

**Rule1: Read and Study all of the following information carefully!!!!**

**\*\*\* Selling is the Highest Paid hard work & the Lowest Paid easy work! – The Choice is Mine!**

## Advantages of Sales:

- Freedom of Expression
- Freedom to become as successful as you'd like to be
- Full of daily challenges
- High potential returns from low capital investment
- Fun
- Self Satisfying

## Money Study

- 1) **Impact:** Psyche up - Visualization of the benefits you will get from possessing education!  
- Why are you learning the information....what is your benefit?
  - 2) **Repetition** - Repeat anything often enough and it will start to become part of you.
    - Have the statements molded to your personality and deliver them with conviction.
    - Write it, Read it, Speak it, and Hear it!
    - Make the material dance in your head!
  - 3) **Utilization** - Use it or Loose it!
    - Time management to use the information you have acquired as often as possible.
    - Be ready to break out above the average and join the ranks of the excellent!!
  - 4) **Internalization** - Mold the material you acquire to your own needs and make it yours
    - The concept will stop churning within you and a new reality will be born
    - You and the concepts are one and once you have internalized all of your knowledge and concepts you are then capable of Greatness with that learning.
  - 5) **Reinforcement**- Once you are a Master Closer you'll be tempted to despise the very labors and methods that got you to where you are.
- \*\* Every season professional athletes go back to the basics of preseason training so that they will be able to perform their best when the time calls!

**EVERYBODY SLIPS – IT'S HOW FAST YOU GET BACK UP THAT COUNTS!!!**

## Your Primary Tool

1. The opening in your face called a “**Mouth**”
  - use with confidence
  - The words you speak can destroy a sale as well as create one
  - Your mouth is a sharp edge sword that you must practice with if you want to use it intelligently so you do more good than harm.
  - Work towards having the relaxed, cheerful, and confident manner that comes from dwelling on what you know you’ll say rather than worrying yourself into a tense, gloomy, and fearful attitude because you occasionally blundered in your choice of words.

## Chapter 2

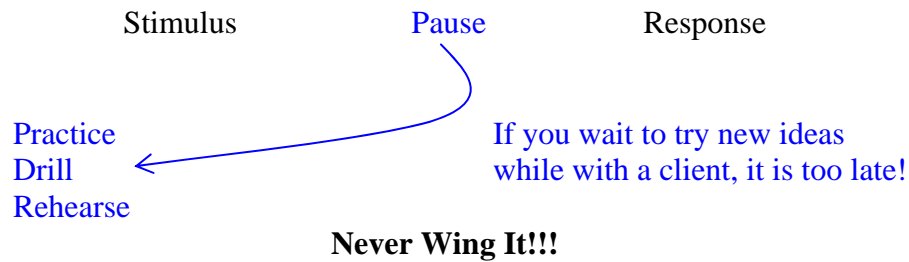
### 2. 12 Sources of Sensational Selling Success

1. Champions have a commanding aura. Just by looking at them you know you are in a presence of a powerful force.
2. Having honest self pride in themselves and their profession.
3. Champions radiate confidence.
4. Top people close warmly – lead clients to the close which will benefit them, empathy
5. Champions only need 1 person for self assurance and that one person is themselves. Believe in yourself.
6. Champions want to get Rich \$\$\$\$\$\$!
7. Must have a burning desire to achieve – how much pain can I handle before I quit?
  - Never quit no matter how much pain there is!!!!
8. Champions lean what their fears are and attack them and overcome them.
9. Enthusiasm – Accept the bad with the good and maintain a positive attitude at all times.
10. Champions care about their clients and get emotionally involved with them.
11. Don’t take rejection personally.
12. Continue an Educative Continuum!

**You Can’t Fail: Since you are studying these words you already have all the desire you need to succeed or you want to further develop that desire within you!**

### Developing Desire

- ✦ The greatest obstacle to developing desire is our conviction that we’ll never be able to satisfy it.
- ✦ You can change your stars.....there is no excuse for not achieving your desires
- ✦ The responsibility is all yours....you life is what you want to make it!
- ✦ Convince yourself that you can succeed and you will succeed!
- ✦ Make agreements with yourself.....reward yourself for accomplishments!
- ✦ Reach for your stars, but have the understanding to set goals for the climb!
- ✦ Obtain the quality of life that is within your reach.... Develop this obligation to yourself.



