

## **Introduction**

There are estimated to be over 34 million salespeople in the United States. This book is designed to teach you to broaden your career options, to compete more effectively with your competitors, and to improve your current performance. This book describes a wide variety of situations and approaches to stimulate your own creative energies, and it will allow you to set yourself apart from your competition.

This is a “bring-along” book. Take it with you in your car, on the plane, or even to the bathroom! Whenever you have a few moments, read a paragraph, get a new idea, stimulate your creative juices to develop a different approach for your next sale. By going through the book in this manner, you will learn how to get that prospect, who will not move off the dime, to make the right decision and select you over your competition.

This book, allows you to gain some fast insights and not get bogged down in a chapter. Further, the book follows the natural flow of the selling process from prospecting and the first call, to the presentation and follow-up steps. Each chapter gives you new ideas, many of which you will find unique – all are designed to refresh, invigorate, and focus you on your path to greater selling success.

Every good salesperson needs to see selling from new perspectives and understand that selling is a continual process of improving.

The critical point of selling more effectively is not to find new-fangled techniques, but to employ genuine human connections that provide credibility and build trust. That, in turn, produces greater success. Yes, there is the Internet, and there are bidding sites. There are many ways to bypass the human element and try to make the buying process “more efficient.” However, these processes are all flawed when they are based on providing goods at the lowest price possible. This is not a sustainable business model for growing a profitable organization. New products, new markets, and new applications for products all require a savvy sales force to establish a customer base.

The human element cannot be ignored. Successful salespeople know how to build relationships.

How does the proven professional, in any field, get to be more successful? It is through a constant effort.

“I don’t have time to read a book. I need to be out selling.” “I feel guilty sitting down and reading when I should be out selling.” Both of these attitudes

are flawed. Continuous learning will help any good salesperson become better.

In the movie Million Dollar Baby, there is a sign in the boxing hall that states, “When you’re good at making excuses, it’s difficult to excel at anything else.” That simple little saying has so much punch (pun intended).

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There is an old story of two lumberjacks who challenged each other to a contest. The first quickly took his ax and began to furiously chop down his tree while the other lumberjack started by sharpening his ax and every so often stopped to sharpen it again. The first lumberjack wondered why the second was less focused on chopping his tree until the second man won. Only when he lost was it obvious that by making sure his tools were always sharp the second lumberjack was the best prepared to win. By reading, and continuously learning, you ensure that you will increase your wins.

In my consulting and speaking engagements, I have met salespeople who label their challenges as “roadblocks.”

- “I cannot get an appointment.”
- “I cannot get the sale after several presentations.”
- “My calls are not being returned.”
- “I hate price negotiations.”
- “I work too hard for what I am getting in sales.”
- “Getting a sale is taking too much of my time.”
- “I can only make a few calls a week.”

This book helps you overcome these roadblocks and be more successful.

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