

How to Handle Sales Rejection!!

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This manual was written for real estate people,
but can apply to any sales/marketing position.

Introduction

Opportunity is great in this country right now! That opportunity to succeed makes the timing of this manual, *How to Handle Sales Rejection*, perfect. It is a manual that can be pulled off the shelf and read every 6 months to clean out the cobwebs and deal with fear if it creeps back in. I have spent over 20 years in sales, and I have sold different kinds of products and services. I have worked with sales masters and learned from them and I have trained people to sell. In this manual, I am disclosing several years of precious sales secrets and golden attitude nuggets.

What Kind of Manual Is This?

You will find this teaching different than what many other trainers teach because I do not share "what to do" in specific sales situations, nor do I teach "phrases that overcome objections." If you thought that this manual would provide you with a formula or "comeback" when faced with sales rejection, then you are in for a surprise because that is not what this manual is about. Rather, this is a unique manual that deals with hearts, heads, attitudes, feelings, and winning thoughts that will give you ammunition in a tough business. I have had so many setbacks, discouragements, temporary failures, and general low blows; then I had to pick myself up and look for a positive reason to persevere. There were those times when someone crossed my path with sales wisdom, making the difference and helping me grow as a person. I hope that by receiving this manual, this is one of those times for you.

What to Do with This Manual!

Get rid of cynicism and skepticism and open your mind to positive input. Read the first part of this manual very carefully and realize you are getting some career changing information and things I learned over many years - all in one reading! You may need to read it twice to get the heart of the information. This manual is more than just reading though. It provides "hands-on" participation exercises for you to practice immediately what you learn! Do the exercises. Create the 3 x 5

cards and use repetition to put them in your mind. If you only read and don't do the exercises, the new information will be out of sight and out of your mind. This manual is like spending a few weeks with me and getting some of the sales perspectives that I have accumulated and found profitable. Then, there is the 14 days of daily application of the material. I have supplied a journal and daily thoughts to occupy your mind while launching an all-out sales campaign. I call it boot camp or basic training. I have created this 14-day journal in such a way so as to serve all the different sales careers. It is easily adapted to any sales professional whether you go door to door, office to office, serve walk-ins or sell by phone. The bottom line of these 14 days is to have you successfully selling, no matter what the medium, and have you selling at the rate you need to improve your income. These 14 days are designed to launch you above mediocrity and possibly a stale sales career.

If you have been wanting a raise, a new attitude for sales, and more fun in your work, then let us make it now, and let us do it right. I strongly encourage you to use the material correctly and adapt it if you must, to match your specific needs. If you absolutely can see no way to do this, give me a call and I will try to help you.

I am extremely excited for what is about to happen to your career. Use the testimonial form at the end of the manual to share your breakthrough with me. You can use your initials, if you want to be anonymous, and then sign the waiver at the bottom so I can share actual testimonials for other people who might be skeptical and resist help. Let us now proceed to the first chapter. Today begins the change!

Vision Statement for This Manual

I would like to give a vision statement and objective as we begin. This is what I see for you as you harness the principles in this manual. You may have several mastered already. Salespeople need to base their business on prospecting. To continue to rely on passive sources of business keeps one at a sales plateau; For some, it keeps them at a level of lack and a state of being continually broke. What is passive selling? Floor calls, up calls, referrals, relatives, and so on. Passive selling may be different in each sales industry. Passive selling is not bad, and I don't want to put anyone down who utilizes it. Thank God there is passive selling, for many would have starved if not for it.

I believe we need the understanding of passive and aggressive selling. Did you ever notice that the sales volume of passive selling cannot be controlled? You cannot make any more happen than is going to happen. Passive selling happens!