**Practice, Practice, Practice.....in order for you to have confidence with yourself and project confidence to a client you must be prepared for anything. How can you expect a client to have faith in doing business with you if you have not adequately prepared.**

**Collect objections and develop best responses to overcome them. Create objections related to your personal situation and overcome them. Make the process apart of you. You must be able to instantly react to their objection, without thinking, and without projecting a thought process. Your success to overcoming an objection will be dictated by your ability to be natural, confident and effective. The second the client identifies that you are thinking too hard, they will start to challenge you.....**

**When you turn pro – you make a decision to stop playing for free and go for the big prize \$**

**Professionally Prepared = Professionally Paid**

## Chapter 3

### 3. Question Right

- All questions should lead to “yes” which results in your final answer being “yes, I will buy today!”

#### Tie Downs

1. **Standard** – End of the sentence: ...you agree?, .....right?, ....yes?... Don't we?,...Can't you?....Don't you agree?....Wouldn't it?...
2. **Inverted** – Start of sentence: ..you agree, it is a good program?
3. **Internal** – Middle of sentence: Once you understand, doesn't it make sense to try it?
4. **Tag On** – Positive response to the client's comments: Flexibility is important....” “Isn't it!”

#### Alternate Advance Questions - Alternate Choice

Avoid yes or no answer questions because most of the time it is easier to just say no for the client

## Reflexive Closing Questions

### 1. Porcupine Technique

- a. Do not answer yes or no always throw them a question in response to theirs.
- b. You must find out where the client's interest is in the questions they are asking in order to be effective in your answer.

Ie: CQ: Do you have to rent out your weeks?

An: Yes / No

Comment: if yes – I don't want to rent my weeks

If no – you still have no further knowledge of his interest.

Answer: Are renting your weeks important to you?

Comment: if yes then continue to find out Why?

If no then do not spend much time on the option!

- You have just learned how to strategize your presentation around an option to maintain interest and continue to get “yes” commitments from your client.

### 2. Involvement Question

- a. These are questions about the product that buyers would ask themselves after they own it.

❖ People have 2 ears and 1 mouth; each should be used equally. After talking for 10 seconds, shut up and listen. Encourage you clients to talk.

❖ Do not push.....lead by allowing your client to talk, they will open up and give you the targets you need to hit for the final yes and they will buy today.

### 3. Discovery and Leading Questions

- a. Never ask a say “no” question. If I say it, they can doubt me, If they say it is true!

## Three Principles of Questions – Asking Power

- 1) Always establish a bond before I go for control
- 2) Don't give them a chance to think or the answer they come up with may not be the one you want.
  - a. Practice recovering from the wrong answers
- 3) I can't lead people to decisions until I make them
  - a. Make decisions for your clients.
    - i. If you go to the Dr.'s office and he tells you that he is going golfing and you should read all his books to find out what your problem is so he can fix it when he returns, will that give you much confidence? No!
    - ii. You expect others to solve your problems, therefore you must be able to solve your client's problem

## 12 Points on Question Techniques

You ask Questions to:

- 1) **Gain and maintain control**
- 2) **Gain a broad area of interest then narrow it down to specific details**
- 3) **Get minor yes answers to work towards your final yes at closing**
- 4) **Arouse and direct emotions**
- 5) **Isolate objections then seek and destroy**
- 6) **Answer objections**
- 7) **Determine what benefits that the prospect will buy**
- 8) **Acknowledge a fact**
- 9) **Confirm that they are going ahead or that you should continue to the next step**
- 10) **Involve them in ownership decisions**
- 11) **Help client rationalize their buying decision, their wants, give them recognition**
- 12) **Close the client**

## Chapter 4

### Creating the Selling Climate

- Don't sell what you want to sell, sell what the clients want!
- You can't sell benefits until you find out what benefits the client wants then give them what they want!
- People always want more than they can get!
- Don't sell logic....arouse Emotions!
  - Make the buyer see themselves in your product
  - Change their self image
  - Champions are quick to reinforce the client's new idea that he or she can have and enjoy, will look good in, be complimented on, deserves, needs, and is worthy of the marvelous new goody they have before them.
  - Do this and they will not just like your product, they'll want it, need it, realize they can't live without it and they will buy it!

