



**Discovering How to Use Your Authenticity and Given Strengths to  
Sell and Earn More  
Immediately**



Thanks for taking the diagnostic!

There is one thing to remember if you remember nothing else SALES = INCOME. If a person's income suffers or if a business suffers, it is not because of the lack of good products, ideas or work ethic... It is because they cannot sell.

No sales... No Income... No Business... No Fun.

The first lesson in sales is to know how to play to your strengths. It is to know how to be your authentic self in all cases. Perhaps you have been led to believe that you have to be like someone else in order to make money. Or perhaps you have been told that you have to be a certain type of person.

Not only will that thinking hurt your income, but it will also crush your spirit and those on your team.

The truth is you do not have to be an Attack Dog to explode your income. We use the analogy of our four-legged furry friends to expose the relentlessness, loyalty and commitment in each of us to help and serve others. Inside of you is the amazing ability to make a lot of money. All you have to do is answer these two questions:

1. Do you like to help other people?
2. Would you like to make a lot of money helping lots of people?

If you said yes to both... You are in the right place. Let's uncover the true SalesDog in you so you can get on with being an awesome salesperson.

WARNING! Before we go any further... Whatever breed of SalesDog you turned out to be, do NOT take personal offense. Just because you are a "Poodle" does not mean you "look" like a Poodle. It is simply a fun way for you to get real about your natural authentic strengths in communicating and working with others. Be open, receptive, learn, and generate more income quickly.

You know, despite the hype, the ability to instill confidence in others, offer solutions to their problems and to even convince yourself to take action on the things that you know you must do in your life... are all sales.

In business the message is clear. You have to know how to sell, how to teach others how to sell, and how to build a great team that can sell. That is how business wealth multiplies. We are committed to increasing your income through giving you the ability to do those things well.

Some people think that you have to be "thick skinned" and overly aggressive to win in sales and in life. That is just not true. You do need to know a few things:

- ✓ How to play to your strengths and use them to increase your income.
- ✓ How to find people with a need for what you have and who have money.
- ✓ How to approach and contact them and go into their world to discover their real wants and needs.
- ✓ How to make a compelling presentation that inspires them to take action.
- ✓ How to turn "No's" into "Yes's" so you can overcome any objection and convert more business.
- ✓ How to make a great Offer and Close so you convert more business into real income.
- ✓ How to get testimonials and referrals that prove that you deliver on your promises and that create a perpetual source of awesome prospects who are looking for you.

This report will get you started on a many of these points. You will be given specific success tactics for your particular breed or personality that will allow you to earn more right away.

I suggest reading the recommendations for all of the breeds including your own. Just because you are a retriever, doesn't mean you can't pick up some tips from the Basset Hound and vice versa. Some of the advice may be similar for different breeds, but for different reasons. Once you know the reason why a strategy works, then implementing it becomes far easier.

Trying to be someone that you aren't can be painful. Having a supply of strategies that you can use based upon your strengths is much easier and much more lucrative. This is true whether you want to increase sales, make more money or lead others. By continuing to learn, practice and accept coaching on those strengths, you actually earn as you learn.

If you focus on what you naturally do well, repeat it, study it, improve it, practice it and get comfortable with it, two incredible things happen. One, you will become infinitely more powerful, confident and rich. Second, your weaknesses and frailties will seem to automatically dissipate and become non-issues.

First Tip for ALL SalesDogs:

**Celebrate all your wins and the wins of others.**

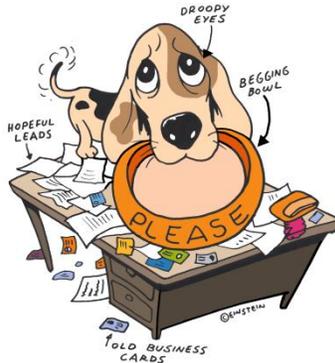
It builds confidence, energy and naturally will move you in the direction of your greatest potential. Remember:

**Sales is an emotional contact sport.**

The more you acknowledge your wins with a “Yesss!” a “High 5,” a “whoop” or a “holler,” the more it will “anchor” that energy into your mind and body. If you do that, you will then be able use that energy again later to muster up courage or create confidence when you need it for an important presentation, call or conversation. It allows you to control and manage your emotions better so that you can perpetuate passion, excitement and confidence.