What is "aggressive" selling? I believe aggressive selling is the sales volume that results from seeing and talking to people daily. Did you ever notice that you can control, with exactness, how much volume you can get from aggressive selling? The number of sales you make is in direct proportion to the number of people you diligently talk to. This type of selling can be worked into a routine daily and it can be systematized so that a large amount of it can be done. This type of selling can be duplicated and delegated. Hence, you have an activity that can reach superhuman proportions with wise planning, good understanding, and hard work. I am a Real Estate Broker, and a good example of aggressive selling in my industry is listing homes. Working with buyers usually falls under passive selling. I hear Real Estate agents say, "I'm a lister only," or, "I'm a buyer's agent only." I certainly understand an agent gravitating to one side or the other out of frustration or for varying other reasons. I really wonder, however, if they realize that these 2 activities are complimentary activities which create the scenario for the other to happen. I passionately believe that in whatever sales profession you are in, you must develop an aggressive prospecting routine and a routine to field passive leads also. Every time I lunge into an aggressive sales campaign, I get deluged with passive sales activity. I don't know why; it seems kind of mysterious. A wise master salesman told me once that this is called "the law of serendipity." It means that if you do what you can to excel within your power, everything seems to begin to go right, outside of your own power.

An aggressive selling campaign can be done with just one hour a day in prospecting time. Do you want to earn more? Then go 2 hours a day. How about 3 hours? This sales discipline is the way towards earning a quarter of a million a year in the sales industry. The main block to aggressive selling for most people is fear and the avoidance of sales rejection. If this problem is addressed, and overcome, a salesperson is then free to launch a powerful campaign.

A person who prospects regularly is a person who has enough leads to fill the times of sales slumps, which, eliminates sales slumps altogether. This person also has a higher quality of business because they can be selective as to who they sell to. Lastly, they have much more passive selling activity, which really moves them into a new income realm of enormous proportions. It is in the pages of this manual that you can find secrets and viewpoints so that once and for all time you can learn to become an aggressive sales agent and a superstar!!

Learning to Handle Sales Rejection

What do you sell? Is it yourself, your company, or a service? Do you freeze with fear at the thought of meeting new prospects who might reject you? Everyone can prosper from an increased understanding of how to handle rejection. If you are asking someone for a date or selling a product or service, sometimes you take a big emotional risk in doing so. There is very little material out on the subject of sales rejection; I could have really used this writing throughout my career as a shot in the arm when my perspective became weak and fear began to rule me. I will be sharing some helpful thoughts that I have used and still use to conquer this fear.

Who Can Benefit?

Sales professionals of all kinds: Pharmaceutical, medical and dental suppliers, territorial salespeople of all kinds, straight commission salespeople, telemarketers, real estate agents, loan agents, insurance agents, car salespeople, employment agency salespeople, health club salespeople, specialty product salespeople, construction salespeople, multi-level distributors, business owners who must stir up their own business like contractors, roofers, handymen, and the list can go on and on.

Let Me Ask A Million Dollar Question!

What if you had the ability to walk into any situation without apprehension, or to approach any person or group of people and you knew you had your best sales skills and the wisdom to present yourself effectively? What would your income be? How much could you accomplish in a month? What kind of commissions could you make? This truly is a million-dollar question because salespeople have the potential, when selling their product in their market, to make as much as top management or ownership, and often more. Many salespeople in this country are earning \$200,000 to \$1,000,000 annually and many of those have never been to college. It is a white-collar profession that requires extraordinarily little formal training. But don't think top salespeople don't pay their dues.

Everyone it seems is getting into sales. The multi-level industry is making millionaire salespeople out of housewives with no career training and simple men who never dreamed that they could aspire to such wealth. But the accumulative effect of harnessing some good sales principles and doing what works repeatedly with great skill, and then, having a residual multiplying growth happen.... People are making millions. And yet, many are only still dreaming about their achievements and are paralyzed by a great fear: The fear of rejection.

The Fear of Failure

Some don't want to try their hand at aggressive selling because they think they will fail. The fear of rejection seems to come from this greater root which I believe is the fear of failure. Yet, a person can never know if they will fail because they never try. If I try, I will be rejected which will make me fail. Does this sound familiar as a thinking pattern?

