



Hot Tips to Increase your Sales and Income Immediately

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Introduction

What would it be like if everyone in the world said YES to you, agreed with you, took action on every request you made of them and totally bought into all of your dreams and aspirations?

Nirvana you say? Well, maybe, but I think that even to the shyest and most timid person the personal validation of someone agreeing with you and actually buying something from you brings up a feeling of accomplishment, joy and confidence.

While having everyone say YES to you is not possible, the quest to be heard, to communicate and to win never dies. In fact, getting people to agree is a skill. It is the number one skill in business. Without it there is no income and without income there is no business.

It's called SALES! And while the word conjures up negative images, fears and attitudes for some, it brings wealth and accomplishment to many.

The following chapters are designed to help you and those around you to wrap your head around how to become a master of influence and sales in all parts of your life... whether it is closing a sale for your business, recruiting great talent to your teams, gaining agreement to your ideas and projects or even getting the significant others in your life to understand you.

This book is dedicated to you generating more income than ever before regardless of any economic conditions. This is for you if you:

- Are tired of working hard and not creating the income that you deserve for all that work
- Know that what you offer is valuable and enhance people's lives
- Simply want to make more money
- Want to get more people to agree with you now!

Good Selling!!

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Chapter 1

Life = Sales

Every entrepreneur knows that Sales = Income™. 95% of most businesses fail not because of bad ideas, products or services, but because the business or people in it either can't sell, don't know how to, don't want to or refuse to learn how to sell.

It's also why more than 95% of most people never become rich. It's because they don't have the ability or confidence to sell their ideas, their dreams, their plans or even their brilliance. Many think that "Sales" is a dirty word. Something reserved for a used car lot.

You may claim, "I'm not a salesperson." or "That's not me." But I will tell you if Sales = Income. Life = Sales: physically, mentally emotionally and financially. I defy you to find any arena in your life where someone is not involved in a high stakes (in their own mind) pitch to gain influence, favor, or action.

The thought "I don't sell." Is not only inaccurate, it is downright debilitating. The more you can instill confidence in others and get them to take action on your notions, the better you sell, the better you lead and the more income you create. And that's all kinds of income: wealth, money, trust, companionship and even love.

This is true in business, with your kids, with your significant other and with everyone you associate with. Politicians are constantly pitching you. Doctors are pitching their prognosis, attorneys are pitching to their clients and for their clients. In pubs, taverns, casinos, sporting arenas, locker rooms, conference rooms, lunch rooms, restaurants, in nurseries, and particularly out of the mouths of kids from the moment they are born until they leave the house..... everyone is selling.

Once you come to grips with the fact that your success in life requires your ability to master sales, communication, persuasion and influence, only then will the world beat the proverbial path to your door.

The biggest reason that Life = Sales is because the toughest and most pivotal sale of all, is you selling to yourself. Selling the "little voice" in your head to either take action or not....to persevere or not...to overcome doubt or not. Ultimately the game of life is won or lost in your own head. We call that "Little Voice Management™".

Think about it for a minute.....You've got to know how to attract interest, to turn "No's" into "Yes's", to pitch, to close and to follow up. It never ends. Those who do it well not only make a lot of money, but have lots of great friends, awesome teams, great and loving relationships, and happy and healthy bodies. They have the skills to sell themselves on the reasons to take action...the ability to overcome the negative 'little voices in their brains. That is the ultimate sale.

If you are still uncertain about all this, think about sales for a minute. What is the purpose for a sale? Is it to win the battle of persuasion? Is it to get someone else to surrender to your will? Maybe. But for me, it's much bigger than that.

The purpose of a sale is to get an AGREEMENT. To get that other someone to agree on a mutual point. To agree to listen. To agree to stop fighting. To agree to take another look. To agree to pause for a breath. To agree to take whatever the next step might be.

The reason for the agreement is to gain COOPERATION. To actually get the other party to walk side by side with you in 'active agreement.' To co-create a better conversation, to take on a bigger task together, to discover more about each other and our needs...to at least look at a journey toward a common goal.

And the ultimate purpose for cooperation is to create a thing called SYNERGY. That is where the whole, is unpredictably greater than the sum of its individual parts or components. It's where we expand the resources before dividing them. Where we co-create a solution that is greater than anything we individually brought to the table.