Everybody wants a Rolls, but very few can afford it, but at the same time everyone that has the opportunity to see, touch, sit, and drive one would. Therefore if the Rolls was the same price as the Toyota they are driving now they would obviously take the Rolls!

Connect their emotions to anything they can relate to in their lives and reinitiate that buying emotion of want. Their first car, house, big screen TV, any toy...etc.

- Know who has the power to make the buying decision, but don't leave out the others!

1. Be genuinely interested in doing your best for the client
  - What is right for you may not be right for the client!
2. Use your expertise to guide the client to the best solution once you have found problems.
3. Wait for positive stimulus from the client and reinforce it.
  - Avoid old worn out phrases....be original

## Logical Reasons To Buy

- they can afford it
- it's the right .....
- prices are going up
- it meets their needs ..... and so on

## Emotion is where it is at!

- Unless you are arousing positive emotions they are arousing negative ones!

### 1. Style

- a. We all wear clothes, don't you agree? Do you buy the cheapest material you can find just to keep covered and warm or do you buy the clothes that match your style?

### 2. Color

- a. When you bought furniture for your house, you picked it based on your style and whatever color matched your needs, drapes, walls, house, carpet, etc....
- b. You may have bought your last car based on your favorite make and color.

### 3. Pride

- a. You love to own things. When you bought your first watch, you had pride. When you bought your first large purchase, car, house, toy, etc...you were excited to show your family or friends.
- b. When you first met your current wife I imagine you were excited to see every second and when you were together you walked with a little swagger, head high, and arm in arm.....When you got married you were so excited and proud and there was nothing you wouldn't do for that beautiful woman walking down the aisle! I don't think anything has changed...has it?

### 4. Security

### 5. Prestige and Status

### 6. Ambition

### 7. Employment Change

### 8. Peer Pressure to keep up with the Jones'

### 9. Self Improvement

### 10. Health

### 11. Love of Family

### 12. Larger or Smaller Family

Create many emotional buying questions.... To create the dream!

Always exercise control of emotions!

## You Must:

1. Eliminate the client's fear first
2. Arouse positive emotions
3. Provide buying logic

## Replace Rejection Words With Go-Ahead Terms

Rejection Words – Any term that triggers fear or reminds prospect that you are trying to sell them!

1. Cost or Price / Listed at
  - a. Total Investment, Valued at, Available for, Offered at.....
2. Down Payment
  - a. Initial Investment
3. Monthly Payment
  - a. Monthly Investment
4. Contract
  - a. Agreement, Paperwork
5. Buy
  - a. Own – The desire to own is a deep seated urge
  - b. You want, acquire, have, make it yours....

## *What The Client Should Ask Themselves*

- I How can I increase my security, prestige and power?
- I What is in it for me?
- I How does it help me advance?
- I Thinking...wait till you see what I bought pride!

Notes:

When talking about past clients that bought from you do not use the verbiage sell or sold to. It is more appropriate to say:

- worked with, acquired through me, assisted with the terms, counseled.....

## Remember:

How you feel about what you do determines much of how you feel about yourself!

How you feel about yourself is the image that determines how effectively you will work!

How effectively you work determines how much money you will earn!

## Triad Concept

Develop 3 versions of your presentation to adapt to your clients. 3 types of answers, 3 different tones, and 3 different speeds.

## 3 Basic Presentations and 3 Variations

- 1) Casual, Relaxed and Alert
- 2) Brisk, Business like and Pleasant
- 3) Intense, Candid, and Personal

## Content

- 1) Technical
- 2) Technical and Emotional
- 3) Gut Level – Directed right at emotions with very little technical information.

## Delivery

1. Light – relaxed without carelessness
2. Medium – cordial, alert, and safe
3. Heavy – talk fast and concisely in high pressure, go for the kill.

## Senses that Sell Emotions

Sight, Hearing, Touch, Taste, Smell, and Intuition

\* The more senses you involve the better your odds are of making a sale!

## Chapter 5 - Why

Why I don't do what I know I should do!

