

## Richard Gee

**From:** Jeffrey Gitomer [gitomer@ezines.e-mailman.com]  
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**To:** Richard Gee  
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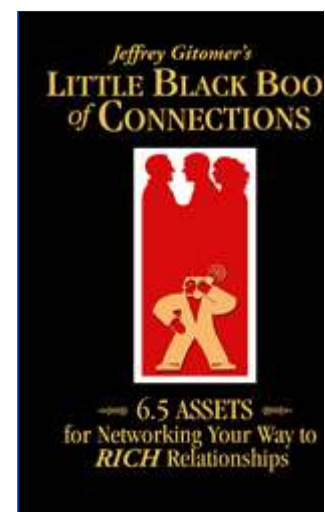
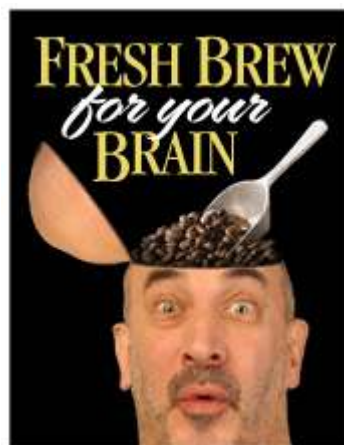
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**IMPORTANT NOTE:** We've built a new e-zine system, and starting next week your **Sales Caffeine will come from gitomer@salescaffeine.com** instead of gitomer@ezines.e-mailman.com. Please make sure that you adjust your spam filter settings and let your IT people know that any mails from this e-mail address are not spam -- they are your weekly sales JOLT!

### How do I do my best every day?

Here are a few simple rules:

- 1. Wake up early.** The early bird does not get the worm. The early bird makes the money. Work while others sleep.
- 2. Love what you do.** If you don't love it, you will never rise to the top. Love it, or leave it.
- 3. Dedicate yourself to being a lifelong student.** How many books did you read last year?
- 4. Convert anger to resolve.** Anger is the biggest waste of energy on the planet. It blocks positive thought. It blocks creative thought.
- 5. Convert barrier to breakthrough.** You may know it as objection. Or even rejection. Stick at it until you win, and you will gain personal, mental dominance.



[Read the rest of this article](#)

"Thanks for writing books not only help me become better equipped to do my job, but me WANT to do a better job"

--Fc



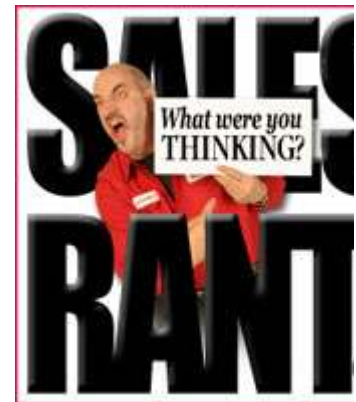
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"Networking works well when you employ the two-word secret: Show up.

Networking works best when you employ the three-word secret: Show up prepared."

Jeffrey Gitomer, from his book [Little Red Book of Selling](#)



**Are you grateful?**  
by **Brian Parsley**



Jeffrey,

I'm an account manager for a brokerage company that sells commercial lease financing. A big part of my job is getting vendors to recommend our services when a customer wants to buy but needs financing in order to do so. So far, applications are coming in sporadically, and no one particular vendor has sent me a steady stream (which is the eventual goal). So, when contacting a vendor that I haven't spoken to in a while to see if there is any business for me, how do I work that conversation? Saying that I'm just calling to "touch base" sounds really lame, but I don't know what else to say. The sales manager of my current company (and the previous one I worked for) said I needed to be aggressive and ask out right if there were any applications for me to handle, but I can't help but think that sounds insincere and it's just not my style!

Margaret

**Margaret,**

**Touching base is almost as lame as asking if there are any applications. The question is lame, your boss is lame, and your approach is lame. Become known in your community as a person who makes financing happen. Vendors/sellers of machinery and equipment do not get paid until the deal is funded. You provide a critical link between a signed agreement and a commission check. If vendors are not providing you a steady stream of business, there can only be one reason. Acutally, 2.5 reasons. 1) They don't have a steady stream of business to provide, or 2) They only come to you as a last resort. 2.5) They're testing you to see if you can get the deal done. The first thing you need to find out is how much business they actually have to give you. Many companies who buy equipment get financing on their own or from their bank, but your vendor customer just wants to make sure that the deal is done. Stop begging for business, stop touching base, and start being a value provider. Why not give out a few of my books as gifts to people to break the ice? Buy the books from us directly and I will sign them for you. If you are not a value provider and they don't believe the deal can get done, you'll be calling and asking, "Got any deals comin' through?" until finally you decide to quit and go someplace else.**