Before I go on to discuss rejection, let's put the fear of failure in its place for all time in your life. With the following perspective, you can dismiss the fear of failure from your life and move on beyond it into success. It is extremely easy. You will find this in many sales manuals and from the lips of many master salespeople. Here it is. You will never fail if you could persevere. This quality of perseverance will bring you to the success banquet table to partake. Never, never, never, never, never quit. Change course yes, change direction, change methods, change tools, but do not quit. Make up your mind to persevere and then settle it in your mind once and for all that it is impossible for you to fail. Write the following down on a 3x5 card and read it to yourself often:

"I WILL NEVER FAIL IF I PERSEVERE. PERSEVERANCE IS A QUALITY THAT IS STRONGER THAN FAILURE, AND SO A PERSEVERING PERSON NEVER HAS TO FEAR FAILURE. I AM THAT PERSEVERING PERSON."

Overcoming the Fear of Sales Rejection

We say overcoming "the fear of sales rejection" only and not overcoming sales rejection itself because the latter is impossible. That would mean you could control others and overcome them, and their behavior and we all know that that is not possible or reasonable. Since we have settled the fact that others cannot be changed or controlled by you, if there is any help for you in the area of handling rejection, it needs to be a change in you and you only. Rejection is a large part of society and people reject people every day in all kinds of situations. We are talking in this course about "Sales Rejection."

The fear of being rejected paralyzes many salespeople and stops their potential up short. I am here to help you face rejection head on with some simple easy perspectives. First, there are things worse to go through than experiencing rejection. Not dealing with sales rejection will cause you to go through some of those "worse" things: starving, foreclosure, eviction, repossession, bad credit, borrowing from relatives, being just plain broke, low self-esteem, being angry with yourself, frustration and so on. Some of these things make simple sales rejection look like a walk in the park. I have not heard that a prospect ever ate a salesperson. I also have never heard of a salesperson being arrested for selling; Neither have I heard of a salesperson being tortured, slugged, or physically abused in any way. Do people yell at salespeople for hours on end? No, they don't have time. If there are no serious consequences to selling, then what are we so afraid of?

Years of Observation

Years of observation have led me to this one definition of the fear of rejection: People that are in sales often fear that awkward moment when they might be embarrassed and told "no." What will I say next? How will that "no" make me feel? We want to be the nice person, the person everyone likes, the person every other human is drawn to like a magnet. So, the thought of being told "no" when we are trying to sell something fills us with dread and we consciously and sometimes unconsciously do anything we can to avoid that experience. We

interpret "no" as rejection and that rejection causes some pain to us and we feel we must avoid it.

Rejection is real. But could it be that there might be less pain if we approached our sales activities a little more humbly, not focusing so much on ourselves as we try to sell to a customer? Rather considering them, as our client, and how we can benefit them - instead of thinking about how they can benefit us. Our job is not to "take" from the customer but to "add" to them with the benefit of what we have to offer them, and to serve them in some way. Although this suggestion may help, it is still not the answer.

"The Paper Lion" & Relationship Building

We have made this fear of rejection a ferocious animal when it is really a paper lion. A real lion can be dangerous, but a "paper lion" can do you no harm. The "anticipation" of the rejection is much worse than the actual experience itself. I had a sales manager once who shared a profound thought. He said, "I don't prospect, or knock doors, or cold call, I just talk to people." In his mind, he is just visiting anytime he is selling. He may use cold calling or door knocking, etc. to make contact with those people, but he really just talks. I am reminded of when society was more simple and Mac went down the road and stopped at Fred's house and bartered a trade of a few chickens for a sack of potatoes. There was no fear of rejection because there was a relationship. Mac and Fred knew each other. Today, our society is isolated and we who sell have as many walls around us as those we try to sell to. In other words, "I don't want to know you, I just want to sell you something." That's backwards. This is how it should be. Grasp this and you will have a great key to mastering the fear of rejection: "I want to know you and I want to be known by you, and through that relationship of trust, we can do business." Try to view your sales career as a social engagement. A general state of friendliness can go much farther than sales techniques. I was at a car dealership the other day, purchasing a new car. The salesman, upon finding out I was a real estate broker, said, "My realtor just dropped me a note, he's always doing that." My observation was this. It did not appear that they were old "friends" because he referred to him as "his realtor." It did signify that they had a good "business" relationship - notice I said "relationship." No doubt, when that car salesman gets

ready to buy or sell a home again, because of their "relationship," that realtor will get the business.

