



Supercharge Your Sales

Faster, More Easily & More Profitably

with

Connie Whitman, Andrea Waltz,
Lisa Bloom, Tom Hopkins and
Mark Hunter



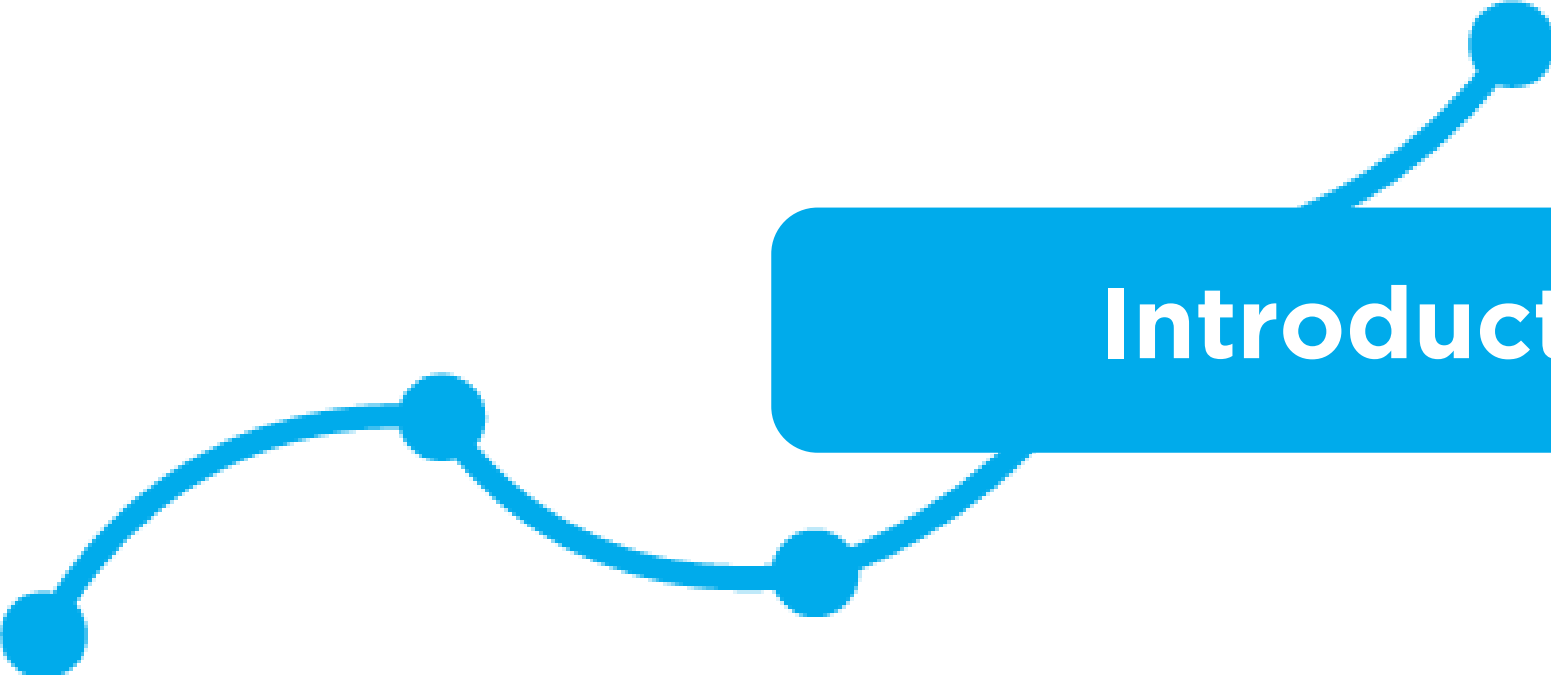
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Introduction

I'm Wendy Weiss and I'm the founder of the Salesology® Prospecting Method that generates predictable sales revenue.

My company has been in business for over 25 years and we have helped over 1673 businesses along with countless salespeople and solopreneurs increase qualified appointments and sales faster, more easily and more profitably.

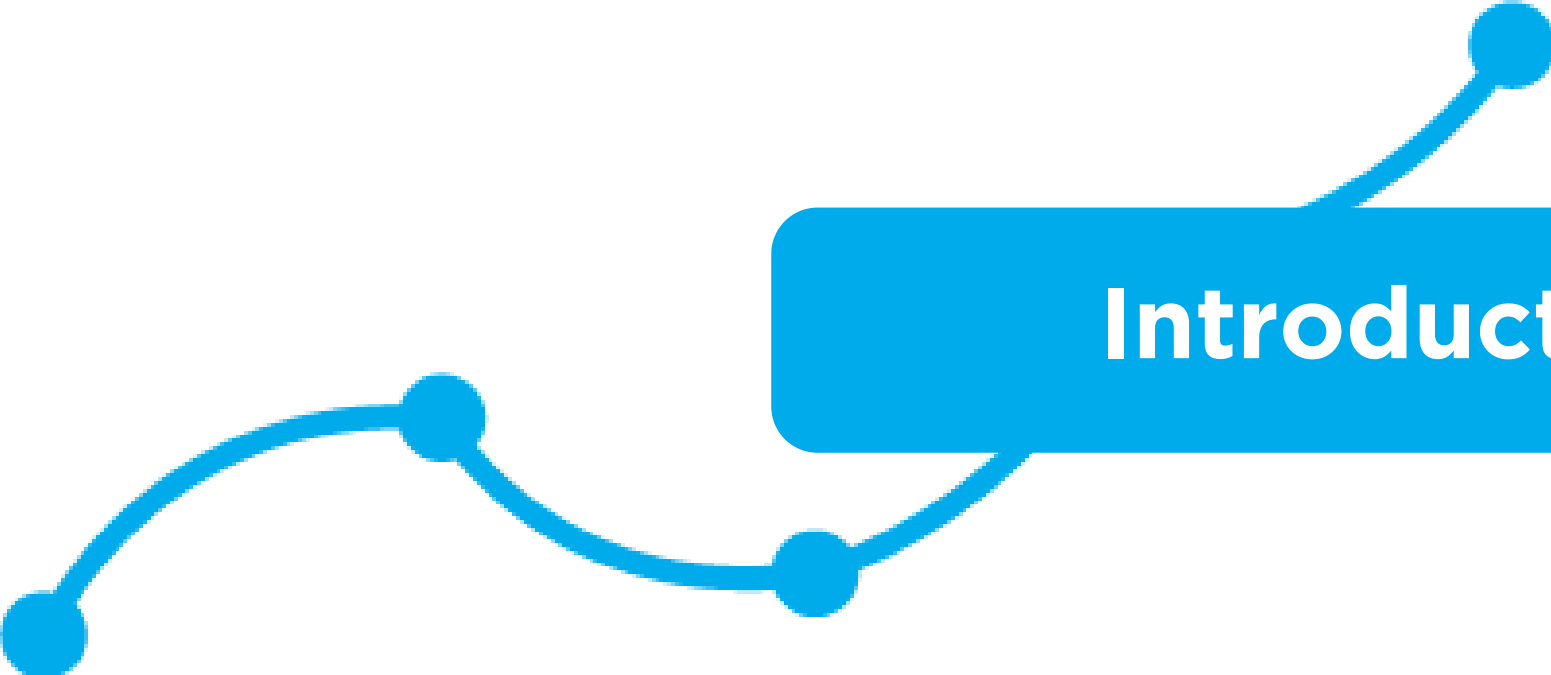
I am the author of *The Sales Winner's Handbook, Essential Scripts & Strategies to Skyrocket Sales Performance* and *Cold Calling for Women, Opening Doors & Closing Sales*.