### Motivators:

1. Money
2. Security
3. Achievement
4. Recognition
5. Acceptance
6. Self Assurance

De Motivators:

1. Fear of Losing Security
2. Fear of Failure
  - a. Do what you fear the most and you will control that fear
  - b. If you don't control fear...fear controls you!

3. Self Doubt
  - a. If you don't sell a client, don't ask yourself what you did wrong.....ask, "What did I do right?"
4. Pain of Change
  - a. Change yourself and your attitude – stay happy
  - b. **The pain of change is forgotten when the benefits of that change are realized!**

## Chapter 6 – Attitudes Towards Rejection

### Never Forget:

1. **I never see failure as failure, but only as a learning experience!**
2. **I never see failure as failure, but only as the negative feedback I need to change course in my direction!**
3. **I never see failure as failure, but only as the opportunity to develop my sense of humor!**
4. **I never see failure as failure, but only as an opportunity to practice my techniques and perfect my performance!**
5. **I never see failure as failure, but only as the game I Play To WIN!!!!**

### Creed Of Champions

**I am not judged by the number of times I fail, but by the number of times I succeed and the number of times I succeed is in direct proportion to the number of times I can fail and keep on trying!**

## Chapter 9 – A Spectator Sport Buying Is Not!

- \* **When your clients are experiencing your product they are emotionally involved with what you are selling!**
- \* **Give up the, "I'm the Star Performance!" Listen More.....Talk Less.....Much Less!!!**

### How To Develop Client Participation

1. List all steps the uninitiated must go through to understand how badly they need your product.
2. List every question and objection your likely to encounter.
3. Arrange demonstration with the questions and objections to incorporate into a smooth flowing sequence.
4. Practice, check and recheck your lines. Update as often as required.

## Start With:

- To get the most out of our time today, I've planned my presentation to answer the questions I am most often asked. If I don't cover something that is of interest to you, chances are I'll get to it or just ask me as they come.
- I've found that if I give you a quick overview of our program, then come back to the details, a lot of time is saved, okay!
- Tell them what you are going to tell them, tell them, then tell them what you just told them.
- Have a flowing sequence and ensure you have a mental lock on it. Don't be afraid to repeat as often as is necessary until your client understands! Repetition is the Key to Selling!

## Presentation

1. Control your client with constant questions and keep them varied.
2. You don't lose to objections you win by handling them!
3. Say it in words they want to hear:
  - a. Glamour Words- Charming, eloquent, exciting, creative, warm
  - b. Replace your boring words
  - c. Use appropriate lingo, but be sure your lingo is accurate
4. Keep mentally and physically involved
5. Give the body of your presentation in less than 17 minutes!!!

Your entire presentation should be pre planned in writing with common objections and closes to overcome!

## Chapter 10 – Finessing the 1<sup>st</sup> Meeting

Main Goal is to remove fear and allow the client to relax. Give them a minute alone to get familiar with the surroundings and ask opening questions.

## Chapter 12 – Qualify Your Client

- 1) Find out what they have now.
- 2) What they like or dislike.
- 3) What they would like altered or improved.
- 4) If we were fortunate enough today to find the right program would you be in a position to proceed?
- 5) Box options: Personal, Business or Investment
- 6) Box Money: Most people interested in acquiring this membership, with all its features are prepared to invest \$24,000. A fortunate few can invest \$31,000 and higher. Then there are those on a fixed or limited budget who, with the high cost of everything today can't go higher than \$19,000. May I ask which of these categories you fit most comfortably?
  - To use Triplicate Choice of Money you must practice the figures until you know them perfectly.

- You can do the same system with a monthly commitment!

## Chapter 13 – Handling Objections

- **Objections are the rungs of the ladder to sales success!**
- Love Objections

### What is an Objection:

It is a statement by your prospect that he wants to know more. Of course, objections don't usually come out sounding like polite requests for additional information. People aren't trying to make it quite that easy for you. They usually are sincerely objecting. They don't realize they are just asking for information. It is your job to know what to do about it !

\*\*\* Give us serenity to accept what cannot be changed, courage to change what should be changed and wisdom to distinguish the one from the other.....Reinhold Neibuhr

There are Objections and Conditions

- If no conditions exist and they don't buy.... It is my fault !

