Table of Contents

Acknowledgements | 7

First Story: It has nothing to do with me—They sent me to

Prologue | 13

Second story: Last one out, turn off the lights | 15

Selling is a necessary profession, not necessarily Third story: a sought-after one | 17

houses where the people wanted to buy | 13

Introduction | 21

Selling is Something We Do Naturally | 25

Can Anyone Learn to Sell? | 21

Insight into the Three Parallel Conversations | 27

Part 1 | Me and Me - The Mental Factor | 33

Making Peace with Sales | 35

The Sales Rep—The Unchosen Profession | 38

The Influence of Fear in Sales | 42

Walking with the Fear | 43

Fear of Image | 45 The First to Speak Loses | 48

The Fear of Hearing "No" | 52

Fear of Financial Instability | 82

The Fear of Rejection | 58 The Fear of Failure | 61

What Can Be Learned about Success and Failure from Thomas

Edison and Michael Jordan? | 67

Fear of Success | 70

Fear of Making Money | 76 Fear of Assuming Responsibility for Outcomes | 80

Just not "Maybe" | 86

Positive and Negative Loops | 92 Using Guided Imagery | 97

Be Natural | 101

Sales as "Service" | 104

Respecting Your Colleagues | 107 Sales Personnel as Smart Business People | 109

Part II | Him and Him - The Approach | 115 Introduction—there is a Person behind Every Sale | 117

First Impressions | 122 How to Create Good Chemistry | 132

People Love to Buy, But... | 120

The Desire for Profit and the Fear of Loss | 149

The Purchasing Formula | 151

What He's Scared Of | 144

Enthusiasm | 172

Games of Honor | 175

Introduction | 185

Opening | 196

Listening | 163

Creating a Positive Atmosphere | 166

The Radio Station the Customer Hears—W.I.I. F.M. | 159

Point System | 174

That Will Cost You... | 177 How My Expectations Affect the Customer | 177

Part III | Me and Him - The Technique | 183

A Few Words Summarizing Part II | 179

Structure of the Sales Talk—The Sales Pyramid | 190

Gathering Information and Clarifying Needs | 198

Why the Product, Why My Product, Why Now? | 206

The Art of Inquiry—The Language of Asking Questions | 218

Purchasing Readiness Axis | 201 Presenting the Solution/Subject | 205

Purchasing-Formula and the Sales Process | 210

How to Create Desire and Need | 210

Qualities and Benefits | 208

How to Build Value—"It's Worth Paying For" | 212

Closing the Deal | 242

Selling in Stages, Small Closings | 238

Objections | 252

Wise Use of the Telephone | 267 Follow-Up on Customers | 286

Reinforcing the Sale | 292

Practice Practice | 295

Part IV | Choosing Success - Creating a Winner Mentality | 299 Introduction | 301

The Meaning of Choosing Success | 304

The Journey | 309

Journey Diary | 311 Knowing What I Want | 312

The Power of Focus | 313

What to Focus on Now | 315 The Next Step | 316

The Secret of Success Stories | 318 The Royal Highway | 320

Ten Basic Principles for Achieving Results and Success | 321 The Importance of the Mentor for Success | 324 The Mastermind Pact | 325

Afterword | 327