I was never supposed to be a sales trainer. I was supposed to be a ballerina. My first career was dancing in a ballet company. I danced with Pittsburgh Ballet Theater and then the Cincinnati Ballet. As you may know, ballet is one of the most difficult and exacting art forms. I got into the sales field completely by accident... I needed a day job. I got a job with a telemarketing agency that did business development and, lucky for me, they taught me prospecting and selling skills

There is an insidious sales myth that does a huge disservice. That is the myth of the born salesperson, that somehow there are these people out there that are just born knowing what to do and what to say. This is a myth. I was really lucky because when I got that day job all those years ago, they taught me these skills. Learning these skills was transformational. It enabled me to build a successful business.

The great Russian ballerina, Anna Pavlova, very famously said: "No one can arrive from being talented alone, work transforms talent into genius."

One thing I learned from the dance world is that learning to dance is a lifelong journey... So is learning the skills to sell faster, more easily and more profitably.



Introduction

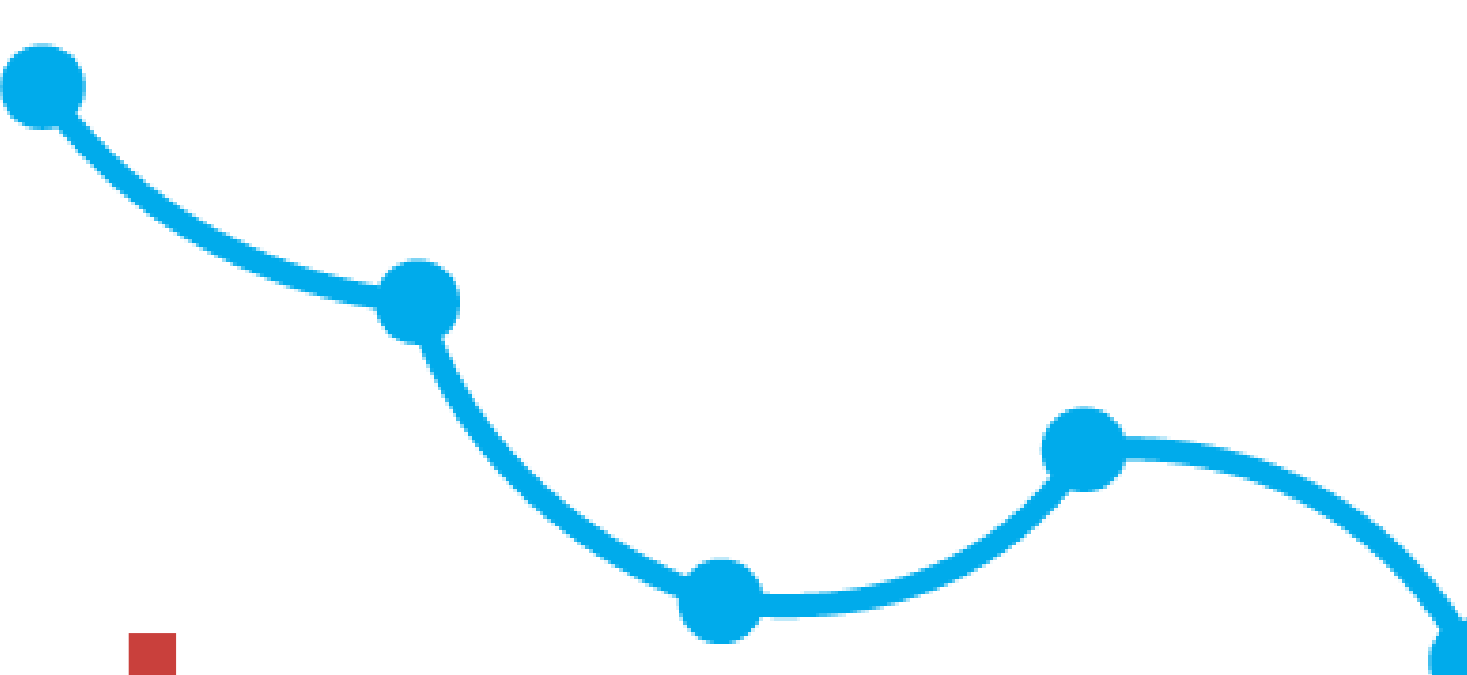
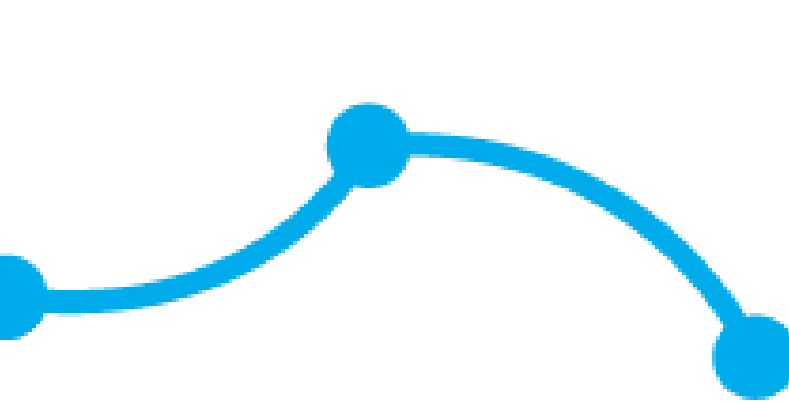
That is why I do what I do. I teach what was taught to me and what changed my life.

These 5 interviews are from the Salesology® Conversations with Sales Leaders, The Art of Faster, Easier, More Profitable Sales podcast. This podcast is a continuation of my mission to cut through the clutter and demonstrate what works to grow sales and what works to turn talented people into revenue generating sales rock stars.

In these interviews you're getting the real scoop, the inside story from sales leaders who will deliver the goods on how to grow sales faster, more easily and more profitably. We're talking about what you need to be doing right now and what will just slow you down and waste your time.

The following chapters are transcripts of interviews with selected experts from the Salesology® Conversations with Sales Leaders, The Art of Faster, Easier, More Profitable Sales Podcast.

Discover...



