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Definition of salespeople: They make the world go round.

The sales world is the real world.
It is the heart of the world's commerce.
It is the pulse of the world's economy.
And salespeople drive it.

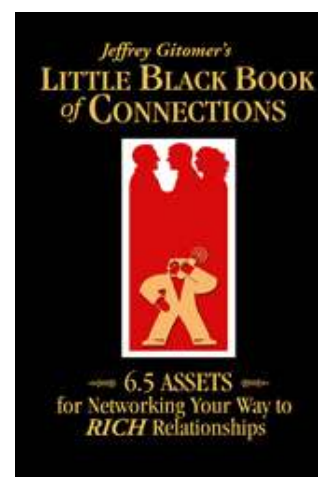
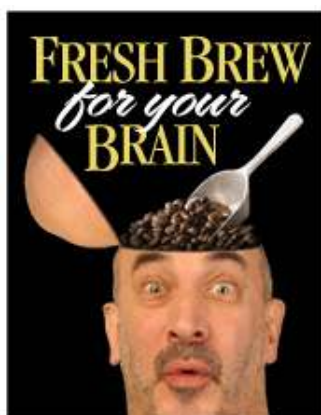
Many people (including salespeople) have no idea, or never give a thought to the depth of sales and selling.

Think about what sales is comprised of:

- It's about communication.
- It's about engagement.
- It's about needs.
- It's about negotiation.
- It's about orders.
- It's about money.
- It's about competition.
- It's about customers' expectations.
- It's about delivery.
- It's about keeping promises.
- It's about truth.
- It's about relationships.
- It's about reputation.
- It's about goals.
- It's about success and failure.
- It's about being your best.
- It's about survival of the fittest, and the best.
- It's about hope.
- It's about compensation.

There is no second place in sales -- you either win or lose. Sometimes, win or die.

[Read the rest of this article](#)



"I picked up a copy of this book while waiting in the airport and had finished it by time I arrived home. I am a physician in the medical information business, publishing newsletters and offering training and consultation. While reading your book, I kept getting the feeling that this book is written for ME. Then I would think, no, this is just a sales book. By the time I was done, I knew it was for me, and it was just a kindly piece of synchronicity on the part of the universe to send it to me at this time, when I am most able to use it. Now that's a good book."

-- Colin

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Internationally syndicated Business Journal columnist Jeffrey Gitomer presents his newest bestseller, *The Little Black Book of Connections*. Join us for a half-day sales seminar, presented only the way Jeffrey can, in Las Vegas, Thursday, December 7th. The ticket price is \$99 and includes a continental breakfast.

"I went to see Mr. Gitomer when he spoke here in Kansas City, and he was not only full of great information, but he has such a great way of delivering his message. It leaves you wanting more!"
--Marcelo

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

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"When you say it about yourself, it's bragging. When someone else says it about you, it's proof."

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



Your Success Story

I thoroughly researched a manufacturing company and found that they just celebrated their 59th anniversary. So I knew that if I went in to call on the decision maker with a killer idea for their 60th, my odds of making a sale were good. But when I made the call, the owner took one look at me (young female -- obviously no manufacturing experience) and said they didn't need any

This is my first success weekend. Shouldn't it be yours, too?

[For details about the event, click here!](#)



Jeffrey,
What's the best way to get motivated and stay motivated when you are on salary and do not get commission?
Jane

Jane,
If you're not motivated because you're working for a salary, the best thing to do is change jobs. The second best thing to do is negotiate with your boss to try to get a commission. If that fails, go back to my first best thing to do.
Best regards,
Jeffrey

Jeffrey,
My company sometimes schedules manager "ride-along" days where they accompany the sales rep on their appointments. Although many reps find these ride-along days beneficial, I feel uncomfortable with them and feel that it takes me out of "my game," so to speak. I find I do much better selling in a one-on-one situation. Is there a comfortable way for me to address this to my management staff without committing career suicide? I might add that I am one of the top producers in my office.
Lynn

Lynn,
Instead of having the manager ride along and scrutinize you - have the manager ride along and make sales with you. Tell him or her that you're interested in learning their sales technique and their sales strategy. Put them on display. See how they like it. Hopefully you'll make some sales and see just how good your manager is.
Best regards,
Jeffrey

advertising. I walked out to my car pretty deflated.

I went to the nearest lumber company, purchased a door, and put a note addressed to the decision maker on it. I asked them to deliver the door later that day. The note read, "Don't close the door to higher sales and profits with XXXX RADIO." The next day, I called the decision maker and he said, "I got that &^\$&! ^\$% door, now what am I supposed to do with it?" I told him that I didn't care if he used it as a paperweight and ask if he was going to give me an appointment, or not? He laughed and said he appreciated my enthusiasm and gave me an appointment. By thinking outside the box and remaining pleasantly persistent, anything is possible in sales.

-- **Howard**

Each week, we feature a salesperson's success story. Please send your stories to



megan@gitomer.com. If your story is published, we'll send you a free Sales Caffeine mug with Gitomer Brew!



Serving your way to success
by Brian Parsley

How can you achieve success by serving other people? Some people believe if you serve too much it is a sign of weakness. I don't buy that theory and you shouldn't either. Let's look at the word "service." There are many different definitions of the word depending on what you are doing. I believe the business definition is *"the act of giving value to someone with their best interest"*



Three Steps to Great Service by Brad Sugars



Brad Sugars

So, when is great service really great?