## SALESDOGS 'BREED' ANALYSIS



**The BASSET HOUND** is the traditional warm-up-to-you salesperson. You can build great rapport and instill trust, confidence and integrity in the hearts of anyone. That is who you are! You are able to accomplish that rapport because of your natural ability to really “listen” to what others have to say. By showing genuine interest in their needs, problems, concerns and fears you will win lots of loyal fans. Do not be afraid to talk about things like, “value, commitment, loyalty, integrity, and perseverance.” It should not be difficult for you to be congruent on these points.

While others may use those words or sell those concepts, your ability to really “connect” with others will win their confidence. Keep in mind that you are highly “believable” by nature. Never abuse this, but use it as your strength. In these days of technology, you know that features and benefits alone will not cut it. You have to distinguish yourself from the crowd. By focusing on these values you will earn a reputation as a “good and honest” person to do business with. That is a HUGE strength.

How do you do that? Make a list of the biggest “emotional” objections that your prospect or target market would have. Issues like, looking bad in front of their boss, being embarrassed, feeling ripped off, being taken advantage of, etc. Imagine yourself in those situations and remember how you felt. Then practice addressing those issues by relating your own experiences in each of those areas. Let others know that you know how they might feel.

Secondly, make it your job to “connect the dots” for prospects. Make extensive lists of the specific needs, desires and concerns that they actually have. Then use your understanding of their needs and problems, to actually match benefits of what you offer to those specific issues. YOU have to make the bridge. DO NOT ever assume that they will figure that out for themselves no matter how obvious it seems to you. You will earn lots of credibility by being able to relate back to them the very concerns that they voiced to you earlier and even more points by offering solutions to those specific points.

Above all, tell the truth! If you can't solve their problem, tell them so and then offer them a solution anyway, even if it isn't your product or service. Be their advocate regardless of what you have to sell them.

As you can gather, your strength is one-to-one. Therefore the easiest way to double sales immediately is by doubling the amount of time that you spend being in front of prospects and customers!!! How do you do this?

#### Basset Strategy #1:

Get yourself a **personal assistant** who will handle your non-revenue generating activities! (Part-time or full time.) You know, stuff like, dry cleaning, errands, car washing, expense reports, grocery shopping, certain follow ups, outreach campaigns, scheduling, calendars, etc. It will not only give you more time to see people, but it will free your mind of a ton of clutter that blocks your creativity, energy and your ability to focus on customers and their problems.

You will be amazed at how much you can accomplish when your mind is no longer relegated to menial tasks that bring your energy and focus down.

Now, I know that the "little voice" in your head may be saying that you can't afford it, or that you don't need it. Tell that little voice to knock it off! If you want to build business, you have to think like a business owner. I guarantee you that this investment alone will generate thousands of dollars for you if are willing try. You may have to override the little voice in your head to do it. If you are the engine of your income, then the best investment that you can make is in yourself.

#### Basset Strategy #2:

As a basset, focus on creating a good **referral system** to generate qualified prospects. Why? Because those that know you should love you, and from them will come more of the same. However you must have a system in place that makes this happen. You cannot leave it to chance. There are many models for a referral system. You can send a letter out to your users telling them that you are willing to offer a FREE gift to anyone who refers one of their customers to you if it turns into a piece of business. It could be a product, a service, or even an opportunity.

I know of a travel agent who gives everyone who sent her a referral, a coupon for a free drawing for a trip to Hawaii. She was flooded with leads! Twice a year she draws a name from the hat and gives the lucky author of the referral a trip for two to the Big Island (where she obviously gets some great packages!)

This is also a great way to overcome a slump, which bassets are a bit prone to. Simply go out and talk to others that already like you and see what they have to say. Let them tell you about all the good things, the challenges and even their suggestions. You will be amazed at what they say. It will bring your spirits up and ignite your creative juices.

Then ask them if they know of someone else who would be interested in your offering. Ask them if they would be willing to call them in advance and tell them that you will be calling on them. At the minimum, make sure that you know how they are affiliated and use that information to open the conversation with the new “referral-ee.”

#### Basset Strategy #3:

Spend time learning to control the “little voice” in your brain. You probably have a tendency to over-think too many things. Right? It is therefore imperative that you learn NOT to believe everything that you say to yourself. Your moods can be both your strengths and your weaknesses. You can be super passionate in one moment and super down in another.

Learn to NOT over generalize things that happen to you. Just because it happened now does NOT mean that it happens “all the time” or that it has any affect on the rest of your life. You have to learn to discipline your mind to recognize when the “little voice” in your head starts going down that track.