It's where magic has a chance to happen. Where each person's individual game gets elevated to level bigger than either expected. It's where the culmination of coming together results in solutions, artifacts and resources than could only be imagined before. It's called abundance.

So you see that I hold sales to be not only important, but the source of true creation, evolution and innovation. It's called creating the future. Yet, it starts with you. If you can sell to you, to get agreement with yourself, to cooperate with your own best laid plans, you too can create results beyond the ordinary.

Chapter 2

Revealing and Eliminating Self-Sabotage that Blocks Income

Probably the biggest and most recognized self-sabotaging behavior for salespeople is procrastination, call reluctance or avoidance. Whatever you want to call it.....it is the same issue. The inability or unwillingness to confront situations that might feel uncomfortable like facing objections, making calls, following up or asking for a sale. What makes it sneaky is that usually most of the reasons a salesperson will give for NOT doing these things all sound legitimate and sensible.

Reasons like: not enough time, the market is bad, don't have the right marketing materials, not the right timing, poor leads, person wouldn't buy anyway, have other 'critical things' to do. It is nothing more than the "Little Voice" in your head that fears looking bad, being embarrassed or not being liked. The worry about what others will think about them is the biggest self-sabotaging "Little Voice" of all. It drives the avoidance behavior.

The easiest way to solve this is through:

- a. **Accountability** – making sure that all salespeople are answerable to their numbers on a frequent and regular basis...preferably weekly if not daily. By being answerable to: number of calls, number of contacts, number of appointments, etc., it conditions salespeople to override their fears and lack of production so as not to look bad in front of their peers when their numbers are posted and reviewed for all of the sales team to see and debrief.
- b. **High Impact Skill training** with lots of live role playing that delivers the technical selling and communication skills necessary to negotiate; like objection handling, presenting, probing, closing, etc.
- c. In depth **Personal Development training** that drives the emotion out of their heads and the intelligence and confidence back in by working on their "Little Voice" instills good attitude, power, resiliency, overcoming fear and molding high self-concept.

- d. Creating an optimal **Environment** that engenders energy, drive and activity. The environmental elements that we know work to produce break-through and break-out results are critical:
1. A tight set of behavioral rules....we call it a Code of Honor, that stipulate optimal standards of conduct for peak performance.
 2. A closed system where salespeople are required to stay close, report in and meet frequently, thus preventing them from wandering.
 3. A strong catalyst or driver that expects and encourages the best from them. This could be a sales manager, a facilitator, trainer or mentor.

Chapter 3

Killer Tips to Make the first live contact Work

I know that these days, the idea of “cold calling” or simply picking up the phone to call someone without them first raising their hand in interest seems like Stone Age stuff. We use texts, emails, social media posts, videos, etc. to scour the world looking for our prospects. With social distancing, there is very little opportunity to just “show up somewhere.

Sooner or later however, if what you are offering is a higher price, you will have to actually “talk” to someone live. The first live contact can make or break any deal. Remember, judgments are made within seconds that may never be reversed.

So remember these points:

- Highest energy wins. Your mood level has got to be higher and more positive than the person you are talking to. If you can raise the other person’s mood level in 2 minutes, chances are they will continue to engage with you.
- Be prepared. Practice your opening lines or your elevator pitch hundreds of times out loud until you are comfortable, natural, passionate and pleasant. Know what key words, numbers and examples you need to gain the interest of the prospect.
- Do some due diligence. Do your best to know the businesses that you will be calling in terms of type of business, their challenges and solutions. Quickly checking their website before calling gives you a huge advantage of getting into their world early and shows interest and respect.
- Once you get the interest of the prospect, shift to asking lots of questions and going deep into their world. Show real interest and excitement in learning about them rather than exhibiting ‘premature closing syndrome’.
- Set daily goals in terms of numbers of calls and contacts and

appointments you will do before you quit for the day and keep your stats.

- Show your stats to the rest of your team to keep yourself accountable and on purpose.
- Debrief every call immediately. What worked and what did not and write it down. You will correct faster.

Chapter 4

How to Maintain Long-term Clients that Provide Continual Income

Many times salespeople are focused too much on getting “new business”, looking for new leads and thus continually churning customers. The greatest source of additional business, referrals and killer testimonials come from existing clients.