Supercharge Your Sales

Faster, More Easily & More Profitably

with

Tom Hopkins

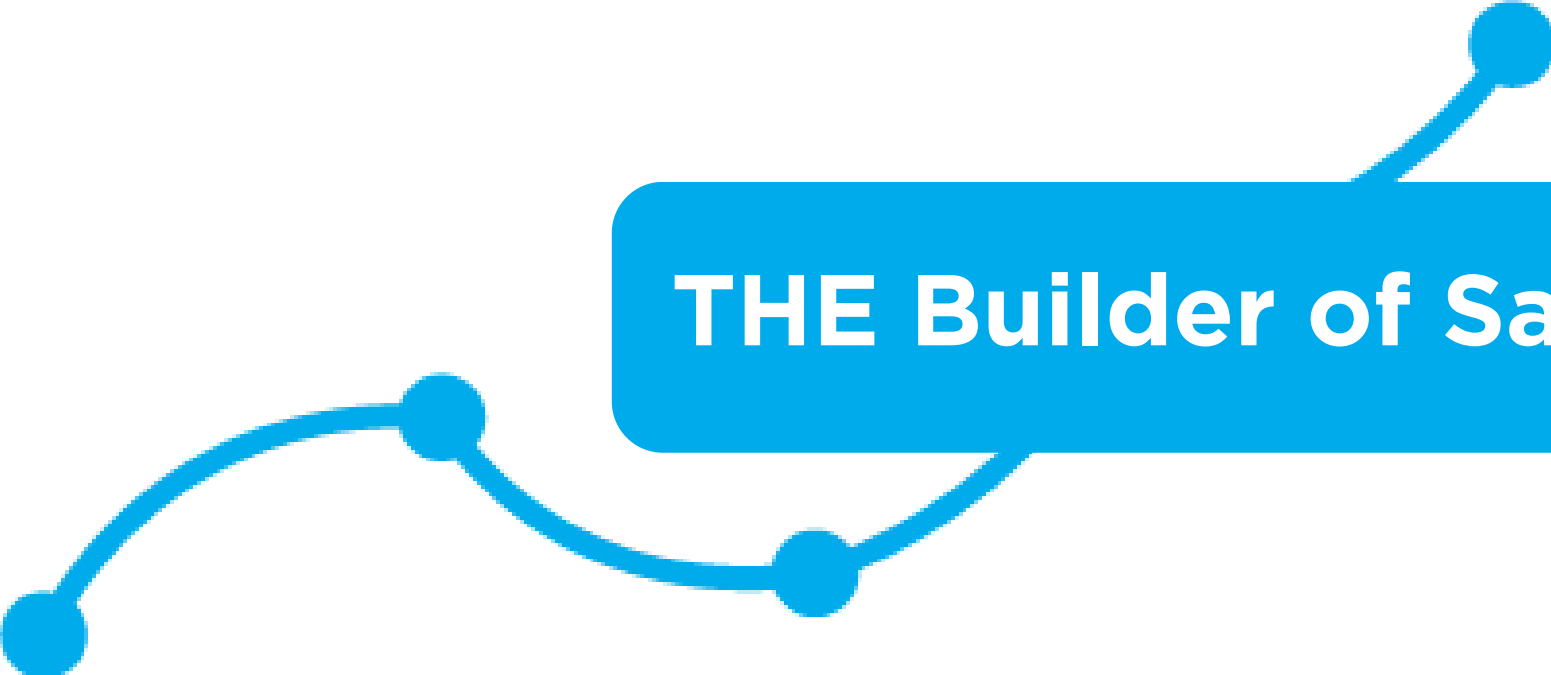
THE Builder of Sales Champions



Tom Hopkins

World-renowned as THE Builder of Sales Champions, Tom Hopkins' practical, yet powerful selling strategies have made the careers of literally millions of sales professionals. Tom has been teaching via live and online events, recorded audios and videos, and through his books for over 40 years. His classic book, "How to Master the Art of Selling" is dog-eared and filled with yellow highlighter on the shelves of today's top sales pros. Tom teaches simple strategies you can put to work in your very next sales presentation.

Why have millions built their careers on Tom's training? Because they get the results they want—closed sales and happy clients! Free trial of my online training at www.tomhopkinsvt.com/trial



THE Builder of Sales Champions

Wendy Weiss:

Hi. Welcome to Salesology® Conversations with Sales Leaders the Art of Faster, Easier, More Profitable Sales. And I am your host, Wendy Weiss. I am the founder of Salesology® and the Salesology® Prospecting Method. I'm known as the Queen of Cold Calling®. And I have a very special treat in store for you today because we have a very, very special guest, my friend, my colleague. I am honored to present Tom Hopkins.

He is the CEO of Tom Hopkins International, the man who needs no introduction. But I'm going to introduce him anyways. He is world renowned as the builder of sales champions, and his practical, yet powerful selling strategies have made the careers of literally millions of sales professionals. Tom's been teaching via live events, online events, recorded audios, videos and through his books for over 40 years. And his classic book, *How to Master the Art of Selling*, is dog-eared and filled with yellow highlighter on the shelves of today's top sales pros. So, I am going to have to ask Tom if he's been looking at my bookshelf and he saw my copy about *Master The Art of Selling*, because that's what it looks like. And here's a thing, Tom teaches simple strategies you can put to work in your very net sales presentation, and that's why millions have built their careers on his training because his training gets results, closed sales, happy, happy customers. Welcome Tom Hopkins.

Tom Hopkins:

Well, Wendy, I can't tell you how great it is to not only see you again via our video, but also to know how well you're doing with Salesology®. And to me, not only is the company name wonderful, but it really resonates with what we are all about. How to communicate effectively with other people to where they agree, come along with us on a journey to where they hone our product or service and they invest their time, their energy, their money to grow and to build a better life based on what we teach. So let me say I'm thrilled to be with you. Loving the chance to share some ideas. And I think we're at a very important point in our lives, most of us towards time to go to the next level. Opportunities are so valuable out there and we have to be focused. We have to say, I've got to get better in my communication skills. So, I'm thrilled to be here and have time with you.

Wendy Weiss:

Well, thank you, Tom. And I want to ask you, because what you just said about honing your communication skills, it's so important. How did you get into this? What's the backstory for Tom Hopkins? How did you become the Tom Hopkins, the builder of sales champions? Where did it all start?

Tom Hopkins:

Well, it really started, I was only 19, and I had been working in construction carrying steel as an ironworker on bridge decks. And I had no education. I lasted in college for three months, 90 days. And when I left college and quit, my father was so upset with me and he was my first real motivator because I came home and he said, why aren't you in school? I said, Dad, I don't want to go to college. It's not my thing. And he said, Son, you'll never amount to anything without a degree. And I said, Dad, I'm not going to college. And of course, I went to my bedroom depressed. A young man told by his father he'd never amount to anything. And of course, you know, my uncle came to have dinner with us and he, of course, walked into my bedroom and said, Tom, you got to be kidding. You quit college. And I said, Uncle Don, I don't want to go to college. It's not my thing. And he said, well, what are you going to do with your life? I said, Uncle Don, I have no idea. He said, well, you know, I'm now the general manager of a steel company here in Los Angeles, and we need iron workers. Now, most people don't realize when they look out in their backyard or someone's backyard and see a pool being built, they would never pour the concrete without reinforcing rebar, which would be about a number of four bar, which is the size of this finger. Well, when I went to work for my uncle, the carrying steel, we were working on projects that have a bar called a number 11 bar, which is in an inch and three eights. They cut them in 60-foot lengths. They weigh 208 lbs. And the only way you get that bar off the truck, off the dirt, to the deck, is carrying them. Well, that was the only thing I could do. So, I carried steel for a year.

I was teased my audiences at seminars. I was six foot two when I started, but I am now only five foot seven and they all laughed. But I really believe that that one year of hard work gave me a foundation. And luckily, I say that very honestly. I decided to get a real estate license. I failed it three times my exam, my fourth time I got my license. And I really believe in life when you find the niche that is meant for you, everything turns on. Well, that's what happened to me when I got into real estate. I was fortunate to be hired by a very top broker and I was a student of what the top people said and how they came across.

