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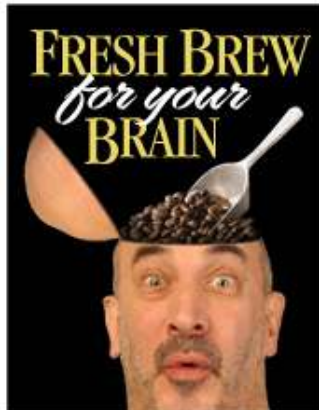
[Megan Rorie](#)

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Salespeople have questions. Jeffrey has answers.

Jeffrey,
If you don't win an account, what are the best follow-up questions you typically ask the prospect? Thanks!
Jay

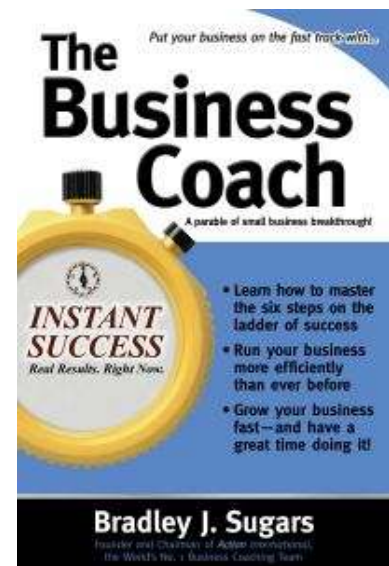
Jay,
If you don't win an account, the best follow-up you can do is find out why you lost it. It's obvious that someone else's product or service was perceived as better than yours was, or someone else's price was lower. Your best bet is to call the last ten people who turned you down and find out why. Those answers will lead you to your next sales.
Best regards,
Jeffrey



Jeffrey,
I work in the tourism industry. I have created my own email list for two states (over 200 email addresses so far). I use the list to send out tourism articles, trends, stats, and ideas I find. I figure my clients and potential clients should know what I know about the tourism industry. I want them to come to me when they have questions about my company or member travel data. And it works! I get comments all the time about my emails, and people are asking to be included in the list. It has helped me get new clients and renew my relationship with my current clients.
Matt

Matt,
The single most valuable asset that you, or your company, will possess over the next 50 years will be your email mailing list. Keep building it, and guard it with your life. Best regards,
Jeffrey

[Read the rest of this article](#)



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-- Jeffrey Gitomer, author of
The Little Red Book of Selling

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 --Marcelo

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"You can debate how much humor to use, you can debate when humor is most effectively inserted, you can even debate the type of humor that should be used. But you cannot deny the power of laughter as a universal bond from human to human, and from human to sales order form."

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



Your Success Story

I attended Jeffrey's seminar in Dallas, Texas this year. One of the things he said that really stuck with me was, "Get me to laugh and get me to buy." I started thinking how to stand out, and if not *get a laugh*, at least get a smile. The hot



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Salespeople have questions... Jeffrey has answers!

Jeffrey,
 I think I have committed a cardinal sales sin. I initiated a conversation with a lower-level manager who was blocking the sale because he had no budget. In an effort to overcome the hurdle, I went straight to the CEO. Well, the outcome was a disaster. The lower-level manager called minutes later to let me know how angry he was that I went over his head. I sympathized and kindly apologized. My question is: Did I do the right thing? I am a very ethical salesman and did not intend to wing over him to get a quick sale. I just wanted to position the solution differently with a higher-level strategic planner.
 Barry

Barry,
Thank you for your lame excuse for going over someone's head and getting caught. If you were really sin! cere, if you were really ethical, if you were really interested in a long term

sauce idea with my business card attached to it got my company doing business with a 300 store chain. The buyer was not in when I made the "cold" call, but my business card and the hot sauce "heated" things up. The buyer called me within one hour after I left. I am a big fan of Jeffrey's and am also using Jeffrey's voice mail methods. No more boring voice mail for me!!!

-- **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!



Follow up leads to profit by Brian Parsley

Salespeople spend a lot of time trying to find new customers. They're cold calling -- trying to get an appointment. After getting the appointment, they spend all of their time working on a proposal -- trying to win the contract. And after getting the chance to do business, maybe even at the expense of any profit -- they lose the deal to a competitor.

The cycle repeats itself every day in sales.