Make it a discipline to spend a designated amount of time each week checking in on customers. See how they are doing. Ask how you can continue to support them. Ask how your product or service is doing for them and, when you come across a great example, ask if you can use it for a testimonial which will give you huge credibility with future prospects.

Besides the great upselling, referral and testimonial opportunities, long term clients are a great place to get your batteries re-charged and to get your passion and self confidence re-instilled if you have been taking care of them. There is nothing like getting patted on the back and sent out to take on the world again by those who love you!

Building trust with clients

Building trust is extremely simple to gain but even faster to lose. Trust is partly built through rapport building by:

- Asking lots of questions and showing your interest in them,
- Speaking their language in their terms and showing some shared reality,
- Verifying what you heard them to say and getting clarity on their needs and positions.

But more importantly, to gain trust, keep good records and make sure that you DO what you SAY you are going to do. No matter how small the agreement you make with someone, if you forget about it or blow it off, it posts a little negative stamp in the mind of that person. They remember.

Trust is built through a series of interactions in which you make agreements and you keep them. If you are looking to establish trust, use the agreement making strategy to purposely make agreements and keep them if for no other reason than to distinguish yourself from other competitors.

These do not have to be big agreements. Lots of little ones are better like agreeing to bring by an article that you read that you thought your client would enjoy, sending the phone number of a contact that you thought would benefit them, etc.

Above all....never lie and if you do happen to forget something that you agreed to.....clean it up as soon as you remember. They will appreciate it.

Be authentic and real. Do not try to be someone that you are not. People want to trust someone who they know is genuine and honest. Many make the mistake of trying to look or act like someone they think others will like.

Chapter 5

Properly Representing Your Company, Product or Service

It is a common mistake for some salespeople to take the side of the client. By that I mean, when a client is upset with your company, many salespeople in their desire to be liked will agree with the client and bad mouth their own company. Bad idea! While you think you are winning points with the client, you are sending a message as to how messed up your company really is if the troops are trashing the company. Be professional about it and empathize, but resist the temptation to join in throwing rocks. It makes you and the company look bad.

An additional mistake is to over promise or even lie. Be as transparent as you can. IN the need to make a sale, people will exaggerate the truth or claims about what they can deliver. This will ALWAYS bite you in the shorts. The best way around this temptation is to gather really great and accurate testimonials that are filled with great stats and from your actual clients. Remember, you only need ONE really good testimonial to paint a positive picture.

I was taught very early in my selling career to never trash-talk my competition. It sends an energy into your territory that you don't need. It makes you look petty when you do it. Know what you offer, have your testimonials in hand, know your competition, but do not spend time trashing them. Chances are, you either will be inaccurate or will even upset the client. Focus on what the customer wants and show how YOU can deliver to him. Talk about your unique advantage in the market, not about your competitor's problems.

Chapter 6

Easy Closing

The problem is that there are lots of people selling, but not closing. There are those who even feel that if they are “nice” enough to the prospect, they will get blessed with a sale and as a result they don’t even ask!!! WRONG! Closing conjures up sweaty palms, a show down at high noon or an uncomfortable moment of confrontation....so people avoid it or are scared of it and telegraph uneasiness to the client when they are trying to close

I subscribe to the famous Glengarry Glenross film in which Alec Baldwin, playing the sales manager, says: “A B C... Always Be Closing!” For me, you should ALWAYS be closing. Always asking questions as to whether the prospect is interested, if it makes sense, how they see themselves using the product, when they want to get started and who is going to use it. Rather than setting yourself up to fear the close or put the prospect on the spot.....always be closing so the deal is assumed to be complete even before they sign.

There are five components to a sale. It’s not an all or nothing. Without all 5 components in place, closing is tough. When they are there...its easy.