Tom Hopkins:

And I literally started copying the top salespeople and listening to what they said, the people on the phone, what they said when they met the first person the first time, how they relaxed them at the table or desk. And I became, Wendy, an avid student of other people's proven phraseology, just like you, with Salesology®. So, this again, is kind of what happened to me. And then, of course, you know, I hit one year, I think it was my fourth where everything came together. And on November 15th, that year, my manager calls me in to his office and he says, Tom, are you aware of what you're doing? And I said, Yeah, I'm having a blast selling a lot of property, making a lot of money. He goes, Yeah, but you've done something that, to our knowledge, has never been done. You've been averaging one home sale a day, which no one sold, 365 homes in 365 days. And he said, Tom, if you do that and we can honestly promote it, your life will never be the same. Well, I worked like crazy. And sure enough, I did the 365 in 365. And he, of course, was so proud that I was in his office and started promoting me. And my phone started ringing off the hook, Wendy, because people said no one, because the average person would sell maybe four houses a month. I was doing 30 or 30 plus a month and they said, no one can do that. But I did. And that's when my life was changed. And I really believe all of you that are watching us realize that life changes happen when you become more competent, more accessible, more reliable, and a better communicator in all areas of your life, which is what both Wendy and I have built the foundation of what we teach on. So true.

Wendy Weiss:

Yeah. I want to piggyback on what you said and ask your opinion, because actually, this is part of my life mission. You know, there is this myth out there that somehow there are these people that are born salespeople. And because I hear that, I'm sure you hear that from potential clients, they say they've hired someone. They're Oh, they're born salesperson. And I say, okay, great, let's talk in a few months. And I'd like to hear your opinion on this concept of making finger quotes, here, born salesperson.

Tom Hopkins:

Well, first of all, you know, there are people with personalities, temperaments and skills communicating that do well. If they've never had any training in the field of sales, sure there are. But there is also a lot of people that think they can sell but have never been taught the right ways of coming across the original introduction to how to prospect properly at the door or out in a business.

Tom Hopkins:

And I've always believed that you may be born with certain skills, but the top producers I've ever met have been avid students of training, and they've learned from others. See. Had I not sold 365 homes in one year and not handled almost every objection possible and had not written books 18 now on the art of communication and selling. Most people would not sit and internalize what I teach, but many of them say, hey, if he's done this, I have to make what he says and does a part of me. And that's what I did. When I first started. I had a man that was the father. That was his title. When they introduce him on the stage, he was called the Father of American Selling. And that was J. Douglas Edwards. And he, of course, was the one that changed my life. And, you know, a life has changes that you cannot believe. Let me let me give you an example.

One day I went to Mr. Edwards, a seminar. I was 19. He had a competition, like we do at our programs, where you had to learn what was being taught and have a quiz. And of course, I stayed up all night for two nights. I maybe had an hour sleep and two nights because I wanted to win that competition. And sure enough, I did. And because I won, I had an opportunity to go to lunch with Mr. Edwards and. here's the thing that's so amazing about life, I met with him. I told him that my goal is to become so good at selling that I earned the right to take over what he did and teaching. And he said, Tom, I would love you to. He didn't have any one that was ready to do that. And I knew he lived in Arizona, Wendy. I was now in Southern California. And I decided that I was going to move. I had a man offer me a chance to buy a real estate school here in Phoenix, and I decided to move. Now, I had no idea where Mr. Edwards lived. I knew it was in Arizona, 4 million people back then, approximately in Phoenix, Scottsdale. Well, I buy this home and move in with my family and I am unloading our showing the movers ready to put furniture. And suddenly I hear our voice behind me is Tom Hopkins here? And I turn and they're standing in my garage is J. Douglas Edwards. While my mouth dropped open. I said, Mr. Edwards, what are you doing here? He says, I thought I'd welcome my new next-door neighbor to the area. Now, keep in mind, I'll have approximately 4 million people. I buy a home having no idea. Where he lived right next door to him, which again, is the things that happen to a person if you have the right attitude, the right motivation. And I lived next door to him, became like a second son to him. And I have to give him such credit to helping me be the person on the stage to communicate, to teach, to motivate, to excite and help people build their careers to the next financial and emotional, successful part of their life. And that's very important to me. Most people don't know that, but I really believe when you're ready the right things and people can come into your life that can be life changing.

Wendy Weiss:

And you know what I love about like what you said, Tom, because you were talking about 365 homes and 365 days, and you learn to deal with every single objection. But before that, you told me that you had been educating yourself by listening to all of the other salespeople and learning how they handled objections and how they did their presentations. And so that's what enabled you to then handle all of those objections, which then enabled you to sell all of those homes, which set the next stage for you to be ready for the things that happened. And you were still learning the sounds. He sounds like he was your mentor.

Tom Hopkins:

And so true. When I went to this seminar, when I was just again getting started and the person said, find out who makes the most money in your company and go to them and just beg if you have to, if they'll let you watch them and listen to them. Well, I've always been coachable, so the company I worked with had about 300 people and I found out from the owner or the top person there was a woman named Rose Lane. Who probably sold more real estate than almost anyone in California. And I humbled myself. Excuse me. I went to her. I said, Mrs. Lane, I'm Tom Hopkins. I'm 19. I'm scared to death. I've got my license, but I don't know what to say and do. And I said, would you mind if I had listened to you and watched you when you talk to people? And of course, she had a nice desk in an office and I got a chair next to her and I copied Wendy, what she said, how she came across. And I can honestly say that she got my foundation going with how to cope with not only a presentation, but objections because she was masterful. And here's one of the largest real estate companies back then. And she was number one because of her ability to communicate. And that's, I think, the skill that we all need to develop, how to communicate effectively, where people bring down defense barriers, people open up their minds, their ears, their eyes and want to hear our message. And at the end of it, want to invest them or involve themselves or what we are leading them to. That's the. Yes.

Wendy Weiss:

Absolutely. And what else I love about your story is that you kept going, even though there were times like failing. You said you failed the real estate license tests like three times, but you kept going and you got your license. And so many salespeople. I'm sure you've seen this. They go, oh, I called the prospect. They wouldn't talk to me. This doesn't work. I'm done.

Tom Hopkins:

Yeah, it's really a numbers game that you have to realize. You've got to get through the rejection. You can't take it personally. I have tried to live by a belief that all the yeses in life are hidden behind nos. So, you have to cope with the nos to get the yes. And this was true in my life. I have a I had an interview the other day and the person said, what was your worst day? And I had to think, as you know, a lot of years ago. And I thought one of my worst days ever as I went to this door, because I believed that I've always believed that contact personally is how you build business. So, I was a door knocker. I would go out on the street, in fact, people say to me, Tom, you weren't doing really well. And what changed your life? And I say, well, I had one day that was, I think, life changing. I'd been four and a half months in real estate. My savings from construction was almost gone. I'm scared to death that I won't make it. And my manager of the real estate office who had just bought a beautiful brand-new Lincoln Continental, which was the real estate car back then, he said, Tom, why don't I go for a ride? I said, that sounds great. So, we get in his car and we drive up into a residential area and he pulls the car over and he goes, Tom, it's time for you to get out. I said, we're three miles from the office. What do you mean? He says Tom, you have been sitting in the office making no money, and the only way you're going to make any money is to talk to people. So, you have a three mile walk back to the office with all these wonderful homeowners living in houses. And of course, I cursed him, Wendy, with every terrible word I could think of. I had no choice, though. I didn't know what to say, how to come across. And I started just knocking on doors. And of course, he said before he drove off, Wendy, he said, for every hundred doors that you knock on, you'll meet one totally qualified person as a buyer or seller that you'll make money off of. Well, of course, I cursed him and started counting. But sure enough, I hit the 64th door. And I knocked on and a man answered. I said, Hi, I'm Tom Hopkins. I'm in real estate. Have you thought of moving or selling your home? And he looked at me, goes, you have a real estate license? And of course, I was only 19. I said, yes sir, I do. He says to stay here and he turned and called his wife, honey, come to the front door. And the one, the wife walks up and he'd taken my card and given it to her. And she says, you have a real estate license? I says, yes, ma'am, I do. And she says, please step in, young man. Well, now I'm a little nervous and scared. What the heck is happening? And she sits me down and says, last night we heard that my husband has to be transferred, which means he's going to leave myself and the three children here to get moved and sell the home. And we got on our knees and prayed that God would send us a real estate agent.