#### Basset Strategy #4:

Look for leads everywhere! The Basset as a canine breed has one of the keenest senses for picking up a scent of any dog. You do, too! Never under-estimate who may know the person who knows the person you want to meet. If you suspect even the most remote possibility that someone might be able to lead you to a decision maker... Follow it! Your nose is better than the rest of the breeds. Trust your gut feeling on that stuff.

#### Basset Strategy #5

There is no one who can win an upset customer back as well as the basset. Use your rapport building strengths to listen, understand, empathize, and then help them solve their problem. Turn it to an up-sell. Just do not BEG!!! ☺

#### Basset Strategy #6

Contact departed customers and do lots of asking. You will be amazed at what a little frequency with all of your contacts will do. Do not wait for someone else to feed you leads. You must have your OWN system through direct marketing or referrals.

#### Basset Little Voice Strategies:

After sales calls, be sure to thank yourself and practice techniques that keep your energy up. Bassets have a tendency to take things very personally when a prospect says “no” or when adversity strikes. It is not a reflection on YOU! There are many ways to handle setbacks. Learn them.

Of all the breeds, your strength is in your personable signature approach. ...But your weakness may be that you take so much to heart. Learning “Little Voice Management” (LVM) is key to your success. Winning the “battle of your own brain” is 95% of the game!

CAUTION: You have to learn how to keep in motion and get out there and ‘JUST DO IT!’ (Some bassets have a tendency to get a little sedate sometimes. ☹) Inspiration and motivation on a regular basis will catapult you faster than any other breed.

Basset Strengths:

- One-on-one rapport
- Handling upset customers
- Sniffing out a deal
- Building trust
- Selling on values such as integrity and responsibility

Basset Weaknesses:

- Difficulty in getting and keeping motivated
- Lack of marketing expertise– may rely on personal contact to make things happen
- Feelings may get hurt

Recommended areas of Development for Bassets:

- Referral systems
- “Automatic” lead generation strategies
- Mastering “Little Voice Mastery” systems
- Obtaining coaching and on-going support



Of all the SalesDogs, the **POODLE** is the ultimate networker. Your strength is in your ability to connect with people, network and make amazingly good impressions. Probably the greatest hidden (or not hidden) strength of the poodle is your ability and willingness to present to groups whether small or large. Because of the desire to connect, poodles can be great at plugging into vast networks of prospects. They also have a natural talent in developing marketing tools that can create huge amounts of leads... For some, writing marketing headlines, ads and copy that will magnetize leads to you, may seem like a burden. But for you, taking the time to learn basic marketing skills may not only be fun, but will pay back many-fold in floods of hungry prospects.

By the way, just because you are a poodle in sales, does not mean that you look like a poodle. Take no offense. You have the ability to make a large amount of money by reaching out to others, by leveraging yourself through others and by truly being a hub in your community, industry, or line of business.

Here are some very good coaching tips for you.

First, learn **how to present** well. There is way more leverage in standing in front of a large group of people than in talking to people one-on-one. Therefore learn how to deliver a great “elevator pitch.” Learn how to make a presentation that lasts from two minutes to 20 minutes that compels others to take an immediate action of some sort. Practice it again and again until it rolls off your tongue.

Offer to be a speaker to any group that you can. Do this as often as possible to get practice. Why? Because your best strategy is to make yourself an expert in your field. By doing so you become the center of attention (which most poodles like ~~to~~!) and others will naturally seek you out for more information on your area of expertise.

By delivering your message in front of community groups, organizations, associations and companies, you will earn a reputation as being a person with vision, with a broader view of the marketplace than most others in the field. Make sure that you know your facts and whatever you do, do not overstate the truth. That will get you into lots of trouble very fast.

Learning how to enroll a crowd and how to get them to be interested in obtaining more information or in setting up appointments with you, is a valuable asset to generating lots of money in sales.

The second thing I recommend for poodles is to **join groups**. Every association, community group, organization, and social group that contains your target audience. At that point, let your natural talents flow. Talk to people. Ask lots of questions. Find out what people are doing and why. Simply get in and stay in contact with as many people as you can. Find out what they're up to. Know who talks to who and why. Get connected.