**Best regards,  
Jeffrey**

Jeffrey,

First, I'm a headhunter. Second, I'd like to differentiate myself from other recruiters by identifying and presenting the unspoken value I bring to potential and current clients. After reading page 90 in your [Sales Bible](#) about power statements, I found that I haven't

You speed through life -- goir your sales appointments, retu calls, going to meetings. Ther eat dinner, check your e-mail go to bed. This ritual is repea countless times until you reti die.

That's not very motivating is Happiness and fulfillment con from having purpose in your l You cannot be successful at y job and be unhappy in your li not for very long. This is why people who "seem to have everything" turn to destructiv habits and sabotage their owi success.

How can you prevent this froi happening to you?

How do you get out of the rut doing your job and gain a ren spirit of passion for life?

[Read the rest of the artic](#)



*Your Success Story*

I started selling cars in 1986, in my 20 years since, one sal stands out above all the rest. was November of 1999, and everyone seemed to have a h story about the new millenniu and the end of the world. One morning, I caught the first "u the lot. He was a pretty large fellow, plainly dressed, carryi Bible, and in his mid-sixties. Almost before I could introdu myself, he walked up to me, me a firm handshake, and as "Son, are you right with the L He told me his mission was to as many souls as he could be the New Year. Being caught a off guard, I respectfully listen his warning of impending doo and gloom. After a few minut which seemed like an eternity

accomplished the goal. I'd like your help in verbalizing this value. Your examples, "Don't sell eyeglasses. Sell better vision and a stylish look," and, "Don't sell insurance. Sell safe, financially secure families protection from tragedy," are what I'm working toward, but haven't reached. I'd like to emphasize that "I don't send qualified candidate's resumes but instead..." This is where I'm missing the boat.  
Glenn

**Glenn,**

**Think about this: Your potential customer is looking for a great employee, not a great headhunter. They don't care that you placed 100 people last year. They only care that the person you place with them will be superior. Talk about the quality of people that you place. Talk about increasing productivity, morale, and profitability and you may have somebody actually interested in talking to you. Or you can brag about yourself on into the night and wonder why your business is not increasing. Sell what they want – not what you do.**

**Best regards,  
Jeffrey**



### **Voicemail: The 5 Golden Rules by Mike Brooks, Mr. Inside Sales**

I remember a time -- and it doesn't seem like that long ago -- when voicemail was all the rage. There was no e-mail, so people tended to honor and even return voicemail messages. It was a good time...

But that's history now. E-mail has changed everything, and people now hit the delete button on their voicemail messages the instant they hear something they don't like -- which is usually when it's a message from an unknown inside sales rep. What to do?

The good news is that there are some rules you can follow that will give you the best chance at getting your prospect to maybe call you back.

And I say maybe because people are simply too busy to call people back - especially a sales call.

To give yourself the best chance of being one of the lucky few who do get called back, follow the 5 Golden Rules of voicemail messages, and cross your fingers -- a little luck never hurts.

#### **Golden Rule #1 -- Be specific.**

It is imperative to do some research and leave a message that specifically addresses a problem or event that your prospect is dealing with. For example, if you find out on their website that they are opening a new

redirected him to his other method of finding a car. After about an hour, he found the car he wanted. When I finally got him into my office to go over the paperwork, his first response was, "Son, you're going to have to do a lot better than that! I need my payments to be around \$200 a month!" No, mind you, I had just spent an hour with him, and he wanted a \$25,000 car. Realizing that \$200 a month was not an option, I had to use a little creativity to overcome what seemed impossible at that moment. I was not about to let my time and effort go down the drain. I excused myself for a moment to go to my financial manager, so that I could gather my thoughts. When I returned, I informed him that my manager told me that he qualified for 0% payments for sixty days, and before that, he wouldn't have worried about the payments. As I remained silent and waited for his response, I saw a huge grin cross his face. Without saying a word, he began signing the paperwork! A few minutes later, he drove over the curb, and I had never seen or heard from him ever. But I will never forget him! This story just goes to show that with a little creativity, you can overcome almost any objection!

**-- Chris Dimitris, aka The Candyman**



Mike Brooks



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

branch or division in another city, mention this and tie it in with your value proposal. And always use their first name.