I have a client who is in sales, and he calls on offices where he needs to talk to owners and bosses, but he comes in the door with M&Ms and feeds them to the receptionists. After he has the receptionist literally eating out of his hand, he goes on to the office manager and eventually to the bosses and owners themselves. I am sure he is also friendly and uses much sales skill, but the M&M idea is a great door opener. Any number of snacks might work, but who doesn't like M&Ms? The point is not the M&Ms, but the warm fellowship while munching together. A "relationship" is being built. Barriers come down and people get real. If you are real, there is no need to be "salesy" and "canned." As you just be yourself and show genuine interest in the needs of your client, you will be able to serve them, sell to them, and have a client that will be happy, give you return or repeat business, and, give you referrals!

The Comfort Zone

After 20 years in sales, I admit that rejection can still bother me. Does that shock you? I'd like to avoid it whenever possible, but I don't. Exercise bothers me too. If I could avoid exercise, I would. But I do that too. People don't like pain, but we have all heard the old saying, "no pain, no gain." Do you see the point? There is a comfort zone that we don't like to leave. However, getting out of the comfort zone is how we move ahead in life. Staying in your comfort zone and avoiding pain, which might be healthy pain, is bad in many realms. We tell our kids, "this is going to hurt me more than it's going to hurt you." And hurt them we must with some physical pain on the rear end if we want a decent child who will be a good adult. A runner never gets over the pain and exhaustion, even if he or she goes to the Olympics. They push themselves daily to new heights of discomfort because of their goal and the prize before them. For a salesperson to always avoid the pain outside their comfort zone is for that salesperson to go broke! The avoidance of that which we find difficult also becomes a serious habit pattern in our life which grows stronger every day. In sales, the fear of rejection grows into an unbearable monster which is actually much worse than the actual rejection, a paper lion. The sales call instead, is an act of friendliness to the general public, a social gesture, and a great money maker.

Clear Out the Junk

The same sales manager who told me to just talk to people made another impression on me. I had not seen him in a few years, I had left his employ, and I had my own real estate business. He stopped by to see me, and I was telling him that I was about to launch a door-to-door campaign. I had been ready to do it for days, and all I was really waiting for was courage. I confessed this to this man, as well as the fact that it had been a long time since I prospected effectively. This next statement was his advice: "go out and clear out the junk in the first few days."

After that statement, he had no more advice. The junk was the fear, the built-up wrong impression of what might happen, and the avoidance of rejection. Now doesn't this sound like a person who once was in shape, but they let their body go; the next day they were going to start running, and the pain would be great, and the junk built up in the body and the mind would have to be cleared out. In other words, the act of doing the exercise would be the cure. This is how simple overcoming the fear of rejection is. The act of going out and meeting people and presenting yourself or your product is the way to reduce the pain, clear out the junk and condition yourself into that lean, mean fighting machine. Here is a good suggestion. You might want to follow this, but it is not mandatory to handling rejection. Begin an exercise program of physical conditioning at the same time you begin to condition yourself to handle sales rejection. Work on a mental plane and a physical plane. The self-esteem you get from getting in shape is good, and since my analogy is an excellent one, the discipline needed to do either will be stronger if you do both. My job is to give you tools and ammunition to beat an old enemy. My old boss seemed to think that the junk could be cleared out in just a few days. I have found out since that it is true.