### 2 Don'ts and 1 Do that every Champion lives by:

- 1) Don't Argue, 2) Don't Attack them when you overcome their objection..... move on!
- 3) Do Lead them to answer their own objection
  - a. most clients will answer their own objection if you let them...lead them to it!

## How To Handle Objections

1. Hear them Out!
2. Feed the Objection Back!
3. Question the Objection – tell them to elaborate and explain more!
4. Answer the Objection and Know Different ways of overcoming them!
5. Confirm the Answer:
  - a. ...that clarifies it for you right?
  - b. ... with that out of the way we can go ahead, don't you think?
  - c. ... that solves your problem, doesn't it?
6. Change gears and immediately go to your next step!

## Four Shock Treatments For Objections

- 1) Put the Shoe on the Client's Foot
  - a. used for client's that have had previous experiences with your company or industry.

- b. ... “if you had that same problem, how would you handle it?”
- 2) Change their Base
  - a. highlight major benefits that dwarf their minor objection.
  - b. ... “will your decision be based on the color of the unit or all the positive benefits of our program?”
- 3) Question Down
  - a. gently list all of the areas they are pleased with
  - b. add other positives about our product
  - c. get to the area that is a problem with money
- 4) Review their History
  - a. why and how they have operated in the past.

## Chapter 14 – Closing is Sweet Success

- I Fall in Love with Closing because that is where the money is!
- I Know when it is time to Close....Don't keep talking if the client is ready to buy!
- I The more you say the more they can object to!
  - 1) Always have you closing materials with you.
  - 2) Casually present the forms – have a natural system
  - 3) Work with clean new forms – nothing old and folded, very unprofessional
  - 4) Find figures with finesse – know your numbers and don't fumble around
  - 5) Make your proof letters talk – have them on hand for credibility

### Test Closes

- 1) **Alternate Advance**
  - i. Would you prefer a one bedroom or two?
- 2) **Erroneous Conclusion**
  - i. You are going to Hawaii in November? Oh October...let me make a note of that.
- 3) **Porcupine**
  - i. Can you use your program in Hawaii...Is Hawaii important to you?

When doing any calculations or writing this can be a dangerous closing time, so be fast and methodical so clients do not have time to occupy their minds with anything Negative!

When a test close works move into a Major Close!

**What is Closing?**

- Closing is the process of helping people make decisions that are good for them.

## ***Close with Empathy***

- Enthusiastically sell what the client likes and wants.
- Close through their eyes!

## **When Do You Close?**

- When their pace suddenly slows down or speeds up
- When they were mostly listening and now are asking involvement questions.
- When they give you positive stimulus from test closes
- When they favor your test closes.

## **Where Do You Close?**

- Anywhere!!

## **The Anatomy of the Close!**

- 1) Understand what they want and need
  - a. Qualify them thoroughly and find their emotional needs!
  - b. Understand their motives!
- 2) Recognize buying signs.
  - a. verbal
    - i. asking more questions
    - ii. need for more data
    - iii. talk about, what if they owned....
    - iv. Very agreeable.
  - b. visual
    - i. smiles
    - ii. eyes light up
    - iii. couple show more affection
- 3) Make the decision
  - a. decide that the best thing for them to do is to buy...then lead them to buy!
- 4) Close with Casual Confidence
- 5) Don't Change When You Start To Close
- 6) Use the Planned Pause
  - a. If you don't have their full attention...just look intently at the person until you do!
  - Whenever you ask a closing question...SHUT UP!....The first person to speak loses!
  - On average you will have to try 5 different closes before the client will buy!

## Chapter 15 – 12 Power Closes

### 1. Direct

- Ask For The Order

### 2. Written Close

- Write The Order
- When you start to write the information on the form and get an objection

a) Ms. Client, I organize my thoughts and keep everything in the proper order and perspective. I do that on the paperwork so I don't forget anything....

- Then Ask: Do you have a middle initial?
- Yes it is ....
- Then ask another information question for the paperwork.....
- I don't like to risk forgetting anything; particularly anything that might cost you time and money!