**Become the focal point** and hub for connecting others with good contacts and information. Be a facilitator. When people are looking for something and you happen to know how to connect them with the source of what they're looking for, you will become a valuable commodity to them. There's no mistake that those people that are able to connect other people with other people not only make great brokers but are also great salespeople.

Obviously if you can connect them with your product, service or opportunity, that's ideal. That will happen naturally if you remember to ask questions and always look for ways to serve.

Poodles also have to **be careful not to let their ego get in the way**. That is for two reasons. If your ego is too sensitive, you will be crushed by objections. You will avoid asking and end up doing a lot of connecting and no selling. The second reason to have control of your ego is so that fame does not go to your head. If it does, you will be viewed as arrogant and self-centered which will never help increase sales.

Poodles must also learn about little voice mastery is so that they are not afraid to ask for the order or to ask someone to buy. There are many people that are great at networking. They host great parties. They attend lots of functions. They have a huge association of friends and colleagues. But they are afraid to ask someone else to buy their product or service. That's a problem.

Therefore poodles must learn to **practice handling objections**. Not in order to be a pitbull. But in order to feel comfortable. This is true in even a casual setting when someone is testing or trying your product to be able to say, "Would you like me to have that delivered to you?" or "Would you like to purchase one or two of those?" or "Would you be interested in taking advantage of the special offer that we have on this one?"

Even if they say "no," rather than quickly backing off and saying "that's okay," you should then feel confident enough to ask another series of questions. Ask a different way. Or simply inquire as to why they aren't interested now or when they might be interested in buying the product or service. There are many poodles who have made many connections and have great inroads but make no money because they are afraid of the word "no."

In the area of networking, poodles have to be cautious of not trying too hard. Just be natural and ask lots of questions and everything will fall into place. Many times poodles are accused of being “schmoozers,” because they push too hard and they become too obvious. Don’t be fake. Have fun.

Another great avenue for poodles is to become experts in creating and directing marketing campaigns. Use your networking skills on social media. Create a huge community of friends that love you and your messaging. Connect to others that can connect you to others and so on... Share relevant information on social media that adds real insight and value to people’s lives. Believe it or not, most are not interested in whether you think your eight year old son is going to be the next super star in soccer because of the amazing game he just had.

While all SalesDogs should know how to do this, poodles can take extra pride in knowing that their ability to articulate and clearly paint a picture of benefits can make them a lot of money if they put it into text, audio or video format.

Learn how to write a headline, create juicy bullet benefit points and create a compelling story. These are natural skills that you can use to get a sea of prospects to raise their hands requesting more information on your products, services and opportunities.

Combining some marketing tools with your presentation strategies, try this to generate lots of exposure and income. Promote a FREE webinar/seminar on your product or service. Better yet, make the topic something beyond your product that you are passionate about. For example, rather than talking about your network marketing business, talk about the step to building a championship team in your business and use your network marketing team as an example. Perhaps you are passionate about customer service, finding good advisors, reducing taxes, testing marketing strategies. Your business may be related to those subjects, but you are actually teaching great skills that you have learned along the way. If you do this well, people will seek you for find out more about your service because of the value you have given them.

Give it a catchy headline like the ‘Six Secrets to Getting the Highest Return On Your Cash Using \_\_\_\_\_’ (fill in generic product/service).

Warning! While poodles can rely on their natural charisma and energy to win favor, they must be cautious of becoming too diffused or spread in too many directions. I recommend a good coach and team of advisors who will spend the time helping you formulate a plan that will keep you on purpose. Otherwise you may chase too many opportunities and not focus enough on the ones that will make you the most money.

Warning! Do not be swayed by the success of others that you think are doing better than you. That’s THEIR plan. Because poodles don’t want to miss out, you may want to emulate too many other success models. It’s okay to model. But model ONE... not ten! A good coach will keep you on track. For example, follow one line of business or a few networks until you get them running well, before mounting a whole campaign on another.

You can be awesome in the fact that you are awesome. Be proud of being a poodle. Wear the label like a medal of honor. People love those who make friends out of all of us. They love to be around those who are happy, cheerful and full of energy. Don't overdo it. Just be you and be okay with being a bit crazy. It's contagious.