A Lean Mean Machine

In the movie Rocky 4, Rocky had to fight a seemingly invincible opponent in Russia who was the image of computer technical training, steroids, and inhuman strength. The movie depicts each of their training schedules and goes back and forth between the two. The Russian is lifting olympic weights, Rocky is lifting a crate of rocks. The Russian is running on an inclined electronic treadmill, Rocky is running up a mountain, in snow.

The Russian is measured often, with computer like efficiency. This Russian can supposedly hit at 2000 lbs. per square inch. He has already killed a man, and he towers over Rocky by 6 inches. If this isn't a good time for fear for Rocky, I don't know what would be. The fight scene is classic. I suggest you go get this movie just to observe the principles and the symbolism of this fight scene. Rocky has nothing going for him but gut determination and the knowledge that he did it before, with other opponents, and won. The fight starts out bad for Rocky, he gets a bad beating. But Rocky has that unconquerable human spirit, the kind science can't manufacture, and technology won't help. This was the Russian's downfall. His trainer focused on the wrong things, and the giant boxer was weak in character. Rocky had enough character for both. The fight started to turn. As Rocky kept coming back for more punishment, he began to wear the Russian down, and land blows that hurt. In the corner, at the break in the round, the Russian is saying to his trainer about Rocky, "he's not human." This is a statement about Rocky's miraculous determination. In the opposite corner, Rocky's trainer is yelling, "see, you hurt him, he's a man and not a machine."

This literary paradox is fascinating. Each man had misconceptions about the other. Rocky had been fearing a foe who was beatable, only he had to get to the truth and to the bottom of his fears. As you probably know, Rocky won and the young giant boxer was taught quite a lesson. I believe this movie was trying to make a statement about the bumbling philosophy of communism and the powerful and ideal philosophy of freedom, capitalism, and human potential. Why did I share this story? We all have the human spirit and the ability to grow and change and beat insurmountable odds. Rocky trained, as we need to. Rocky did not quit. Neither should we. Rocky fought in the face of fear, and overcame it, and, he fought in the face of pain, and took it.

REJECTION IS NOT ALWAYS AS PAINFUL AS IT IS AT FIRST. Sales rejection seems to get easier each day that you persist in the face of it. A runner feels less pain after days of training, and you will feel less emotional pain after a few days of prospecting. Prospecting can get addictive like running. If you must have an addiction, this would be a good one if you are in sales.

Intelligence and Reason

Intelligence and reason can be tools to diffuse fears, especially unfounded ones. Remember the things worse than sales rejection? In the balance, reason tells you that you can prospect to avoid worse things. Should you change careers to avoid prospecting? I would not if I were you. You will find these fears surfacing somewhere else and you will have to face them sometime. Dig in and grow as a person. You will be glad you did, and so will your bank account. We are a self-pampering society. If you have pampered yourself in sales and been hurt by it, this might expose a pattern that has been with you all through your life. Let us intelligently embrace the answer.

Don't Be Misled by Some Sales Philosophies

Many sales trainers will tell you that the prospect is not rejecting you, but rather, they are rejecting your suggestion or your proposal, or your product. Did you ever notice that this did not seem to help? These trainers go on to teach that you can become totally insulated to rejection by reasoning that you must not take sales rejection personally and that you as a person, were not rejected. This sounds good at first, but I believe it to be poor ammunition because first of all, it is not true. If my competition is chosen over me, and we had the same service, or product, then I was rejected for someone else. Also, we are human, and we are not machines, and we cannot turn on a switch that says "now we will think like this today." You are what you are, and you would not be normal if rejection did not bother you.

"BUT WHAT ABOUT THESE SEEMING SALES MACHINES IN MY MARKET OR MY COMPANY, WHO DON'T FLINCH OR WINCE AT REJECTION?"

These people are good, but they have not become totally void of the pain of rejection, they have become used to it, and like Rocky, they have learned how to be strong in the face of it and overcome. The rejection actually can be like a weight you lift that makes you stronger. That weight still always hurts, no matter how strong you get. The rewards, however, are worth the pain.