Wendy Weiss:

Wonderful story I've never heard.

Tom Hopkins:

Hallelujah! But funny, Wendy is I not only got them, stole the home for them, got them moved as a family, but I knocked doors around that property and I start realizing that the key to everything is talking to more people. Keep your contact numbers up and the sales will follow. And that's when I became a door knocking fool. And what's so funny is I just had Taylor McCarthy, who is the man taking over my training, and that's literally been his whole life out on the street saying hello to people. He's a solar representative, marketing solar for homes for the top income earners and not only his company, but maybe in sales in the country. But it is a contact sport and you just have to put your ego on the line, handle the possible rejection, which is obvious, is going to be there. But don't let the no's get you down because behind all the nos are the hidden yeses that lead you to the money.

Wendy Weiss:

I love that story. And we're going to take a pause right now for a word from our sponsor. But then when we come back, I want to hear more about your announcement that you just sort of started to talk about. And Taylor that's very exciting. And then I have some more questions for you as well. So. But now a word from our sponsor:

Salesology® 3X appointments. You know how frustrating and stressful it is when you leave every sales meeting wondering if your sales team knows how to sell because they're not selling. And all you ever hear from them are excuses. They blame your marketing. They say you need to do more social media. And they say you need a new website. You know something's wrong that you don't quite know what it is. And you're even starting to wonder if it's you. You don't have a lot of options. You could fire them all and start from scratch. And that would be expensive. And you're sick of waking up in the middle of the night wondering how to fix this. Well, imagine instead that you have an easy-to-use replicable system that ensures that your team can easily schedule qualified appointments. And imagine that your team is excited and motivated. No more excuses and you feel good. Salesology® 3X appointments can make that happen. If you're a business owner or a sales manager with an underperforming sales team, let's talk. Click on the link to my calendar in the show notes. Schedule a time and I look forward to meeting you.

And I am back now with legendary builder of sales champions Tom Hopkins. And I want to get the inside scoop now on your announcement. You started to tell us a little bit about Taylor. So, tell us more.

Tom Hopkins:

Well, you know, I've had a challenge. Of course, there has been people approaching me knowing that I'm winding my sales training career down, and they've approached us on wanting to take over our company and this and that. And I've always had a belief that if people haven't done it, it's really hard for them to teach it. And so luckily, I met Taylor many years ago, 16, and he, of course, built his sailing career and his company. And he came to a program, and I kind of hinted that what I was going to do was kind of wind down my career. And of course, he started with me on a follow up program we met. And the reason, Wendy, I am so thrilled is he not only spent almost six years using my training, but built the tremendous number of sales that no one has ever done in that industry. And of course, you know, he's like a legend and door to door transactions. And now, of course, he's joining me and he will be the man that'll take over what I teach and not right now we're going to many other industries because, you know, sure, solar is a wonderful product, but every company that has a person called sales person does need what we do. They are desperately in need of real, how to proven phraseology, training to where they can take their people, their company to the next level, which obviously is what your business does. And I think your Salesology® is a fabulous product and it's something that people need to take a good look at. Because I think you're giving them the tools and that's important. It's not just high motivation to jump over a roof. It's here's what you say do on a daily basis. Here's what you say to people on the telephone. Here's what you say when you first have an opening to meet someone that may not be interested in what you're doing. Here's how you overcome all of the negativity, and here's what you say. So, I salute you, Wendy. It's a wonderful thing you're doing.

Wendy Weiss:

Thank you. Would you share a little bit more before we started this podcast, you were you were telling me a little bit about how Taylor got to be so successful in his field. And what you told me was that he followed your training to the letter, that he followed the phraseology, the script, if you will, the responses, the questions, whatever it is. He just followed your training.

And could you speak a little bit about the importance of the phraseology of what it is you're saying? Because what I see a lot, I'm sure you've seen this, too, is you share with the client, here's the best way to handle this. And then they do something else and it's if you have a proven response, use it.

Tom Hopkins:

Well. And this is the thing that's so impressive about Taylor is he and we were here together for a couple days and I just was so knocked out. How he has internalized so much of what I taught him and he said he listened to my CDs back then.

Tom Hopkins:

There were cassettes when he first started. Now, of course, there's CDs, but he listened to all of my training over and over and he was so fun because, you know, he would say, now, Tom, I want to make sure my people, the people that he's leading and his team understand the importance of when they say this, we say this. And he had it all down verbatim. And I couldn't be happier to have found someone who is totally a product of the product and not just in the hype mode, but in the tonal how to and the disciplines in the art of communication and selling. So, it's a blessing and I'm thrilled about it.

Wendy Weiss:

That's wonderful. Tom, I know that you have a gift for our listeners and that is available. It well, first of all, I understand it's a free trial of your online training and it's available at tomhopkinsvt.com/trial. We'll put that link in the show notes, but can you tell us a little bit more about the trial of your online training?

Tom Hopkins:

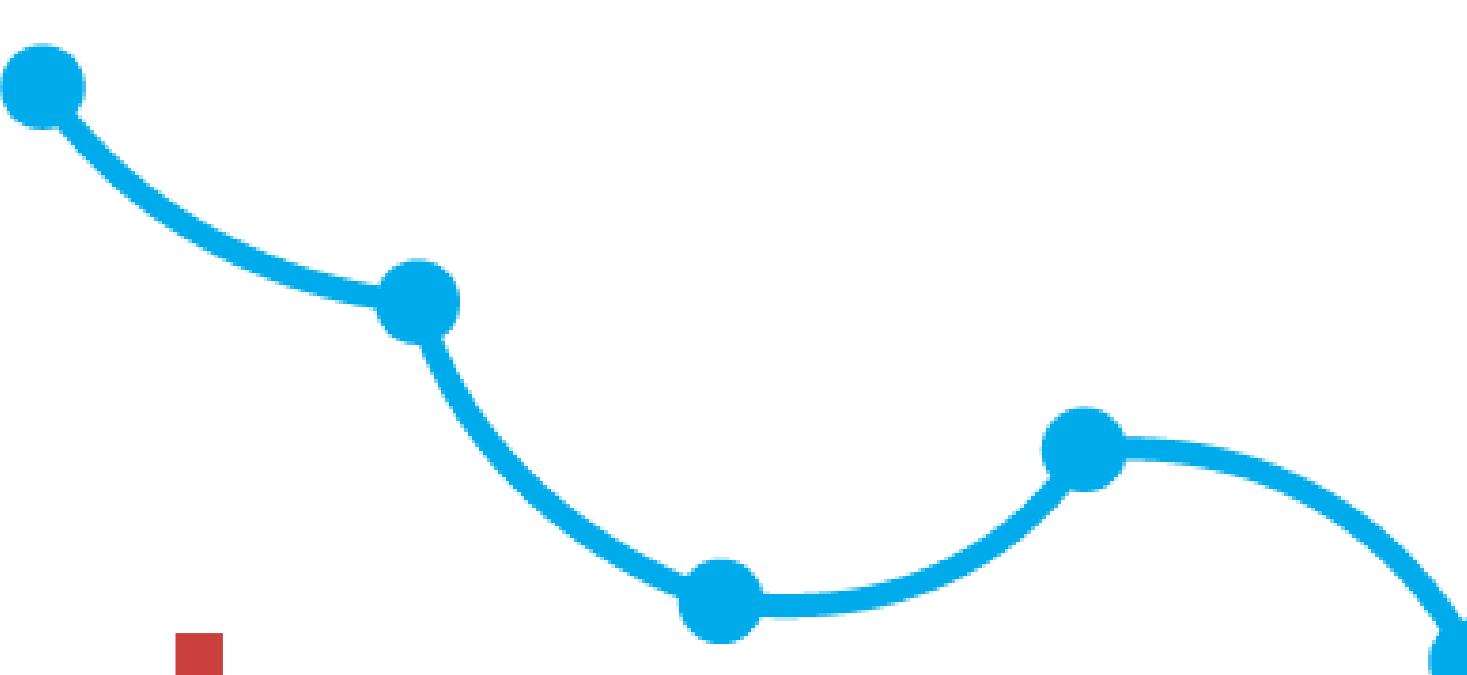
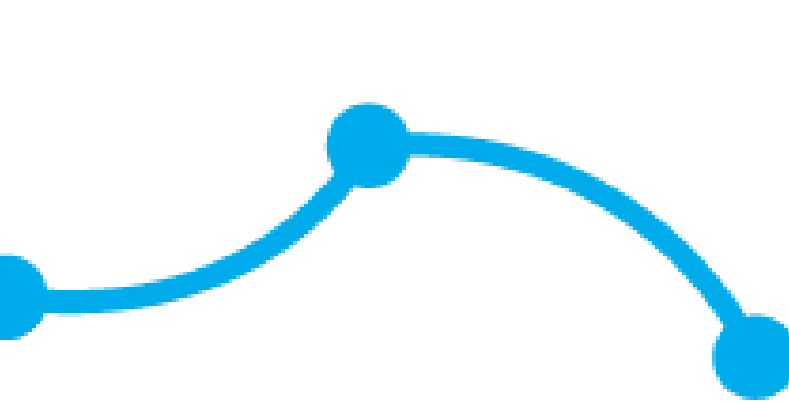
Oh, yes. When you what I believe is people have to see and feel what a person teaches to see if it really is what they need or want. And that's why we have this free trial, which we're excited about. And thank you for putting it in your program. But I think people need to see and feel what they could learn, and then they open their hearts and minds to it and it can be life changing. I mean, again, as I mentioned, I had people come into my life that I can say had a tremendous positive change towards a greater life because of what they taught me. So, we all need to have teachers become humble students to open our hearts and minds and to do what we're doing here. Explore future opportunities that could bring benefit to all parties concerned.

Wendy Weiss:

Yes. And I know that you have been your training has been transformative in so many people's lives. It's been transformative in my life. So, I have to thank you for that. And I want to thank you for being here with us today and sharing your thoughts and your wisdom. So, I want to invite everybody check us out, go to tomhopkinsvt.com/trial to check out the free online training, the trial of the online training and check out the show notes for all the links. Share us on social media. Tell your friends, give us good reviews and thank you for listening to the Salesology® Conversations with Sales Leaders Podcast. We've been talking to Tom Hopkins and till we meet again. Visualize yourself surrounded by cash, really large bills.

Tom Hopkins:

Thank you again, Wendy.



Supercharge Your Sales

Faster, More Easily & More Profitably

with

Connie Whitman

**Changing The Sales Game: Coach
Your Team To Sales Success**



Connie Whitman

Known for her high-energy, passionate, heart-centered, and enthusiastic approach to sales, teaching and coaching, Connie Whitman has been the CEO of Changing the Sales Game for 20+ years helping business owners, leaders and sales teams build powerhouse organizations. A three-time #1 International Best-Selling author of her book ESP (Easy Sales Process): 7-Steps to Sales Success, speaker, and podcast host, Connie's inspired teaching, transformational tools and content ensure that business owners and salespeople grow their revenue streams through enhanced communication skills. She is thrilled to share inspiring content on her international podcasts the "Changing the Sales Game," and "Enlightenment of Change."

WEBSITE : <https://www.changingthesalesgame.com/>

Free Communication Style Assessment (CSA)™:
<https://www.changingthesalesgame.com/communication-style-assessment>

Changing the Sales Game Podcast:
<https://podcasts.apple.com/us/podcast/heart-centered-sales-leader/id1543243616>

Changing The Sales Game: Coach Your Team To Sales Success

Wendy Weiss:

Welcome everyone to Salesology® Conversations with Sales Leaders, the Art of Faster, Easier, More Profitable Sales. I'm your host, Wendy Weiss. I am the founder of Salesology® and The Salesology® Prospecting Method. I am known as the Queen of Cold Calling, and we have a very, very special guest today. Connie Whitman. I am so pleased to welcome Connie Whitman. She is the CEO of Changing the Sales Game. Connie, she's high energy, she's passionate, she's heart centered, and she has a very enthusiastic approach to sales teaching and coaching. She has been doing this for 20 plus years, helping business owners, leaders and sales teams build powerhouse sales organization. I love this part. She's a three-time, number one international best-selling author of her book, ESP, which stands for Easy Sales Process. How about that? And 7 Steps to Sales Success. Uh, speaker, she's a speaker, she's a podcaster, and, um, she teaches, she has transformational tools and content that help business owners and sales people grow revenue, and her podcasts are changing the sales game and the Enlightenment of Change. Welcome Connie. I am so happy that you are here today

Connie Whitman:

Thanks, Wendy. I'm excited to be here. If we can help people make more money, without being icky, sleazy and manipulative and really come from that place of love, care, and respect, let's do it and let's help people make money in the process. It's all good, right?

Wendy Weiss:

Absolutely. And you know what, I have to ask you a question. Maybe you know the answer to this. Why is it that so many people think sales is sleazy?

Connie Whitman:

I actually have an answer to that.

Wendy Weiss:

Let's hear it, let's hear it.

Connie Whitman:

It's fascinating because, I don't know if you've ever been part of my workshop, but I have a free workshop I do a couple of times a year, and it's called Eliminating the Five Layers of Buyers Resistance.

Connie Whitman:

So where does the buyer's resistance come from? That, that perception or perspective that sales is icky, sleazy, manipulative, right? So, through the years, think about the movies. Wolf of Wall Street, Glen Gary, Glen Ross. The newest one was Madoff, right? With De Niro. He made off with people's money. Those types of movies, through society kind of give us that vibe of sales rip you off and you're gonna part with your money and not get anything in return.

Additionally, as humans, as people, every time we go to buy something, I do read consumer reports when I have to do big purchases for cars and stuff like that, because we buy, we don't lease. Here's the thing though, when you go in, some of the dealers are lovely, some of them are pushy jerks. Everybody is not a pushy jerk. But here's the thing, we've all been ripped off.