1. Trust – you must have been able to first establish a bond and a level of trust that comes through experience or actions
2. Lots of value given first – the prospect’s experience of you must have first been a good one. By serving them first you have the Law of Reciprocity in your favor.
3. Good offer – The offer for your product or service has to be compelling. It must appear to have incredible value for a seemingly irresistible price. Using comparison pricing and testimonials is good for this.
4. Asking - You have to ASK! As obvious as this seems, it seems to bring shivers to newbies. Be assumptive. Be confident, but ask for the deal. Even if the answer is not forthcoming, keep asking in different ways.
5. Limitation – It certainly helps if you have a legitimate impending event or limitation on your offer so that the prospect knows that they

must take action. It could be your limitation, like a limited amount of stock or their limitation...to get the results they want by the third quarter, the implementation would have to start no later than next week.....

Chapter 7

4 Tips to Squashing the “Little Voice” of Fear and Gaining Level “10” Confidence to Convert More Sales

We all have a Little Voice in our heads. You know, it’s the one that just said, “What Little Voice?” That’s the one. Learning to control it is critical to achieving confidence and eliminating fear. What kills most sales is not lack of technique or knowledge or bad products....its the Little Voice that takes you out of the game.

Here are four unorthodox but killer techniques to gain power, confidence and results in a matter of seconds:

1. A great thing to do to overcome the Little Voice of fear in your head is to recall a time in your life when you had a big WIN. I learned this from Tony Robbins and I use it constantly....Recall where you were, what you saw, how it felt and what you were saying to yourself at the time. When you can recall it, simply make a fist and say “YES!” Your energy will come up and you will walk into your call with the memory and feeling of success instead of fear.
2. Just before making the call or having the appointment....take a favorite inspirational piece from a movie or from the speech of a great leader and deliver it out loud at least five times at full volume. I have favorite lines from John F Kennedy, Martin Luther King and even from the movie Boiler Room!! (“There’s no such thing as a no sale call!”) Do them exactly as you saw them delivered and you will automatically take on the power, confidence and courage of who you are modeling. Make a portfolio of several of these and memorize them for when you need them. They should only be a few seconds long.
3. Here is a crazy one, but guaranteed to overcome butterflies and build confidence. The next time you feel the jitters or are feeling afraid, thrust your hands in the air and CELEBRATE by saying “Yeah!” out loud and big. That’s right... celebrate. What you are doing it overriding the fear with

celebration and actually re-programming yourself to enjoy taking on challenges. As soon as the jitters come creeping in immediately “Celebrate” again and again until within a matter of a few seconds your energy is sky high, your confidence is soaring and you are back in the game. Remember highest energy wins!!!

4. For those of you who really want to squash the Little Voice, here is a big one. Next time you are feeling small and wimpy, take a deep breath and for 30 seconds brag about something at the top of your lungs. Here is the good part....it doesn't have to be true. Just make it up. Stand on a chair, look in the mirror, beat your chest, proclaim at a major decibel level that you are the king or queen of the world and that you are the greatest cook, golfer, parent, writer, lover...or whatever in the universe!! While this may seem delusional, it does two things. First it brings your energy way up. Second it forces you to override your Little Voice that minimizes you. It may be uncomfortable to do.....but then again, that is part of mastering that Little Voice.

Chapter 8

Highest Energy Gets the Money

Life as a 'soccer Dad' always seems to present opportunities and challenges. Those of you who have kids know what I mean as you watch your kids, the manifestation of you, out there on the playing field. Sometimes you want to hug 'em and sometimes you want to light a fire under them!

Every now and then an issue comes up with the boys that creates an opportunity to deliver a life lesson. I would get super inspired that I would be able to pass on some great words of wisdom to them. Usually though, I got blank disinterested looks in the whole 30 seconds that I could hold their interest before they sped off into their world of chaotic motion.

I always remember an incident from when my youngest son was about nine years old. The complaint was that our two best strikers were not passing the ball enough to anyone else. (Common complaint) There was a lot of grumbling, blaming and it seemed that even some of the parents were getting into the act.

The coach came to me after numerous attempts to correct the problem to ask if I had any insights or observations that might help. In drills, they did fine. In games... well forget it.

I have learned over the years that 90% of the time, the problem is not with the accused but with the accuser! Blaming, justifying and externalizing the problem is how most people go through life. The source of their problems typically rest very close to home and usually are the result of habits or thoughts that they are unaware of. This was a classic one.

I told the coach that the answer to this situation is that "Highest Energy Wins!" He looked at me funny until I explained. In the absence of energy, greater energy will immediately fill the void. In a business team meeting, a person with high energy and more charisma will take over the meeting if everyone else's energy is low. Sometimes that's good and sometimes it's bad.