Something like: "Hi Barbara, Mike Brooks here with HMS software. I'm calling about your new office that's opening in Houston next month, and I wanted to provide you with some ideas that may help with your networking issues. We work with a lot of companies in the area, and I think you'll find it useful if we talk.

You can reach me by calling area code 800-222-0568. That number again is area code 800-222-0568. Ask for Mike Brooks. I look forward speaking with you and thanks for returning my call."

**Golden Rule #2 -- Use a script.**

You absolutely must script out exactly what you're going to say. Nothing gets your message deleted quicker than a series of ums and ahs. People are way too busy to sit through -- let alone call back -- a message that rambles on and on by someone who doesn't appear to know why they are calling.

Also, by scripting your message you can create great content ahead of time and deliver it like a professional -- unlike the other 80% of the messages they get.

**Golden Rule #3 -- State their problem and offer a solution.**

Did you notice that in the voicemail sample in rule #1, I mentioned a specific event (their move) and a possible problem (networking issues) as well as potential solutions to their problems (some ideas that may help you)?

This is the winning voicemail formula -- mention specific problems your prospect is having and offer your solutions to them. Prospects are only thinking about themselves and will only be interested in you if you can help them solve their problems.

By addressing this in your voicemail, you stand the best possible chance at getting your call returned.

**Golden Rule #4 -- Mention how your solution has worked for others in their industry.**

Did you notice in the sample voicemail message the part about "we work with a lot of other companies in your area"? People want to work with, and in fact feel comfortable working with, people who understand their business. If you have experience at solving other company's problems, then your prospect will want the same solution as well.

Everyone wants to work with successful companies and if other companies are using you, they figure you've got to be doing something right.

**Golden Rule #5 -- Never, ever leave more than two messages.**

After you leave your first message, wait at least a week before you leave a second. And if that doesn't get returned, move on.

The last thing you want to be is a pest and a desperate one at that. After two messages, your prospect has your name and number, and if they are interested they will call you back. And if they don't then you get to spend time looking for someone who will.



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<a href="#">Springfield, MO</a>	10/
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<a href="#">Cambridge, MA</a>	10/
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<a href="#">San Diego, CA</a>	11/
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**Jeffrey's Upcoming Teleseminar Schedule**

<a href="#">What are you giving yourself for Christmas?!</a>	12/1
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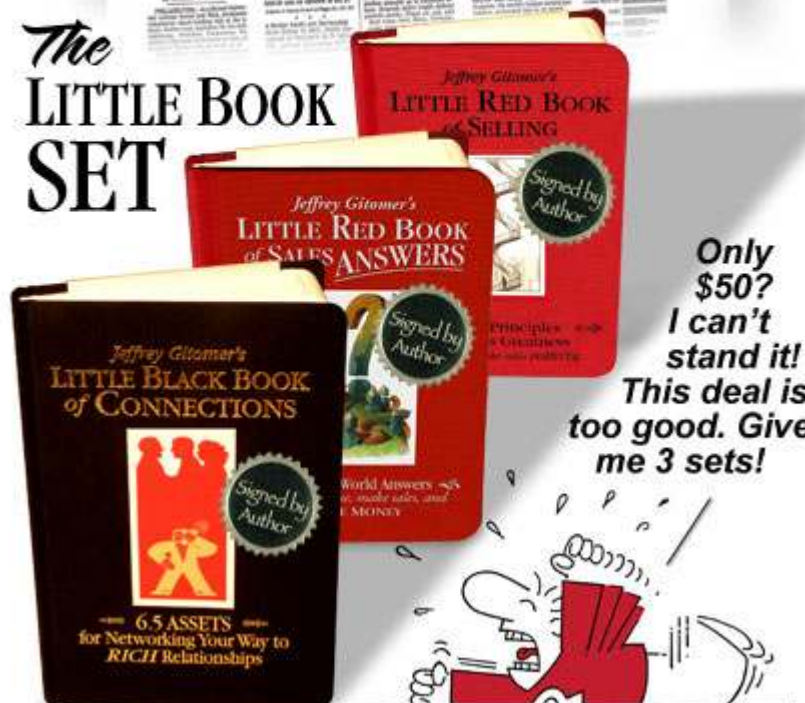
In conclusion: to give your voicemail messages the best chance of being returned, follow these 5 Golden Rules. And make sure to have a solid script ready for when they do call back!

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--George Armstrong

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