More on Rejection Weightlifting

Some salespeople can approach a prospect who is tough and turn the situation around to their benefit. This is the mark of a good salesperson. Very quickly, the mean prospect learns who is the master and who is the mastered. How do salespeople get like this? You are getting like this. You don't believe me? Look at your confidence today and compare it to the first day you started sales. You have grown and you can now do things you did not or could not do before. What you need to do is to daily lift the rejection weight. There are sales muscles in the brain that can become strong. This brain power can grow in just 2 days. But you cannot develop this strength by just reading this, or any other positive book. You can only develop this strength by coming against the resistance and working the muscle. And it can hurt while doing it. This is why I have a massive training activity for you after reading this material. You are going to be like Rocky. And you will win.

A Major Key

One reason we tend to have unfounded fears is that we sometimes have an unhealthy focus on ourselves. People are not meant to be self-centered. We are meant to care about others more than ourselves. I have heard it said that overly shy people tend to have an over amplified focus on themselves. That unhealthy self-consciousness can stifle a person's potential, especially in sales. We must become thin skinned and sensitive to the needs of others, and thick skinned and insensitive to the abuse of others. This is a good formula for handling sales rejection. I am a Christian, and I adhere to the Bible as God's Word. The message in the Bible is that we are to serve others in our lives and in our businesses, and then, in the business realm, earn money while doing so. This is also a healthy attitude for handling sales rejection. Watch this. If you truly serve people in business, then a person who won't spend money with you or your company is going to deprive themselves of care, top service, yourself sacrifice, your diligence, your kindness, your help, and your excellence, not to mention the product or service you provide. Then, you will be forced to go on and offer this great service to the next person in line and leave that other person who rejected you for all the wolves in your industry to devour. Now everything I said is based on the premise that you do believe in serving people and not just taking from them or using them. How can you be bold and strong and believe in what you offer people if you can't serve them or care for them? If you believe in your service or product, and, if you care, then you will be stronger in presenting it and handling any rejection. You will also have less rejection. The sophisticated public knows how to read people and their motives.

"The Sales Rhino"

CHARGE INTO SALES SITUATIONS LIKE A RHINO and keep your focus on the prospect's needs and desires, and off how this sale will benefit you. The Rhino effect will trample any fear of rejection. Rhinos are made to charge, and aggressiveness is in their makeup. There is no limit to the aggressiveness you can turn on and utilize if you know you are out for the potential client's good and you know you can help them. Have you ever noticed how aggressive police are? The bad guys are not nearly so bold. A good honest cop will look you in the eye,

challenge your behavior, and throw you down and handcuff you without flinching. Why? He or she knows they are in the right. And if you resist, they can get their associates, their superiors, the FBI, the national guard, and so on. Being right is strong and being wrong is weak. There is a proverb in the Bible that says, "the wicked flee when no one pursues, and the righteous are as bold as a lion." (or a Rhino) **DON'T CHEAT, TELL LIES, OR MANIPULATE PEOPLE IN SALES!** You don't have to. Sell well, be right, and look them in the eye. If they try to reject you, get more aggressive. Americans are programmed to throw out a few objections to you when you are trying to sell them. If you don't follow their cue and get more aggressive at that time, you are going to miss the sale, leave them confused, and deprive them of a pleasurable buying experience. Make your huge income by selling the many and not cheating the few. I am talking about increased closing statistics and increased referrals. It is the Rhino effect.

"The Sales Rhino" and "The Paper Lion"

Everyone remembers how a football team charges the field before a game and someone has a banner of paper stretching across the goalposts. With ease, the first player rips through the paper and there is no resistance at all. This is symbolic of what the players will do to the real competition - the opposing team. When you take on the traits of the "Sales Rhino," your first target is the "Paper Lion" and what you do to him will be indicative of what you do to your competition. Don't get stuck on a piece of paper or bounce back off of it because the fear of sales rejection has done that to so many; they never were threats to their competition at all. Just **CHARGE!** Charge before you have time to think about it. Get it in your nature to charge like the Rhino. Smash fears, roadblocks, and imaginary problems. Then, when the "Paper Lion" is smashed, it will start failing to show up until its existence is only a faint memory.