Let's say you and I go to a restaurant and sit down. The waitress is polite, greets us perfectly, and serves us so well we feel obliged to order a little more expensive wine.

It's poured and served with a great skill...

We order our meal and are having a great time...

The meal arrives and it's bad, I mean really bad. Now, no matter how good the service, a lack of delivery reminds us that customer service is about the whole experience, not just the interaction.

I had an accountant once who took me to great football games and wonderful dinners, but he kept messing up my returns and was almost always running late.

I don't care how good the WOW factor is, if you can't deliver the basics.

So, here are my three steps to great service...

#1. Deliver with consistency. Every time I call your company, the phone should be answered the same way, the orders processed systematically, the services delivered with regularity so I can trust that you know what you are doing and I can feel good about coming back and referring my friends. Remember, you can't WOW a customer until you have at least satisfied them.

#2. Make it easy for me to buy. Consistency is a start, but if you make it hard to do business with you, I can never be WOW'ed. Everything from ability to contact people, websites, emails, payment methods, delivery choices, and so on. All of these things you need to make sure are easier or at least as simple and easy as any of your competitors. Ring them, go to their websites, do as much 'market research' as you need to make sure buying from you is both simple and easy.

#3. WOW me. Satisfaction is boring; do something I don't expect. I remember when only a year or so back, having WiFi in your room was a bonus. Now I expect it and am greatly disappointed when a hotel doesn't have it. Check your industry and then check three or four others to find out what is now expected as standard so you can dream up a strategy to WOW me.

Let me give you a couple of examples:

I met with an accountant recently who has a \$15,000 computer golf swing analyzer in his office. So, while chatting about my accounts (and he is billing me) I get a few practice swings in.

in mind -- not yours."

When you serve your customer with their best interest in mind, you are creating a buying atmosphere. Your job is not to "sell;" it's to help people with their problems or needs. This does not take a lot of time on your part, but will require a commitment to the process.

Here are four things you can do to start serving your customer:

1. **Call or visit on a regular basis without asking.** It is important to stay in front of your customer, but only if you are adding value. Never call them to "see if they need anything" or "just check in." Call for a reason and give them information that is helpful to them -- updates on their industry or what their competitors are doing.

[Read the rest of this article](#)



Jeffrey's Upcoming Public Seminar Schedule

Bucharest, Romania	11/24/06
Las Vegas, NV	12/07/06
Success Weekend, Las Vegas	12/08/06
Oklahoma City, OK	01/31/07
St. Pete Beach, FL	02/16/07
Want to know when Jeffrey is	

When I flew from Sydney to Dubai, the Emirates First Class seats had doors to each seat and I could close myself off from the rest of the cabin. The lights in the roof of the plane gradually change from day to night with a beautiful orange glow, and there was the mini-bar in my seat. All examples of WOW.

But remember, if they hadn't had the flight get to Dubai, would I have cared about all the other stuff? Or, what if I could only pay with cash, how hard would that be?

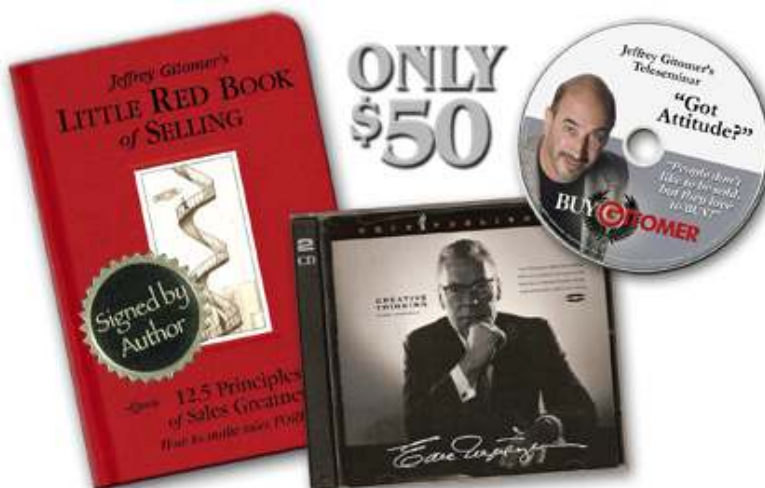
Great service is one thing. Satisfaction with what I am buying, backed up with great WOW type service is what counts.

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Bradley J. Sugars is a world-renowned entrepreneur, author, and business coach who has helped nearly a million clients around the world find business success. Brad is the founder of Action International, a global network of business coaches with nearly 1,000 offices worldwide. Brand and the Action International team have refined over 500 business strategies and systems that are used by Action business coaches on six continents. Published by McGraw-Hill. Copyright 2006 by Bradley J. Sugars. All rights reserved.

Visit Brad's Web site at www.bradsugars.com

[Buy Brad's book, *The Business Coach*, TODAY!](#)



With this week's deal, learn how to close the sale with creativity and a positive attitude.

This week, get an autographed copy of Jeffrey's bestseller, *The Little Red Book of Selling*, Earl Nightingale's *Creative Thinking* CD, and Jeffrey's *Attitude* CD for \$50!

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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!

"Wow! What a difference TrainOne has made on our sales! We have seen the direct impact your program has made on our sales activities. We can see it in our numbers (increased opportunities, higher closure rates), but better yet, we are seeing an atmosphere around our organization that is focused on learning and self-improvement. TrainOne has become an integral part of the foundation that we will continue to build upon to reach goals that we never thought were achievable. THANK YOU for this product and the EXCELLENT customer service your team provides with this program!"
--Todd Crosswhite

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