You've bought something. I've bought something probably multiple times in our life. We get home, we try it and we think, oh, this isn't what I thought I was getting. So being duped ripped off, that's where that whole sales being sleazy, icky comes from. And you and I, Wendy, that's not the school we, listen, I've been in sales 40 years. I think you're similar, right? That crap was going on 40 years ago too. I just didn't buy into it because I wasn't willing to sell my soul to make the dollar. I wanted to build relationships. So that's how you and I think, are just naturally wired. So, sales for me was never icky, but we've all been duped and ripped off, and that's where that comes from, where we get that buyer's resistance. Does that make sense?

Wendy Weiss:

Yeah, that makes a lot of sense. I always tell my clients, if you don't wanna be perceived in a certain way, don't do the things that make people perceive you in that way.

Connie Whitman:

That's exactly right.

Wendy Weiss:

So, yeah, but we're jumping ahead because the first question I actually had planned to ask you was, how did you get here? You've been doing this for 40 years. How did it all start?

Connie Whitman:

It's interesting. So after, after college, um, I was going to school at night for my MBA and I had a job working for a credit company. Loved it. I ran, this is ironic that I, I had mentioned the, uh, card dealerships, but I, I ran the leasing department. Now, you know, back in the eighties, nobody knew what, I'm dating myself, Wendy, back in the eighties, leasing meant nothing. So, what would happen is the dealers would bring, um, deals to the table that were retail, and I would call 'em and say, listen, this is a business owner.

Connie Whitman:

Back then, not the case anymore, but business owners were able to write off the whole car payment. So, they would say to me, oh, we don't know how to do the calculation. And so, I coached them, I showed them how to do the calculation. I coached them when they called the, the business owner back, this is what you need to say because it's gonna benefit them, and they could talk to their accountant, but I'm telling you, they could write off the whole thing. So, okay, fast forward within maybe two months of doing that, of teaching, I was just educating the dealers. I started getting in maybe probably between two and 300 lease deals per week. So, I grew the department exponentially. So fast forward sales position comes in, and all the dealers, they were all men. They were calling me; I was a kid. They're like, Connie, you're gonna apply, right?

And I'm like, I don't know anything about sales. What are you talking about? They were like, what do you think you've been doing? You're helping us sell to the clients and they're bringing referrals in. And so, everybody's business was growing. And I'm like, oh, I did that. No idea, Wendy, swear to God. True story. So that's how I, so then I went to the boss and I said, hey, I wanna try out for this sales position. And I was a girl. And at the time, the car dealerships, they went and promote me. They went and allow it. So, he said, my boss was amazing. And he said, you've outgrown us already. You need to go and find something else. And you do belong in sales. You have this natural gift to just make people feel comfortable and you educate. And I was never sleazy, because for me, sales is educate.

So, what's the situation? Who's in front of me? How can I help them? Literally, that's my sales advice in a nutshell. So that's how I got started. And then I, I went, um, while I was going for my MBA, because that wasn't enough pressure. I actually went for my, uh, insurance license, my series seven license, and I became a financial advisor. So that's what I did.

Wendy Weiss:

That was 40 years ago. So how did changing the sales game, your current company, how did that come about?

Connie Whitman:

Yeah, so see, again, right? Time marches on. So, 21 years ago when I started my business, uh, the, the industry I was in, it was, I ended in banking and I become an executive in banking. But we were going through merger mania back in the nineties, and I, I had two babies at home and I came home and I said to my husband, I just, I can't do this anymore.

Connie Whitman:

I need control over my time with these kids. I never see them. I want control of my income. Every year I feel like, do I have a job? Do I not have a job? I can't live like this. So, my husband we're married 30 years, he said to me, what do you wanna do? Like, I want, we needed my income. I didn't wanna get fired, and I wanna start my own business. So, he gets me. And so, I did that 21 years ago. Now, about two years ago, probably when Covid hit, like you, um, I think you did a lot live. Like all of my clients were corporate at the time. And everything I did was live. I spoke live, I trained live, I networked live, and then Covid hit. So, I jumped on the networking like everybody else did, and learned about digital products.

Who the heck knew? I learned about lead magnets and email list and all of this language that meant nothing to me. And I immersed myself in it. And I realized that I, all the programs I had created over the 20 years, I can now digitize'em. But my old logo, it, it was, you know, 15 years old, it was old, it was dated. And I'm not, I mean I'm old, maybe ac chronologically, but my soul, I think I'm 20, right? And I act like a kid and all of that. And I have this energy and the branding was so off for me. So that's two years ago, changing the sales game came to life. And that's who I am. I want people to change how they approach sales so that they do it easy peasy, but that they can make more money and serve bigger and better. Cause that's really what we're here to do.

Wendy Weiss:

Absolutely. And I always, I always get so annoyed and frustrated when I, when I hear the, the negativity around sales and people, people that say, and I'm sure you hear this too, well, I don't wanna be a sales person.

Connie Whitman:

Yeah.

Wendy Weiss:

Except they're sales people. Yeah. So that's a problem.

Connie Whitman:

The, the irony, we're all sales. I don't, you know, I don't care if you're in the back office. You have to go in and talk to your boss about your idea that you think's gonna help save money or speed up an operational system. How do you get them to listen to you? That's to me, sales also is communication skills. So, we're all selling whether we think we are or not. We're selling our ideas; we're selling ourselves if we're interviewing for a job. So, sales skills, I think are critical. To me, they're life skills. And the other thing, if you could get really good at those communication skills, you'll always have a job. You'll always have a job.

Wendy Weiss:

Absolutely. And, um, you know, one of the things that I wanted to ask you, cuz I hear this from my clients a lot, is, uh, you know, they're, they're looking to hire. Um, it's difficult to hire today. It's very difficult to hire good salespeople. And of course, the research shows that if you hire a new salesperson, while 83% of them, um, are gone in three years, they've either quit or you've had to fire them.

Connie Whitman:

Absolutely.

Wendy Weiss:

So, lots of times I'll talk to my clients and they'll say, well, you know, I really, I wanna hire a salesperson. I'll say, great, what do you have in place for them? And often the answer is nothing. So, I'm wondering, wanna ask you as an expert in this field, working with, with corporations, what do companies need to have in place if they're going to hire sales people in this market where it's difficult to hire people, um, and it's expensive to hire someone, keep them around for a year, two years, three years, and then have to let them go. That's an expensive proposition. So, if they're, if they're gonna hire, what do they need to do to make sure that this person that they've hired is gonna be successful?

Connie Whitman:

You know, and it's, this is such a great question and I know it's the big resignation that we're facing. So, it is harder to find people, but here's the scary thing. If it's harder to find people and then you get them and you spend all this money training and time and effort, and then they're gone, it's very cost prohibitive. So, here's, here's just some of the things that I do with my corporate clients and, and I caution people. I know there's different models out there like DISC and Myers Briggs and there's a couple of hiring predictive index I think is one of them. I never think that's a bad thing to ask people to take those types of assessment because you get an insight into their brain wiring.

