
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 7am check-in, 8am Jeffrey Speaks

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Jeffrey Gitomer LIVE in Cincinnati, Ohio!

Internationally syndicated Business Journal columnist Jeffrey Gitomer presents his best selling book, *The Little Red Book of Sales Answers*. Join us for a half-day sales seminar, presented only the way Jeffrey can, in Cincinnati on Friday, June 8th 2007. The ticket price is \$99 and includes a continental breakfast.

"I just stepped into my office after attending this morning's Gitomer seminar in Kansas City. AWESOME! I had never heard of Jeffrey prior to today (and am now completely embarrassed to admit that). The seminar was point-of-fact, entertaining, and simple to understand. I look forward to taking advantage of the numerous tools Jeffrey spoke of."
 -- Greg

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If you would like to connect directly with my public seminar audiences, I recommend you look at the exclusive sponsorship opportunities I offer in each city. For details, call Sara at 704.926.5594 or 800.242.5388 or e-mail her at sara@gitomer.com.



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

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www.trainone.com



"If you wouldn't want it done to you, don't do it to someone else!"

--From Jeffrey Gitomer's best-selling book [Customer Satisfaction is Worthless, Customer Loyalty is Priceless](#).



Your Success Story

As a mentor to newer insurance agents, I schedule weekly call nights with my agents. Our clients are members of AAA (American Automobile Association) and tend to be very loyal. One way we are able to generate call backs when leaving messages is by simply telling people that we need to speak with them about their



Jeffrey,

I have a customer that I have been servicing for two years, and quite well I might add. I have been available on holidays, weekends, and even help them with design work on product that I don't provide to them. Last week I lost an order for a \$65 price difference. Apparently my efforts, at this point, don't override the almighty dollar. How do I address this with my customer?

Corey

Corey,

Meet with them as soon as possible. Review all of your work together. Include everything that you have done for them and with them. Ask them if all of that work was worth \$65, or not. Ask them if they will just do business with you and not ask for bids or quotes in the future. If they refuse, that tells you exactly where you are. Keep doing what you're doing and seek relationships with their competition — just like they're doing to you. That might be just the wake-up call they need. Be friendly, but be realistic. This customer is not loyal to you — and you need to find customers who are.

**Best regards,
Jeffrey**

Jeffrey,

Any ideas on rude prospects, or just people who are rude in general?

Tom

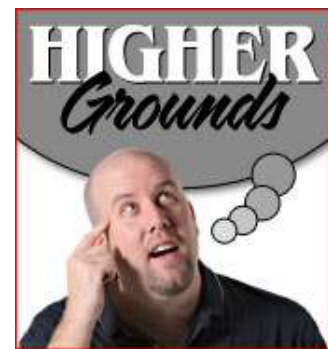
Tom,

For years I have told salespeople to develop a relationship and friendship with all your customers, and love the rest. If people don't like you, or are rude to you — try to learn from it. Was it something you said? Was it your methodology and mannerism? Was it your sales techniques? Or your lack of friendliness? I've always looked at rude people as a sociological lesson. A) What can I learn from that? And B) Do your best not to be like that. Take it seriously. Don't take it personally.

**Best regards,
Jeffrey**

membership. This generates a return phone call and then provides us an opportunity to make sure they are fully utilizing their AAA membership (building value) and speak with them about their insurance protection. To date, we have had members calling back at a rate of over 20%!!! Thanks for all you do, Jeffrey!
--Steve Shorey

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!



**Success from mistakes
by: Brian Parsley**

Many people don't believe they deserve success and happiness. Too many people sit on the sidelines because of mistakes they have made in their lives, rationalizing why they cannot achieve what they want. I hear people make comments about how they have a failed marriage or a business that's struggling. It's their way of justifying why it's okay to live with mediocrity.

No mistake is too big to find success and happiness in your life. You may have setbacks. But if you learn from your mistakes -- you will never fail. You may believe you have a unique situation or problem, but you really don't. Most people make the same mistakes you have. The difference is some focus on self-pity and others focus on opportunity. A negative past does not disqualify you from a bright future if you use some basic philosophies.



The Power of One By Kelley Robertson

One is a very tiny number. However, it can have a tremendous impact on your revenues.

Here are some ideas to consider:



- Make one more call every day. One extra call a day equals 260 calls in a year. How many meetings could you set up with this number of calls and how many of those meetings could you turn into sales? Consider your current conversion ratio and think of the impact on your business.
- Invest one day per month developing your skills. Many of the most successful people in business invest in themselves. They attend workshops, conferences, and participate in webinars and tele-seminars on a regular basis. Because the majority of people do not develop their skill, you can quickly out-pace your coworkers and competition.
- Read one book every month. Expanding your knowledge will help you become more successful. Read books related to your industry or that will provide ! insight to helping you improve your skill in a specific area.
- Ask one more question. Before you starting "pitching" your product or service, ask your prospect one more question. This question might give you the additional insight you need to more effectively position your product or service.
- Pause for one moment. Known as the pregnant pause, this often prompts the other person to blurt out something they had not intended to say. The secret behind this strategy is that most people are uncomfortable with silence and will begin talking to fill the "dead" air space.
- Get to the office one hour early. Remember the expression "The early bird gets the worm." That one extra hour first thing in the morning can be the most productive time of the day. You have a better chance to reach decision-makers, there are fewer distractions, and you can often achieve more in those 60 minutes than in several hours later in the day.
- Send on! e more email. Sometimes, people need that little push and encouragement to move forward. But, many cases, their time is occupied by other projects and priorities which means they are not focused on your solution. Gentle reminders are often appreciated providing you don't follow up so frequently you appear to be stalking them. Even though they may not be ready to make that particular buying decision, you will help keep your name in their mind.
- Ask one more time for an endorsement or testimonial. Endorsements and testimonials are greatly underutilized by most people in business today. We often ask a client for a testimonial but because they have other priorities, they forget. Call them or send an email and politely request the testimonial again.
- Give one more suggestion. Schedule a breakfast meeting or lunch with your customers but instead of trying to sell them something, focus on offering solutions that do not include your products or services and your custo! mers will begin to see you more as a partner than a supplier.
- Send one more thank you card or note. Very few sales people

Here are a couple focus areas to find your own success:

Have hope. If you have a strong belief in yourself, you can push through any mistake or misfortune. If you have faith that you will achieve what you want, your mind will concur. If you focus on the negative, your own mind will create a self-fulfilling prophecy of failure. When you have hope, you have purpose. And that purpose will give you strength.

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

Jeffrey's Upcoming Public Seminar Schedule

Dallas, TX	05/15/07
Cincinnati, OH	06/08/07
Eatontown, NJ	06/22/07
Fort Wayne, IN	08/03/07
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
Collinsville, IL	10/19/07
Toronto, ON	10/26/07
Omaha, NE	11/01/07

[Want to know when Jeffrey is coming to your area LIVE?](#)



Introducing TrainOne CUSTOM COURSEWARE Equipped with self-assessments to enable tailored training, interactive selling

make the effort to thank their customers. You can stand out from the crowd by sending handwritten notes to thank customers for their most recent order, meeting with you, or sending an on-time payment. You can also send a note when you see their company mentioned favorably in the news.

Although it is a tiny number, one can make a very powerful impact both on your top line sales and bottom line profits. One extra sale every day, week or month—depending on your business, can make a significant impact on your sales by the end of the year.

The next time you think about giving up on a high-potential prospect, consider the fact that you might be just one phone call, email, or letter away from making the sale.

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Kelley Robertson is the author of two books including *The Secrets! of Power Selling*. For information on his programs and a FREE copy of "100 Ways to Increase Your Sales" visit his website www.RobertsonTrainingGroup.com.

[Buy The Secrets of Power Selling now.](#)



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!

"I want to share some exciting news with you regarding this training module on 'Getting the Appointment' from www.trainone.com. I have a prospect that chose my competitor a year ago. I have periodically followed up with my contact. She recently told me that they were not happy with the performance of my competitor and time may be right for a change. To make matters more difficult, there have been upper management changes, so now the decision maker doesn't know my company or me. Enter Jeffrey's bright ideas... I happened to have some information about one of their competitors who has just inked a deal with one of my competitors to offer same services. I called the new vice president and (naturally) got her voice mail. The message I left introduced myself, told her that I had some competitive info she might be interested in and to call me back with her email address. I called the next day again, got her on the phone, and she started the conversation by giving her email address. Established great rapport that resulted in an appointment to sit down and discuss what they would like to change and see if we can design a program to meet their needs. Bottom line: This is a multimillion-dollar account that had been lost and is now back in play.

Kathy Bonnell

[Click here for more testimonials](#)

[View the TrainOne Demo](#)



The Real Magic is Loyalty!

This week's Magic deal is an exploration of Customer Loyalty and how it can lead to the Best Year Ever. The Deal of the Week includes an autographed copy of Jeffrey's **Customer Satisfaction is Worthless, Customer Loyalty is Priceless**, Jeffrey's **How To Have Your Best Year Ever** teleseminar CD, and **Jeffrey's Magic Sales Answer Ball** that contains all the answers. **\$99.00**

[Click here to buy now!!](#)



YOU CAN TELL BY THE COMPANY PEOPLE CHOOSE WHAT SORT OF CHARACTER THEY HAVE

As the saying goes, "Birds of a feather flock together." We usually choose friends and business associates who like the same things we do, people who share the same values. If you choose happy, positive,



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productive companions, the odds are that you are or will soon become happy, positive, and productive yourself. Unfortunately, the reverse is also true. Unhappy, negative, destructive people are sure to drag you down with them. Choose to spend most of your time with persons who have PMA-a Positive Mental Attitude. If your job requires you to spend time with negative! people, limit that time to the best of your ability and above all don't let them discourage you with their negativism. Instead, display your own PMA.

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