What if it didn't have to happen? What if, instead of cold calling, you were out picking up checks? Instead of telling people about yourself, people were telling others about you?

relationship, then you would not have blatantly burned the lower-level person. Sincere, ethical, long-term salespeople are bold enough to be up front about their intended actions. At the very least, you should have told the buyer/blocker that because of your strong belief in your product and your dedication to helping others succeed and your desire to pursue those beliefs within the buyer/blocker's company, you would like to seek a meeting with a higher authority. (Seek the *help* of the buyer rather than try to circumvent him.) If the buyer refused to help you, you should have told him or her that you were going to do it anyway. Then there are no surprises and no resentment. As it is, if you do make the sale, I can promise that you will get NO lower-level support because of your impatience and typical sales actions. "I know everything and I can get around this guy." You got caught ! this time, and it's likely that you will get caught every time that you decide to be secretive or illusive about your intentions and your actions.

Best regards,
Jeffrey

Jeffrey,

I sell radio advertising. I have been looking at chamber of commerce Web sites, trying to find an event (or many events) to attend and I'm not really sure which to attend. I am 22 years old and I've been in sales for four months. This is my first job, so I don't have a lot of business contacts. I won't quit -- the only thing that will get me out of this job is getting fired! Any advice would help.

Mike

Mike,

My recommendation about chamber of commerce events is easy: if you don't know which event to attend, attend EVERY event until you figure out which ones are best. Try to go to events where there may be decision makers rather than simply other salespeople. I would also listen to every other radio station in town ! and compile a list of advertisers. That would not be the list I would contact. Rather, I would contact their competitors. The rest of my answer will come to you after you've made your first few contacts. Stay in touch.

Best regards,
Jeffrey



Live by Price, Die by Price by Brad Sugars

I want to teach you how it is that the very best companies and the very best salespeople NEVER worry about having a higher price.

In fact, if you're great at sales, and great in business, you want a higher price.

You want to have to sell, rather than just accept



Brad Sugars

There's a simple formula that will break the cycle and allow you to not only win the business, but also win the customer's loyalty.

The formula is called **Follow-Up**.

[Read the rest of this article](#)

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orders.

You see, anyone who can only make a sale when they have the best price has, in my opinion, missed the whole point of selling.

Let me give you an example from my own life ...

I needed new tires for my car, I opened the yellow pages and picked three companies to call. Of course these companies had invested big dollars to have their advertisements placed, so you'd want their people to do a great job at answering the phone. (Just as an aside, try callin! g your company and buying something. See if it's hard, easy or somewhere in between.)

So I make the call, first company, what do I ask... "How much for a set of tires?"

That's what everyone asks.

Why? Because that's how you've been trained - and even more importantly, what else do you know to ask about? When I call to ask about airline tickets, do I ask about the pilot's experience? No, I ask about price.

So, his answer, "That will be \$X per tire plus fitting and balancing".

Of course I said, "Thanks, I'll call you back." It's the same line you use. What other option did he give me?

Second call was the same.

Third guy must have been trained by Jeffrey Gitomer or me. He used my 'magic line.'

"Yes, sir. Thanks for your call. So I can help you best, would it be okay to ask you a couple of questions?"

How great is this? He makes me feel good and then gets my permission to sell to me.

He then went on to ask VALUE-based questions. What type of driving I planned to do, how many passengers I carried, and so on, until I blurted ...

"So, what does all this have to do with a price?"

"Well sir, if I don't understand your driving habits, I couldn't possibly recommend the right tire with the right tread pattern and the right tire compound and that would mean your tire wouldn't be safe and wouldn't last as long as it could. And you wouldn't want that would you sir?"

BANG. I'm shot dead, I can't go anywhere.

Suffice to say he got the sale. But the whole point is: Price only matters if you don't educate your buyers.

If you let them think price is important, if your questions lead to price objections, if your sales literature focuses on price and if your sales skills are lacking... turn yourself into a performer. Use questions rather than answers. Let them show themselves why they should buy. Design questions that lead to value answers not price answers.

If you have a higher price, it's because you are better. Find out why you are better and ask the customer questions about how important those things are to them.

Bradley J. Sugars is a world-renowned entrepreneur, author, and



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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.

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With this week's deal, learn how to make the connection, keep the connection, and get motivated for that sales call -- coffee is for closers!



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