Strengths:

- Talent for presenting
- Excellent Image
- Can develop compelling marketing messages
- Superb Networker

Weaknesses:

- Sensitive ego
- Attitude swings
- May talk too much
- May be too scattered

Recommended Areas of Development:

- Learn to present well
- LVM (little voice management)
- Learn the basics of good on-line, social media marketing campaigns



As a **GOLDEN RETRIEVER**, you naturally operate upon one of the most powerful principles of relationship building called the Law of Reciprocity: If you give, you shall receive. You love to serve and support others and that natural gift will reap millions to you when you learn how to apply it in sales. The good news is that this is one of the fastest ways to generate the most income and is neglected by most. And as a retriever you are natural for it. By going to your friends, community, social media and beyond and providing a continual stream of service, support and value, you will be able to create income any time you want to.

Your strength is your love of maintaining lots of frequency with others. Staying in contact and communicating regularly with your target market can generate tons of income if you know how to manage it. Frequency builds trust. And trust is the critical cornerstone of sales. If you like to serve and support others, then you have the ability to give your prospects the advantage of experiencing that support and trust before they even spend a penny.

Would you like to be able to try before you buy? Of course. In this economy, coupling those concepts will make you very rich.

Start by creating a frequency program. A way to stay in continual contact with your whole database. It can be in the form of a video, webinar, newsletter, e-zine, text messages, blog or something. But it has to be a system. Not YOU personally reaching out to everyone one-on-one!

This program should deliver valuable information to your target market for FREE. That's right. FREE! Remember: Reciprocity. Give first in order to give them a taste of what you have to offer. Let them know that you KNOW what their needs are and give it to them. This is NOT about sending a monthly sales pitch. It is about giving them valuable information that helps make their lives and businesses better. It doesn't even have to do with your product or service and you don't even have to create it! You can cut, copy, paste, and collaborate on this one.

If you really know your target market's problems, then you will know what kind of information that they need in order to make their businesses and lives better. Find

articles, links, data, information that will direct them, help them and empower them even if it's not solved by your products.

For example, you may sell office automation solutions, both product and service based. You may know that your primary target prospects are heads of IT departments or general managers of small businesses. You should also know that besides acquiring computer equipment, they also have personnel issues, team building issues, budget issues, compliance issues, etc.

Send them information that gives them helpful hints on some of their problem areas that you are also passionate about...as well as stuff on office automation solutions. They will begin to associate you with great value. Then when it comes time to sell to them, they will be much more willing to warm up to you, because of their value added experiences with you.

For example, I send out a FREE blog post that includes sales, team, marketing and Little Voice Mastery tips on a regular basis. I want to be sure that everyone that is in contact with me gets value in every instance. I post motivational tips, tips on what I am learning from my great teachers, business insights and other value-add stuff on social media daily.

Rely on your natural persistence and patience to build a strong foundation of trust and support. Others can talk about it. But you can demonstrate it. Prospects will reciprocate when the time comes. (And if you know how to construct a good offer!)

Then when you truly have something to offer them, ask through your system, who might be interested in more information about your special offer. Those that "raise their hands" are qualified. Follow up with them. They will respond at a much higher rate because they already have received value from you. This is perfect for retrievers.

Retrievers should also build on their teaching strengths. Learn to teach. Learn to teach others how to be successful and how to make their businesses and lives better and they will become bonded to you for life.

See, you can be a "good person" who genuinely likes to serve others and win very big.

**CAUTION:** Do not fall into the typical retriever trap of serving too much and hanging out too much with prospects and users without asking! Ask about their needs, problems and concerns. Ask about proposed solutions to those problems and concerns. And all the while, ask how and when you can help them solve those problems. It's called "closing!"

Retrievers have to sometimes be reminded that "closing" is not something that you do to corner a customer or to hard ball them in a sales cycle. Closing is an ATTITUDE. It is an attitude of asking how and when you can serve them. It's about making arrangements to start, to implement, to proceed, to deliver, to serve. You do this from your heart and from your natural desire to support others, but you have to "Ask!"

You also have to have a plan! Simply hanging out with prospects and doing anything that they want you to do will not work unless you have a planned cycle that will ultimately steer them to buy. Know and draw out your selling cycle. What are the typical 3 steps, 5 steps or 6 six steps that it takes for a lead to become a customer in your business? Work that cycle and closing will become easier.

Here is another retriever idea. It's a way for you to re-connect with "old friends." Dig up all the lost and forgotten customers that you have had over the last five years. Do NOT discount any of them!!!! Send a letter of apologies for not being in touch and offer them something nice for FREE. Could be a report, a product, some service or something of perceived value to them. Communicate with them at least three times by either e-mail, regular mail, or text.