Traumatic Rejection

Over half of all Americans suffer from Traumatic Rejection. This is a trauma suffered in the past from rejection in a relationship where healing has not occurred. I only want to briefly touch on this because many have had a past personal rejection from childhood, or from a marriage, or other relationship, and the wound has never healed. It is suppressed inside, but it magnifies sales rejection and makes it hard for you to let yourself be open to others, even in business. Sometimes, just exposing this can begin the healing. Others may need some counseling, to get to the bottom of it. Get this wound healed, and you will go far in your sales potential. You might have to forgive someone to get to the healed state. You can do it; your own future may depend on it. A minister can be helpful in this. You may write me for direction or a reference of material. There are many great writings out on this. I believe God is one who never rejects, and Jesus is one who knows what rejection feels like! I want you to know where I am coming from, I do care that you get it handled. If I may, and this is you-----, you may be a 6 foot 4 inch tough guy, with the world by the tail, and have this problem, you just don't want to face it. Let me remind any of you that have been rejected that you are special, because you are a person put on the Earth with a destiny and a purpose. You are unique, no one else is like you, and the rejection you have suffered so far in life is not a statement of who you are. Those who reject others are usually rejected people themselves, with lots of pain inside, and their response to this pain is to lash out at others. This isn't your problem unless you let it be. Begin to accept yourself and know your special significance and worth. I'm telling you the truth!

The Solution to Handling Sales Rejection

We have established that rejection exists in society and especially in business, and we can't change that. We have also shown that there is no magic wand to something so normal to human life. So, is there a solution?

The solution has been building since you started reading this, because the solution is to have a proper understanding of what is happening, and then to act and work with the problem while gradually eliminating its effects. You must go out and "clear out the junk in just days." You must exercise your ability to work in the face of adversity and then overcome it. You must be strong and determined, like Rocky, to face fear and beat it, and to win in life.

The rest of this course is interactive and designed to help you assimilate and help you apply the material you just read. Go back and review this writing during your 14 days of "hands-on" training. The solution is ongoing and will strongly reveal itself in the next 14 days. You are about to get remarkably busy, increase sales, and beat an old enemy.

And now, on the next page, I have some simple suggestions to raise your production and income. Some of the following ideas will reduce the rejection in your sales activity by giving you ideas to approach people more effectively.

HOW TO HAVE LESS REJECTION IN SALES!

- A) Check your approach to people. Is it canned or salesy? Just talk to them. Make a friend.
- B) Do you sound desperate, or greedy, or like you don't care? Change this fast and begin to care.
- C) Do you ask questions, and let them warm up to you by getting to express themselves to you? I heard a sales trainer say that asking 6 questions will raise your leads to sales by 25%. I have tried this, and it works.
- D) Understand that referrals are sold before you get there, so don't try to oversell a referral. Today's care, love and diligence is tomorrow's referral.
- E) If a person gives you just 5 minutes to hear about your product, they have already bought it in their heart. Knowing this can help you close more assumptively.
- F) Set goals before prospecting.

- G) The prospecting time is and should be an appointment equal to or more important than a presentation appointment.
- H) Get your personal affairs to have optimum results. Resolve strife in your life, whether it is with a spouse, a teenager, or a fellow worker.
- I) Eat right, get lots of sleep, and curb excesses with alcohol, etc. etc. etc.!
- J) Say to yourself "Each day I will generate at least one lead that will buy in the next seven days."
- K) Keep track of ratios and numbers each day (calls, appts., and sales).
- L) Ask, and you will receive!
- M) The telephone and a 2-minute sales call are your best friends!