### 3. Benjamine Franklin Close

- Yes and No columns

### 4. Sharp Angle Close

- If I could are you prepared to approve the paperwork today?
- Used for any benefit the client wants

### 5. Secondary Question Close

- As I see it the only decision we have to make today is how soon you'll start enjoying the travel benefits our program will provide you.....by the way are you going to use your program this year or next year?
- You Must:
  - State the major decision in terms of a benefit to the client
    - The only decision.....is how soon you'll.....
  - Do not pause between thought comments
  - State the Secondary Question Close in terms of an Alternate Advance Q
  - Prepare your complete close in advance
  - Use the casual format – Relaxed and Alter!

### 6. Higher Authority Close

- Use a known higher personnel that client would recognize as collaboration
- In the right situation the higher person may be available for contact – VNI

### 7. Similar Situation

- Tell your new prospect about a similar clients situation

### 8. My Dear Mother

- Use when there has been continued silence when bridging closes...use this to break the tension.

- My dear mother used to say, “silence is consent! Was she right?”

## 9) I'll Think It Over

- δ We want to sleep on it...
- δ We don't jump into things....
- δ Let us mull this over....
- δ Leave your information with us and we'll look at it....
- δ Come back later...

Know This One. Here is what to do:

### I Agree with them

- ... “that's fine, Mr. C, obviously you wouldn't take your time to think it over unless you were seriously interested, wouldn't you?”
- ...oh you bet we are interested, but we are going to have to think about it.
- show a little smile and act defeated as you ask that question.

### I Confirm that they are going to think it over

- ... “since you're that interested, may I assume that you'll give it very careful consideration?”
- speak the last three words slowly with some emphasis
- they should respond with a yes

### I Make them Squeal

- Mr. Client you are not telling me this just to get rid of me are you?
- Act as though you have lost!
- They'll answer – oh no, you are the best and your program is excellent...

### I Clarify and Twist Harder

- Just to clarify my thinking; What is it that you wanted to think over, is it the integrity of my company? No... your company is great!
- Is it my personal integrity? No.... you were excellent!
- Is it our...exchange, acceleration, annuity, rental, ICE, F/O benefits,
- Your last question has to be.... Is it the money? ... The real problem is \$.

## 10) Reduction to the Ridiculous Close

- I didn't want to spend that much.
- Take the difference of their budget and your program and break it down into years, months, days, and hours (if practicable)
- This small amount will seem virtually impossible not to do.
- It will only cost you 50 cents a day to own my product! Now with the benefits you will have with my product it will save more than that in efficiency alone, right?

## 11) Negative Close

- Your prospect must have warmed up to a specific product or service you are selling!
- Your prospect must be aware of you as a distinct personality!
- Be conservative, but you must create the need and want once you have that and your prospect has warmed up.
- You know, one of the biggest problems we have I providing our program to people is getting them qualified. We have some amazing things happen. Just the other day, I had a real nice couple, good as gold. They had an income of about \$65,000 / yr, but when we applied for the financing we were told no! My people were horrified. They told me that they had good credit, but it didn't make any difference...you run into some weird things.
- By the way are you sure you could qualify for our program if you wanted to?

## 12) Puppy Dog Close

- Once you take the puppy dog home and everyone loves it, they'll never give it up!
- If you can do this with your product it will sell itself!

## Bridging Closes

1. Apologize
  - a. I apologize, I didn't mean to go so rapidly or to push, I just feel that....
2. Summarize the benefits that they have already agreed to!
3. Ask a Lead-in-Question
  - a. I know I went through that rapidly, but those are the things that we've discussed thus far and we've really agreed on them, haven't we?
4. Go for the next close!

## Bridging Sequence

\* Any rehearsed patter that let's you cross over the river of their latest "no" and keep on traveling down the road to the sale!

All buyers feel and act on the urge to say no at first. With rare exception, every buyer contact you make during your entire sales career will begin with that person being committed to rejecting whatever you're proposing! Your job is converting the noes to yeses!

*50% - of all closes will come from a major objection!*

*40% - of all closes will come from overcoming procrastination!*

*10% - of all closes will come from altering an outright rejection!!*

- When your first major close fails move slowly into a bridging sequence taking as much time as necessary to prepare the way for taking another carefully aimed shot at the client. Play your second major close ....it may fail....without any discomfort or dismay move into another sequence. Be patient and don't just go from close to close. Look for an angle and if you can't find an angle....create an angle – that is your job! Take time to set up for your next close and

go for it. Most buying decisions are made on the 5<sup>th</sup> close. Be prepared to stay relaxed, because if you show signs of stress or tension....guess what...your client will also!