I guarantee that you will uncover business that you would not have gotten otherwise!

Your talent is taking care of others. You will go to great lengths to make sure that your clients are happy. You may even be somewhat appalled at the pit bull hard-ball approach. Don't worry. Service is your strength. There are many great examples of retrievers who have made millions by cleverly figuring out how to maintain frequency with customers and by offering a steady stream of value to them without having to do it all themselves.

Keep good records and if you do not have a way to maintain and monitor your community and list, get a good web-based system. You will need it if you are to play to your strength in this case.

Strengths:

- Truly caring of others
- Naturally driven to build and maintain frequency with customers
- Service oriented
- Huge up-selling potential
- Referral selling is only a matter of asking

Weaknesses:

- Uncomfortable with closing
- Too nice sometimes
- Get too comfortable
- Crave acknowledgment
- Lack marketing savvy sometimes

Recommended Areas of Development:

- LVM (little voice management) overcoming the fear of people not liking you or of feeling like you might be too pushy
- Developing and working a true selling cycle that will generate income automatically
- Closing skills
- Learning what to do when they say "NO!"



Most who discover that they are a **PITBULL** should be proud of it.

You are the classic SalesDog. You have the natural tenaciousness and fearlessness to generate activity anywhere and anytime. All you need is the scent of a deal and you are all over it. Cold calling, new products, big challenges are not a problem and actually serve as high motivation where others would be intimidated. For you, learning to control that impulsiveness and energy is key.

Disciplining is key for the pitbull. Disciplining the time to make calls, time to follow up, practicing presentations and methodical preparation will turn you into a winner very quickly. Many pitbulls, while momentarily are very focused, have a tendency to chase other attractive opportunities when they present themselves rather than sticking to completion.

As a pitbull be sure that you use the support of a team that can back you up in your sales endeavors. Many strong pitbulls tend to like to “do it on their own.” However if you want to make a LOT of money, you have to work with a team. (More on that in a second!) Remember that your aggressiveness is great for opening doors, but the rest of the team will keep them open and offer great opportunities for back-end and follow-up sales if you allow it.

If you do not have a personal assistant, I would get one that can handle communications with your community and customers (if you work alone) and a lot of your administrative functions. You DO have contact management system that you use, don't you? Since follow-up may not be your strength, you may miss a lot of opportunities. Create follow-up systems that will keep you in contact and continue to remind your prospects of what you are doing.

One of the biggest tips for you is to learn to condition yourself to empower others to do things for you so that you don't try to do everything yourself. You will run out of time and will never be as effective as you could be. You will also spend a lot of your time

beating your head against the wall, being eternally frustrated with not getting all the results that you want.

YOUR strength, in this case, is also a weakness. Since you are aggressive, you may have a tendency to try to do everything! That's a trap. Leverage is the key to your success. Learn how to enroll others. Learn how to sell internally. I have seen lots of pitbulls that were great in sales, but could not manage a team well, nor could they sell within their organizations that well. Not having those skills is income limiting!

Unless you want to be "the person" who does it all, for the rest of your life, learn how to build and drive a great team. You have the makings of a great leader. Yet without team building skills, you may drive more people away than you attract.

One of your strengths is that you are a quick thinker. You hear what others are saying and your mind instantly jumps to a solution. That is great, but it can get you in trouble. Literally practice gently biting your tongue, pinching yourself or doing something that will remind you to NOT TALK until the other person has finished!

It seems silly, but I see this a lot in my coaching. By verbally cutting others off or by even mentally cutting them off and not listening through to the end, two things happen. You unconsciously upset the prospect, because they HATE being interrupted. Secondly, you miss the last 30% of what they are saying which is nearly ALWAYS the time that they divulge little secrets that are their true "hot" buttons.

If you get a solution that comes burning into your head while they are talking, learn to hold it. Delay your gratification! Use that impulse to re-focus on looking for the emotional clue that may be coming at the end of what they are saying... almost as an afterthought. Try this at home and you will see miracles happen!

The discipline for you, since your natural fear of objections and meeting new people is low, is to make sure that you schedule to cycle yourself back through previously visited prospects on a regular basis. You need to learn from the retriever how to work existing customers for more business and great leads. There are many great examples of how to do this effectively. Do not discard prospects simply because they don't buy today. Just because you are ready to sell, does not mean that they are ready to buy!