Conclusion

I have shared my heart from 20 years of experience. I have trained salespeople, I have been one, and I like the person who sells for a living. Fear of rejection is, without a doubt, one of the biggest obstacles to successful selling, no matter what the field of selling is. Understanding and overcoming that fear is the only way to move into a realm of successful sales that few ever realize. What you have just read are principles to be reviewed and absorbed on a regular basis.

You are now ready to begin exercising and putting to work what you have learned. It is now time to DO what you are skilled in doing - sell! But now you can do it with understanding and confidence. The following section is a 14-day journal to help you start selling your way to previously unattainable heights.

A Summary of Some Strategic Points and Homework

Homework #1

For the next 14 days, you are going to be a different person. I saw a Seinfeld episode one day where the character George decided to do everything the opposite of how he did it before. He was before a supposed "loser" with no life to speak of. Upon changing and saying and doing everything in opposites, his life radically changed. He got women, a new job, greater respect, and many other benefits. This is not what I'm asking you to do. However, for 14 days, I'd like you to be different socially. If you see someone in a store you have not spoken to in years, go out of your way to get to them and rekindle a rapport. If there is someone in your workplace you hardly know, strike up a conversation and get to know everyone. When you go to a public place, like the java cafe, or the grocery store, or a soccer game, make it a point to speak to every person you can. This includes checkers, bag clerks, bank tellers, or any human contact. Remove all shyness from your being. Do this just for 14 days as an experiment and as homework for this basic training. There are salespeople who do this all the time and it gets them quite a bit of extra earnings, as well as rounding them out socially also. You say you can't do this because it is not in your nature? Then act! (like an actor) After all, you are in sales! (Make sure you are never without your business cards!)

Homework # 2

Put each of the following on individual 3x5 cards:

1) I WILL NEVER FAIL IF I PERSEVERE. PERSEVERANCE IS A QUALITY THAT IS STRONGER THAN FAILURE, AND SO A PERSEVERING PERSON NEVER HAS TO FEAR FAILURE. I AM THAT PERSEVERING PERSON.

- 2) I DON'T PROSPECT, I TALK TO PEOPLE.
- 3) WITHOUT PAIN, THERE IS NO GAIN.
- 4) GO OUT AND CLEAR OUT THE JUNK IN JUST A FEW DAYS.
- 5) THERE ARE MANY THINGS WORSE THAN SALES REJECTION.
- 6) THE "FEAR" OF REJECTION IS ALWAYS WORSE THAN THE REJECTION ITSELF.
- 7) IF I FACE FEAR, OVERCOME IT, AND WIN, I WILL GROW AS A PERSON.
- 8) I WILL NOT PAMPER MYSELF ANY LONGER.
- 9) I WILL CHARGE INTO SALES SITUATIONS LIKE A RHINO!
- 10) I WILL SERVE OTHERS AND FOCUS ON THEM AND NOT ON ME.
- 11) I AM STRONG TODAY, AND I DO WHAT I HAVE TO DO.
- 12) I LIFT MY REJECTION WEIGHT FOR SEVERAL REPETITIONS EACH DAY.

Instructions: With these 12 points on 3x5 cards, say each one them every day before prospecting AND in the middle of the day. This is 2 times a day while prospecting hard each day. Do this for 14 days. At the end of the 14 days, count

your calls, appointments, and sales. Add up the money you earned that is above your previously normal earnings. Write me with the results!

Homework #3

(optional)

Obtain a copy of Rocky IV online. (See Youtube.com) Watch this in the first day or two of the 14-day basic training. Not only will this be inspiring, but it will be a nice break from your intense training! I recommend you do this even if you've seen this several times. Your perspective now, will be different. Ladies don't think that this is just a macho male movie. The principles in this movie can benefit you as well. Note Rocky's passion to work on himself to overcome impossible odds. Even if you're not prone to watch this kind of movie, watch it for the re-enforcement you can receive in your new effort of training and sales explosion.

God bless,

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