I told the coach that many times in sports and in business, people even 'disappear'. They are on the playing field or they are in the project, but you don't notice them. They have

no energy, little input and thus no impact. They kind of hide among the shadows and hope that no one will notice them, ask them to do something or pass them the ball.

I told the coach that a mind of great athlete, teenage boy and a business leader are very much the same. Unconsciously they sense energy around them such as defending players, fellow team members, boundaries, etc.

If you ever watched great NBA plyers play basketball, you wonder how they make some of the passes that they make. In my era, the great Magic Johnson was the best. How could he see the split second opening to pass the ball to an open team mate? He led the league in assists. How? Because he could sense the energy, the intention and the focus of his teammates. And because he demanded the energy from them.

People pass the ball, want to do business with you, pay you money, buy your stuff if they gravitate toward you. If your energy is up, you are noticed, you become attractive and the money flows toward you. If you are dormant, comatose, low on energy and spend your time waiting for something to happen, not only will you not be noticed, but if you are, who would want to do business or have a relationship with you anyway?

What is your energy like? Are you even conscious of it? Do you wish that others would take notice of you and your work? Do you even sometimes feel resentful that you aren't getting what you deserve? If so, take a new approach. Increase your energy and intention. Remember: Highest Energy Wins!

As an experiment, at the next practice I talked to the boys. Knowing that I had only seconds to get their attention and demonstrate this critical lesson, here is what I did. I asked them all to stand up and show me what maximum energy would look like for five seconds. They all immediately started jumping, moving, darting around with eyeballs wide open and intense.

I yelled. "Stop!... Show me medium energy five seconds... Go!" They kind of loped around, clowning and laughing.

I said, "Now show me low energy!" They started crawling, shuffling, heads down moaning and groaning.

"Show me NO energy!" They all immediately fell to the ground playing dead.

Ready to now make my point, I said, "Go back to low energy!" After five seconds I had them stop and asked all 12 of them.

"Would any of you ever pass a ball to someone who looked like that?" In unison they said "NO!"

"That's the point," I said. "If you want to have the ball passed to you, you have to show maximum energy. Ryan and Clarence can't see you if you are standing around waiting. Repeat after me, Highest Energy Wins!" In unison the band of twelve repeated the chant.

Ask yourself what your energy is like and who would give you money based upon it.

The practice was like no other. The boys were on fire! Boys who had ability but had never showed up, played like their life depended on it. Mediocre players were playing levels above their normal game. The energy kept building and building. Great passing, great shots, great defense, lots of high 5's hooting and hollering and by the end they were all on the ground gasping for air but loving it.

Needless to say, it became their battle cry. No one was complaining about not getting the ball passed to them. If they wanted it, they knew that they would have to earn it with their tenacity, energy and most important their intent! In subsequent games they spontaneously started demanding energy out of each other. Prodding, celebrating, scolding and empowering, they learned a lesson in leadership that if someone's energy is down, you have to do whatever it takes to get them up again because the team's performance depends upon it.

Funny thing about this team. Some of the kids who were half-hearted played with new vigor and excitement. It wasn't a team of two strikers any longer. It became a whole team that scored three shutouts in their next four games, and even came back from a 3 - 0 deficit to tie on pure energy. The scoring came from everyone.

You have to ask yourself... Where is your energy? When two people, teams, organizations or groups come together with relatively similar talent and resources, highest energy wins!

If you want money, income and sales to flow toward you, you have to increase your energy and your intent. How do you do this? Move around, be active, work out, eat

well, show up and be noticed, engage, ask, move around some more, fill up your schedule with revenue generating activities and push off those tasks that are low in energy.

If nothing else, when you feel yourself waning, do what the boys did. Physically get up and show maximum energy and intention for 10 seconds. Do it 3 or four times. (Hopefully when no one is looking!) Don't rely on caffeine. It will actually wear you out.

And if there are others on your team with low energy that are disappearing in the shadows, not engaged or who are even grumbling about not being noticed... pump some energy into them. Encourage them, push them, demand it of them. After all, it's your team too!