Establish frequency. If you are only going to them to sell, the minute they see you coming, you are labeled. Prospects need to associate you with value as well as sales. Some pitbulls only show up when they are trying to sell something. Learn from the retriever.

Schedule yourself to look for new business on a weekly basis. Make it part of your routine. You are good at it. It generates energy and business for you. But don't spend all your time doing it. Don't forget about existing clients. They are great sources of instant business if you take care of them.

On the marketing side, schedule yourself also to collect testimonials. A good testimonial will always sell better than you. You get them by talking to existing customers and asking them how things are going. When they give you some good information, ask if you can use it for a testimonial. You write it based upon what they said. (Customers rarely write good testimonials.) Remember that a good testimonial is a before-and-after description. It also has to have the person's name attached to it as well or it is worthless.

Example: "Before I met Joe, I was overweight and broke. Three months after I met Joe, I lost 50 pounds and am earning an additional \$7,000 a month in passive income!" – Frank Jones

While all SalesDogs have to learn to market well, you can use your boldness to generate lots of leads. Create bold, outrageous headlines that force people in your target market to stop and read them. While others may be too timid for this approach, try it. Keep testing headlines in your ads, offers, and sales letters until you find a showstopper that works. Something like:

**"I Am Looking For Two People Who I Can Give \$1000 to By the End of the Week. No Strings Attached!"**

The purpose of a headline is to stop the reader and pre-qualify them. It's a science and an art.

Create a four or five letter campaign (e-mail) that is designed to run 2-3 times per year to your target market. Make it a campaign using crafted sales letters and good headlines to make a special promotion or offer that a qualified buyer could not refuse. Test the letters until you find a combination that works.

Letter one may ask for those who might be interested in a FREE report. Letter two reminds them to respond to the FREE report offer in letter one by a specific date. Letter three, reminds them again. Those that respond are leads for you to personally follow up with.

You can also use social media to help you stay connected and top of mind with your prospects and customers. Connect with them on LinkedIn to share valuable information about industry news, special offers, new clients, your company, press coverage, etc. You can also answer questions on LinkedIn in groups that are specific to your industry and full of your prospects and customers, as well as in the Q & A section of LinkedIn (and other industry-specific forums) to gain stature as an expert around your products and services.

Your time would be well-spent learning some of these marketing strategies and how to create a consistent lead generation system. That will put your pit bull efforts in front of pre-qualified prospects rather than running around looking for prospects. Your issue is not in finding something to do, the issue is what ARE you doing that is most time and cost effective?

Like the poodle, you need to beware of chasing too many opportunities. The best Pitbulls I have seen know that they have to discipline themselves with a good coach. Pitbulls respond well to intelligent direction. I recommend finding someone who can help you manage your time, goals, focus and activities. You have raw energy that can take on anything, but without outside support, may be too diffused or not patient enough for results to materialize.

When you are down emotionally, simply go out and make a ton of cold calls just to get your mind rejuvenated. That will work for you but not so much other SalesDogs. Momentum is also key for you. When you sell something... make a ton more calls right away until the streak dies down. For you, pure energy wins the day. Make sure that you have some surefire techniques to keep yourself UP.

Strengths:

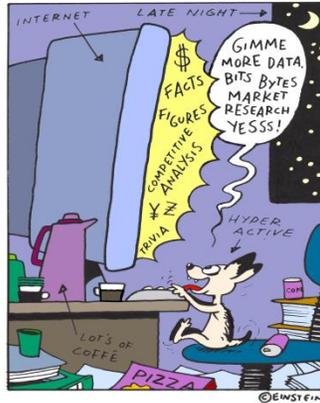
- Opening new territories
- Handling objections
- Energy
- Closing
- Low Fear and tenacity

Weaknesses:

- Lack of patience
- Little follow up
- Managing a team and internal politics
- May appear too aggressive and callous
- Marketing

Recommended Areas of Development:

- How to build a great team
- Developing or researching great systems to support you in the selling cycle
- Listening skills



As a **CHIHUAHUA**, you are one of the rare SalesDogs out there with both tenacity, a keen sense of the facts, and a thoroughness that will leave no stone unturned.

Your strengths lie in your ability to provide "irrefutable evidence" for prospects that creates an iron-clad case for making a decision. As well, I would guess that you are pretty passionate about your offering once you get going.

