

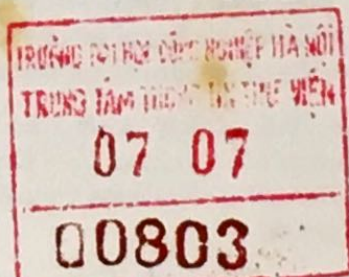
The Best Damn Sales Book Ever

16 Rock-Solid Rules for
Achieving Sales Success!

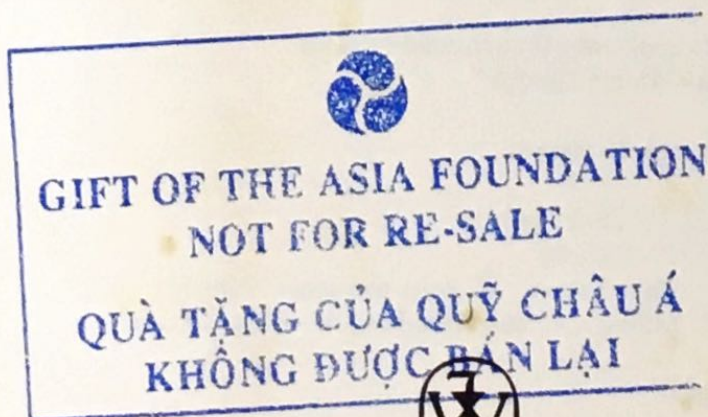
Warren Greshes

THE BEST DAMN SALES BOOK EVER

16 Rock-Solid Rules for
Achieving Sales Success!



WARREN GRESHES



WILEY

John Wiley & Sons, Inc.

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Introduction

Being a salesperson is the best job there is. It is one of the few professions in which you can work for someone else and still be working for yourself. It is also one of the only professions where you can work for someone else, make as much money as you want, and not have to beg the boss for a raise.

A salesperson's score is up on the board for all to see, every single day. Nobody can ever tell you you're doing a bad job if you're not. Of course, the down side is: If you're not doing a good job, there's nowhere to run, nowhere to hide. And therein lies the problem.

Most salespeople are not great at what they do. If we looked at every sales organization in the world, we'd find, for the most part, they break down the same way. Ten percent of the salespeople are great; 10 percent should be kicked down the stairs and out the door; and the other 80 percent are merely average.

This book is aimed at two of those groups. The 10 percent at the top, while already successful, are the kind of people who are always looking to get better and can take one good idea and turn it into a veritable gold mine. The middle 80 percent need this book because they need direction. Most of them are mediocre not because they want to be, but because they just don't understand what it takes to be a successful salesperson.

Of course, if those in the bottom 10 percent want to buy this book, I'm not about to stop them. But I'm sure as heck not going to waste a lot of time, energy, and money marketing this book to that group. There's a reason why the bottom 10 percent always seem to remain the bottom 10 percent.

Many sales books focus on some part of the actual sales process—prospecting, closing, referrals, presentation skills, and so on. Others focus on certain psychological or supposedly new ways of selling: customer-centric selling; mirroring and understanding the personality of the customer; relationship selling.

While many of these skills are included in *The Best Damn Sales Book Ever*, this book is about what successful salespeople do to be successful. What makes it unique among sales books is that it starts at the very beginning of the process with the single biggest differentiator between the successful and unsuccessful salesperson: self-motivation.

In fact, this book will teach you how to motivate yourself, by taking you through a process in which you will develop a written five-year plan for your life, career, and business. This five-year plan will enable you to focus more clearly on what you want to accomplish, when you'll accomplish it, and the specific steps you will need to take to accomplish your goals.

Selling is rejection, plain and simple. The top salespeople can deal with it, the rest can't. Ask any sales VP or sales manager and they'll all tell you the same thing. The biggest reason their salespeople do not bring in enough business is that they don't see enough people. They don't see enough people because they fear rejection. They fear rejection because they don't know how much rejection they need. And they don't know how much rejection they need because they don't know what they need or want. They have no goals or plans for their lives, careers, or businesses.

After finishing this book, you'll never be in that situation again.

There are a lot of fallacies about what constitutes a great sales-