In these challenging economic times, those who are accountable to themselves and their teams and willing to embrace the challenges and the opportunities with maximum energy will ultimately win. Even if they make mistakes.

The boys got it. You can too!

Chapter 9

Overcoming the Dreaded 'Price' Objection Once and For All!

I am going to do my best to give you one of the biggest secrets to overcoming the most common objection that nearly every salesperson encounters sometime in their career. It's the "cost or price" objection. It comes in lots of forms: "Costs too much." "How much is it?" "Just give me the price." "Not worth it." "Don't have enough money." "Too expensive." "Not in my budget..."

By the way, its not only salespeople that face this objection. It could be when attempting to convince your significant other, when trying to get your parents to buy you something or even when you are having an argument with yourself.

What I am about to tell you is not a silver bullet, but if you understand the psychology of this, you will close way more deals, generate more income and most importantly you will find that cost will never be an issue for you.

What I am about to say may not be what you expect, but hang in there and it will make a huge difference.

The reason that is such a common objection is because most people do not have the ability to appreciate or assess value properly! I know this sounds weird, but have you ever been frustrated knowing that you have a solution that will incredibly support, aid or add profit to someone else and they just don't get it? Ever wonder why?

It's because they do not have the ability to appreciate value!

(Stay with me on this...)

If a person cannot appreciate or assess value accurately, they will nearly always object to price. If you are that person, you will attract and encounter others who have the same affliction. One of my mentors, Alan Walters, says that is because we live in a world where people are used to getting lots of stuff for nothing. They are given money, candy, gameboys, welfare, etc. without exchanging anything of comparable value for it. (money, time, energy, effort, etc.)

As a result, he says, their ability to appreciate value is diminished. They 'expect' to get something for nothing. Alan goes so far as to say that it is criminal behavior!! We 'expect' to be given certain levels of service, certain levels of quality as standards. That's okay, but not for free!

Anyway, I am not going to rant about that issue right now. Let's just learn how to handle it.

So the question is: HOW DO YOU DEAL with someone who doesn't appreciate value?

It could be price, time, energy, etc. First of all, you have to help them attach value to your proposition. It's simple. I call it 'drilling'. Have them tell you what the problem is that they are trying to solve and start drilling.

It could be they are looking for an updated computer system. Ask them why they are looking for a new system. They may say because the old one is slow. Ask them why that is a problem. Pause right here: You may be thinking right now, "That's ridiculous! Its obvious why that's a problem."

That can be a very costly assumption in terms of lost sales and lost negotiations.

The most common mistake that even experienced sales people make is 'assuming' that the prospect is able and willing to 'connect the dots' as to why they really need to make the purchase.

You need to drill down and do it for them. Remember this is a person who has lost the ability to appreciate value. They may have gotten tons for nothing. They may have never experienced anything of value in their life that they had to give anything for. They may be spending someone else's money. They may just be clueless.

So, ask at least three or four questions until you get to the emotional reason why they are looking to buy in the first place.

In answer to, "What has been the problem with slowness?" they may say, "We have to constantly deal with delays and downtime." Then ask, "Has that been a problem lately?" "Yes." "Give me an example." As they then relate to you their latest nightmare, they will

now re-experience the frustrating emotion that occurs each time their computer dies. You will see it in their face and hear it in their voice. NOW they appreciate the value.

You see, fixing THAT problem has way more value than buying a new computer. Make sense?

For some of you at this point, your 'little voice' is possibly saying, "That's silly. Any fool can see what the problem is." Costly assumption. And it has nothing to do with the intelligence or sophistication of your prospect. They've got tons of stuff going on in their lives that may blur the situation.

Your 'little voice' may also be saying, "I don't want to be rude or be seen to be asking so many prying questions!" That's your stuff...not the prospect's. They are happy for you to go 'into their world.' It may be your level of comfort to connecting with others that could be the issue. Don't let the 'little voice' stop you on this one.

In psychology, a psychologist has the patient recall incidents in their lives when they had an upset or until they get to the original incident that caused the psychosis. At that point they are able to clear it up. The same is true in sales or in

any relationship where you are trying to get someone to take action, buy, see your point or make a decision.

Once you get them to the incident(s) or emotion (s) that caused the original pain, you have attached tremendous value to the solution. Screaming customers and frustrating delays accompanied by pounding fists on the computer has a lot more emotion and more value attached to it than just replacing a system.