- Have prepared closes for everything and bridging sequences to go with your closes!
  - 1) I'm sorry, don't feel that I'm pushing you...I'm not, but I am sincerely excited about this opportunity for you.....So what do you feel I haven't made clear?
  - 2) Forgive me, I didn't mean to seem overly aggressive. However, all indications point to this being a wise decision for you, so please tell me what areas I haven't fully satisfied you about?
- Many fine bridging sequences begin by acknowledging what the prospect has just said. Making a quick apology for pressing too hard often clears the air. Change the emotional climate and regroup. May even review a benefit that you've confirmed is important to your client. May ask the client to name the most important benefits to them.
- Do not change the subject away from the current program or close!
- Practice.....Drill.....Rehearse!

## Chapter 19 – How To Sell Your Way Out Of A Slump

\*\*\*Are You Happy!!!

\*\*\* Being miserable is a habit; being happy is a habit; The choice is yours!!!

Understand This:

Change what you want to change. Accept what you can't hope to change. Be stubbornly happy no matter what, once you've rid yourself of the latest negative feelings that have a necessary part to play, you will always be happy in your life!

Losers love to talk about losing, about problems, and why it can't be done. The next time someone in your office has a disaster, notice how people react to it. The loser will hurry over to get all the gory details, then they'll tell a few sad tales of their own. Before you know it a royal buffet of bad news is in full swing!

Winners handle someone else's troubles differently, with silence, or by offering a quick word of encouragement, but never indulge in the negativity!

## Fixing A Slump

### G.O.Y.A. – Get Off Your Ass!!!!!!

#### 1) Become Highly Skilled at what you do!

#### 2) Burn the Past – Daily!

- Tell yourself, “That’s dead and I’ve buried it. I can’t change it, so now I’m going to think about something I can turn into my advantage!”

#### 3) Live in This Moment!

- Enjoy your life in the Now. You can’t relive yesterday and you can’t live tomorrow!

#### 4) Plan Your Future Instead of Worrying About It!

- Make your plan and give it a shot everyday
- You must enjoy your free time and you must make room for “you” time!
- Plan and utilize your time management abilities

#### 5) Don’t Demand Fairness From Life

- Fuck Fair....it doesn’t exist!
- Be thankful for what you don’t have. There are a lot of other people in this world that have a lot less than you do and have become very successful!
- *Never take what you have or what you are capable of doing for granted!!!!*

#### 6) Don’t Be Guilty

- If you are going to feel guilty about something...then don’t do it.
- If you do it....forget the guilt and move on.

#### 7) Commit To High Performance An Accept The Consequences Of That Commitment

- Take of No. 1 – You
- What are you willing to sacrifice to reach your Goals?

#### 8) Work On Procrastination

- Do It Now

#### 9) Keep A Sense Of Humor Growing

- Tell yourself that you love to laugh
- Remember -- .... “I never realized how much you made me laugh until now, when I am not supposed to!”

## Chapter 20 – The Most Necessary Skill of All

- δ Have a sincere desire to learn how to make my own dreams come true!
- δ You must want; not in a mere sense of the word, but a deep seated desire that gnaws at you every day. The type of desire that creates adrenaline and ambition from the emotional stimulation of the rewards created by that want!

### Effective Goal Setting

- I. If it is not in writing, it is not a goal!
- II. If it is not specific, it is not a goal!
- III. Goals must be believable!
- IV. An effective goal is an exciting challenge!
- V. Goals must be adjusted to new information!
- VI. Dynamic goals guide our choices!
- VII. Don't set short-term goals for more than 90 days!
- VIII. Maintain balance between long and short-term goals!
- IX. Include your loved ones in your goals!
- X. Set goals in all areas of your life!
- XI. Your goals must be harmonized!
- XII. Review your goals regularly!
- XIII. Set vivid goals!
- XIV. Don't chisel your goals in granite!
- XV. Reach out into the future!
- XVI. Have set goals for every day and review them every night!
- XVII. Train yourself to crave your goals!
- XVIII. Set activity goals and not production goals!
- XIX. Understand luck and make it work for you!
- XX. Start Now!