More than any of the other breeds, you know that great sales come from great target marketing. Knowing the demographics, the problems and the language of your target market, will allow you to direct your social media, your communications and efforts directly to the right people. Look at what your competition is and research it thoroughly. (You're probably good at this!)

Chihuahuas love the data, but it tends to confuse or lose others. Great story tellers can be salespeople. Learn to relate the facts and features of what you are selling in the form of metaphors or stories. For example, if you are selling vitamins or supplements... Rather than ranting about the nutrients and chemicals in a particular supplement that you sell, explain how it works as if it were the "traffic cop" of a busy city intersection (digestive system) and what happens to the traffic when the cop isn't there at rush hour and what happens when he is. Better yet tell testimonial stories of real customers and how you have benefitted them.

The prospect will remember the story much longer than the facts.

You should be a fervent user of technology. E-mail, social media, and automated lead generation funnels are all in your ballpark. Use your affinity for technology and the Internet to leverage your business. Create automatic lead generation as well as streams of passive income from the sale of your products through technology.

**CAUTION:** Because of your critical mind, which is normally a strength, you may also have a tendency to look at things negatively. We know that you are not necessarily being negative and that you are looking to create optimum solutions, but many others can get very disturbed, upset and turned off by it. This can be really bad with a prospect but even worse with colleagues. If they have an idea, listen to it fully and then ask questions about

the idea. No matter what... DO NOT criticize, find fault or second guess the idea or thought initially. Never say, "It won't work." Even if you think it won't.

Hold your critique until you have asked a lot of really good, not trapping, questions. You will be amazed at how many people will warm to you and savor your presence.

Spend more time acknowledging others for their good ideas and efforts. For them it took energy and thought. This gives you more latitude to critique and offer your statistically correct solutions later.

You are an awesome problem solver. Promote yourself as such. Get yourself to be a guest speaker or panel member at an industry conference where they need an expert on what you are selling. Set yourself up as an expert on your subject. Your ability to know the "ins and outs" of the business and the problems and concerns of the customers and your ability to startle people with facts and statistics that shock them into reality, can translate into lots of interest in your offerings and lots of dollars.

Your talent may lie in compiling a series of incredibly useful and informative reports for prospects in your industry. Something like the "12 Most Important Things to Know before Buying A (your product/service)" or "The One Common Reason Why 78.8% of Every Business That Started in 2002 Failed and Ten Proven Things You Can Do to Keep It From Happening To You." Offer these reports to your database. The reports should then go to those who ask for it. They are now qualified prospects. You are a great educator of others. Use that to generate leads and sell.

**CAUTION:** Some Chihuahuas spend so much time educating that they forget to listen, ask, and close. Their newly informed prospects then go to someone else and buy!

You, of all the breeds, should only sell something that you really love, are excited about and feel really good about. If not, change now! Your energy is what carries you and if that piece is missing you are operating on half power. Let your passion be your strength and allow your natural attention to information be a selling tool for you.

The Chihuahua sometimes needs some motivation to get out there and actually talk to people rather than being glued in front of a computer screen. Developing good writing skills will leverage the incredible knowledge and storytelling abilities of the Chihuahua. But you also have to talk to them.

When you do, be careful not to talk too much or too fast. This is a big trap for Chihuahuas, especially when they are excited! I have actually seen some that gave other people headaches! Set your watch or look at a clock and discipline yourself to stop every minute or two to ask a question, verify a concern or to simply listen. If you fail to do this, you will turn others off.

Strengths:

Subject knowledge  
Comparative analysis and market research  
Targeting the right product and right message to the right audience  
Passion  
Providing “irrefutable evidence”  
Use of technology

Weaknesses:

May talk too fast  
Hard to build rapport  
Speaks over the heads of prospects  
Making a connection

Recommended Areas of Development:

Writing  
Marketing  
Listening  
Presenting



### Summary:

The bottom line is that you can really be whatever “dog” you want and choose to be whenever you need to. You are really a “Wonder-Dog” in one way or another. Yet you have a given strength that makes you unique in who you are. Focus on what works, practice it, polish it, repeat it and the weaknesses will go by the wayside.

Being your true authentic self will automatically attract great people toward you.

Remember that the most difficult and yet the most rewarding sale of all is selling you to you. If you can win that battle, you have won the game of life! Learn who you are, what your strengths are, how to leverage your efforts and you will master the number one skill of business and of life which is the ability to sell.

It will make you very confident and very rich.

Sell with strength,

Blair