If you get good at this, you will not only close more deals, but will rehabilitate your prospect's ability to assess value properly. \$10,000 for a system may be a lot. But eliminating the frustration and horror stories is priceless!!

The flip side of this is that if you have trouble selling your goods or services, you may not have full congruence on its value. That could be why others are not attracted. Remember that the biggest objections are in YOUR head. If you get lots of price objections, it may be that YOU have the issue with appreciating value.

On the other hand, if you are 200% convinced physically, mentally and emotionally that the value far exceeds the price, you will hardly face or be fazed by cost objections.

This is not just true for handling price. This is true regarding ANYTHING that you want in your life that you have to negotiate or sell for.

If you want to have great players on your team, you have to learn how to appreciate the value of other people! Do you acknowledge them? Are you in equal or greater exchange with them? If you are, you will be a magnet for great people. If not, you will be alone.

Becoming a magnet for wealth, resources, relationships and great people is a function of your ability to know, embody and demonstrate a true appreciation in the value of all of those things. How do you demonstrate it? Actively exchange value for what you receive. It may be money, time, love, acknowledgement, service or even thoughts.

But if you devalue what you seek, it will avoid you!

The biggest point that I want to make is this...

You must learn how to appreciate the value of YOU!

That's right! Most of all, never devalue you, no matter what anyone else says or ever said. Because if you do, others will as well. You are the most precious commodity that you possess.

When you do, those things of value will come streaming to you... people, money, energy, time and relationships. You will find fewer and fewer people objecting to your propositions. You were meant to be wealthy.

Chapter 10

The Greatest Secret to Exploding Your Income

There is no question that to be good in sales, you have to learn and practice great techniques. You must develop a discipline and passion for growing and keeping yourself and your team accountable to their words, their commitments and their numbers.

Gaining control of that incessant Little Voice in your head is vital if you are to win the toughest sale of all which is you selling you to you!!! We all know how tough that can be sometimes.

Yet one of the biggest mistakes I see made in sales, particularly with people who are new to selling and even worse when others are being trained to sell is the failure to be authentic, real and to play to your strength.

Perhaps you were led to believe that if you followed someone else's script or adopted another's personality that you would be more successful. Well, I am here to tell you after working with hundreds of thousands of entrepreneurs, sales people, managers and ordinary folks that strategy will not only hurt your income....it will ultimately crush your spirit.

Lots of people are afraid to be truly transparent or real because they are afraid that if others see who they really are, they won't like them. "What if they find out that I don't have as much money as they think....or that my car or apartment is tiny and shabby....or that I have all these skeletons in my closet...or...or.... " You get the picture.

Yet who would you rather deal with? Somebody genuine and real or a showperson?

When I started in sales, I had an image in my mind that said I had to become tough, aggressive, thick skinned and ruthless. It caused me a ton of stress because I knew I needed to generate income, but it was painful to try to operate in that image. Worse yet, my results sucked!

But then I realized that some of the wealthiest people I knew were kind, benevolent, accommodating, charming, sensitive and even fun! Maybe there was hope, that if I

could just feel comfortable in my own skin and maximize who I was... I could make a boat load of money without the pain.

The key to exploding your income in sales is by discovering your own personal strength of personality, cleverness, attitude and demeanor and using those strengths to be the best you can be. And you know what happens? When you find that strength, build it and get bigger, you become a magnet to others who want to work with you, who trust you and who have supreme confidence in you and who actually WANT to buy from you.

The distance between you and the income you want is not very far away. It is a discovery point away. It is the point of identifying your personal selling strength that has been sitting inside you for a long time. It is about finding out what “breed” of SalesDog you really are and how to use that strength to unlock the floodgates of money that out there waiting for you.

Like “man’s best friend” there is a part of you that is loyal, persistent, lovable and tenacious. That is the SalesDog inside of you. There are five different breeds or strengths when it comes to sales.

Find your specific selling strength and the selling strengths of your team and learn how to explode your income immediately. Part of you has secretly known this for a long time. Now you can find out and get going.

Go to.....

Hint: You Don’t Have to be an Attack Dog to Explode Your Income.