## Chapter 22 – 5 More Power Closes

### 1) The No Close

- δ Clients like it, acknowledge that they need it, and want the product, but they still just say No!

### Know This:

- δ Mr. Client, there are many salespeople representing many products and they'll all have good and persuasive reasons for you to invest in their products or services, haven't they?...

- δ Any you Mr. Client, can say not to any or all of them, can't you? My position as a vacation professional is quite different. You see my experience representing Velas has taught me an overwhelming truth, which is that no one can say no to me, they can only say no to themselves...
- δ How can I accept that kind of no? Tell me Mr. Client if you were me, would you let Mr. Client say no to anything that is so important to his.....(use and emotional benefiting word) ie: **life, health, happiness, loved ones, family, security, future profits, business success, competitive survival, financial growth, career advancement, personal achievement?**

## 2) It Isn't In My Budget

- δ Mostly used with corporations or other agencies with a representative.
- δ Can be incorporated into a family structure as it would a corporation.

Client - I'm sorry but your program is not apart of our family plan at this time!

- You - Of course it isn't, but that is part of the reason you are hear, isn't it. If it could fit into your budget you would want it, wouldn't you?
- I'm fully aware that every well-planned family controls its money with a carefully planned budget. Am I also right is assuming that you, with a successful family, uses your budget as a guideline, not as an inflexible anchor?
  - You retain the options to flex that budget in the best interests of your family's future, right? If your vehicle broke down you would not have had that in your plan but you would still fix the car, wouldn't you?
  - We have been discussing a program that will give you and your family an immediate and continuing edge, not only financially but emotionally. Tell me under these conditions:
    - Your budget will flex, wouldn't it?
    - Will your budget flex or is it an anchor?

## 3) Personal Inflation

- δ Related to inflation and expenses
- The most critical decisions we have to make today are money decisions, aren't they? We no longer have the luxury of deciding between 3 possibilities:
  - 1) To Save
  - 2) To Spend
  - 3) To Invest

Today because of inflation, we can no longer decide to just save our money and I'm sure you know why, don't you? .....**Pause for their response**.....

That's Right, As economic factors increase inflation, every dollar we have saved is worth less than it was when we earned it! Isn't that true?.... **Pause**.....

Today we must make whatever money we have left after meeting our daily expenses, do something positive for us. Isn't it true that we only have two choices: 1) we can find ourselves in an investment that will provide a return greater than the inflation rate, rather tough if we aren't already wealthy isn't it. Or 2) we can use the money to improve our standard of living!

Now, we've found that you really want to be a member of Velas. Tell me, are you or are you not entitled to a reward for all of the hard work you have been doing?....**Pause...**

Right again.... The next question is, will you take that reward, or will you let inflation have it?

## 4) The Business Inflation Close

- Along with the government's bureaucratic regulation, inflation is one of our major business concerns, isn't it?....**Pause....**
- Then tell me, is this a problem that is unique to your business?...**Pause....**
- Then I am correct in assuming that all of your competitors are faced with this same inflation problem? .... **Pause.....**
- Would this statement be wrong? When your entire industry is fighting the same problem, some companies will cope better with that problem than the others will. ....**Pause....**
- That's right, Now, hasn't my entire objective been to provide you with a method of gaining a competitive edge? An gaining edges – gaining any edge, large or small – is the only way you'll make this company do a better job than the rest of the industry, isn't that right?

## 5) The State Of The Economy Close

- δ Used on the vast public that is a pessimist about the total economy
- Yes, I know that the media is constantly selling everyone on fear during this recession and inflationary period – and that fear itself is creating a deeper recession, don't you agree?
- Tell me if you have ever had the media explain this truth: a great percentage of today's giant corporations, of today's outstanding marketers and of today's foremost salespeople, gained their original momentum during a period of economic upset. That original momentum then carried them to greatness. Yes, while theirs were saying no to everything, these great ones learned the yes habit. Did you realize this truth?....**Pause.....**
- It seems to boil down to this: No has always bee the first two letters of nothing. I don't like what nothing implies. Would I be right in assuming that you don't like the meaning of no either?

## Rule 2: Go Back To Rule #1