I would not base a hire or a fire for that matter solely on that. But for me, I always recommend, that's another piece of the puzzle. So, you see how people are wired. So, an example is, I have a lot of clients that are introverts and they're business owners and they hire me, which is so funny cuz I'm not introverted. But here's, here's the thing. You, they, you can teach an introvert how to become super, super successful because they're the secret sauce. But you have to know who you're hiring. So, if, if whatever you're selling, um, copiers, I don't know, whatever, and they need to be very dynamic, high energy, extroverted, they're not afraid to walk in and do cold calling, whatever it is, then you can hire an introvert for that type of position. So again, who are you hiring? Make sure that you have different measurements in place.

Connie Whitman:

And of course, from a hiring perspective, ask the right questions. Right? So, I like to give scenarios. Um, whenever I would help my clients, I say, ask 'em a scenario. Here's the scenario. How would you handle it? Because you're getting an insight on the spot. How did they handle a bad situation or a tough situation or a tough client or a tough prospect. So that's another one I would use. Scenarios versus just asking, you know, do you have high energy? Sure, I do. Well, I showed up with high energy, it's an interview, give them a scenario. Now you're making their brain work and you're truly seeing how they might respond. And then the, the other one that is, I will not take on a client if they don't do a couple of things. One, they have to use some kind of behavioral model. Because when we sell, if I understand how I communicate and I have a free gift for your folks, um, for your listeners later, but if I understand how I'm wired and how I communicate and what my natural superpowers are and what my blind spots are, tremendous amount of information from when I get in front of that client, now I could see who they are, how they're wired, and then I could flex my style to connect with them. So, they have to have a behavioral model, whatever it is, doesn't matter to me. I'm certified in DISC. I have my own and I've been part of Myers Briggs, which not my favorite other thing I tell them they have to do, otherwise I won't take the business is, it sounds so, um, demanding. And I'm not, it's always a very lovely conversation cuz I give the logic of why they should have these things. But the other one is coaching. And even if they don't wanna hire me for me to teach their management how to coach, and they have their own, I wanna step in and tweak it or help them. And then what does that accountability look like?

Cause here's why that 83% statistic, Wendy, that you shared, why is it that high? Because we, we promote great sales people into sales leaders. And I know in your career you've had probably the, the scary one. You know, the, the good, the bad and the ugly. I've only had the bad and the ugly in my sales career. They should not have been coaching, they should not have been teaching. They should not have been managing or leading anybody, um, because they were animals, in my opinion. So that's the other thing. Don't promote somebody who's good at sales and think they're gonna become a good sales leader. So, before you start promoting people into those leadership positions, do they have leadership skills? And if not, can you teach them before they step in and then teach them how to coach? You have to coach employees, otherwise they're never, they're gonna, they create habits, good habits, some bad habits. We wanna make sure that they're changing the behavior so they're serving and delivering the culture of the organization. You have to coach. It has to be very hands on.

Wendy Weiss:

Well, I love that you're referencing the Peter principle. Um, and I am dating myself, uh, too here, but for those of you that may not know, the Peter principle states that people in corporate America are promoted to their level of incompetence. So, what that means is you've got somebody that's really good at a job and so they get promoted to the next job and maybe they're really good at that. So, they get promoted to the next one and they keep getting promoted till they get to the job that they cannot do. And that's where they stay. That's the Peter principle.

Connie Whitman:

Yep. Or they move 'em around, they move the problem around.

Wendy Weiss:

Yes. Yeah. And so, I also love what you have to say about coaching because it always astonishes me, uh, how many, uh, sales organizations, owners, sales managers have said to me over the years, I wanna see how they do first. And usually how they do is not great.

Connie Whitman:

It's crazy. It's crazy. You hire someone, you should be coaching them immediately. Not, don't mean badgering them and babysitting 'em. It's not what I'm talking about. Coaching is not, um, it's not counseling, right? It's coaching, it's observing. So, here's my take on coaching there. A couple of things have to happen. Number one, you have to observe them in action, whatever that means. You don't interrupt them, you let them do their thing. And then when you get in the car, you get back to the office and you have a moment, you go out to lunch, whatever it is, now we're doing that again. But say, hey listen, you know, I was really interested. You said this, this, and this. That was so good. I really, that was you here, let's talk about this piece. You kind of hit a brick wall and you said this, this and this. Let's talk about that and see how we can make it better. So next time you're even more comfortable with what you're doing.

But if I don't observe, how can I, how can I even make a recommendation. When you're observing, there's three things you should look at. What is their ability right here, right now? So, Wendy, if let's say if I, I hired you and I think, wow, she's got a tremendous sales experience. I just, I love what she does. But you and I, I don't know that this is you. So, I'm not, I'm not addressing this as Wendy, everybody, this is not, I'm just using it as an example. Well, let's say I observe that sometimes you can be direct to the point where I actually see the customer take a step back. Okay? You don't even know you're doing it. So, when I coach you, do you have the ability right here and right now to temper that?

Connie Whitman:

I Well, the answer is no, because I keep seeing you be way too direct and I see the client taking a step back. So, when you don't have ability, I have to show you, I have to teach you. Ability is an easy thing to change. Raise your awareness to it. The other thing then is are you motivated to change? If you say to me, you know what? I know I do and I don't care, deal with it, then that's another whole conversation. So, if you're not, you understand that you're doing it and you're not motivated, then maybe I do need to fire you, right? Because, or, or tell you that you're gonna get fired if you, if you don't change. And the last one is your confidence because sometimes we don't have ability. And the person says, when I get nervous that that's what I do. That's a lack of confidence. So, as I teach them and I role play with them, the ability and the confidence are usually tethered together. So coaching is observation. What is their ability with whatever the skill is right here, right now, what is their motivation with that skill right here, right now? What's their confidence? And do not bring in the whole kitchen sink. So, if I was coaching you, it would be on that one communication piece. Not 20 different things that I would address with you. Cuz humans, our brains cannot change 20 things at once. We can change one or two little things at the same time.

Wendy Weiss:

Absolutely. And one of the things that I observe with my clients, because uh, we, we coach and we practice with them and hold their hands and keep working with them. But once they get the muscle memory, once they practice and they just start to get comfortable, um, that insecurity call reluctance goes away. And it's really, it's really an amazing thing.

Connie Whitman:

Absolutely.

Wendy Weiss:

Duh. Yeah. And we often, uh, one of the things I recommend to clients when they have a new hire is we use, uh, I recommend that my clients teach them nothing about what they're selling. Teach them to set an appointment for somebody that that's right. Knows what they're doing. Because then first of all, you can teach somebody to do that in a matter of two or three months. Uh, and they become revenue generating quickly cuz they're setting appointments for somebody that can actually generate revenue.

Connie Whitman:

That's right.

Wendy Weiss:

And if they can't do that or they won't do it, how successful are they going to be?

Connie Whitman:

You're cracking me up, up I go into my corporate clients and this is what they say they need product knowledge. I say no, no, they don't. Listen to me. 15% of their success is product knowledge, opening the account, all of that technical stuff, they can look it up. So, 15% of, of their skill is that. 85 is their interpersonal skills, their communication skills, and their self-management skills when they should be getting on the phone. Are they getting on the phone or are they procrastinating? It's saying I'll do it tomorrow. Those two are 85% of their success is through the interpersonal and the self-management. It has nothing to do with product knowledge. And when I say that to clients, they go, oh. I go, the product knowledge will come. But if they can't get on a phone and ask someone for an appointment of what the benefits are to the appointment, you, they're not gonna be able to sell. When they do learn the product knowledge product, the pro, they put the cart before the horse, right? Yeah. That's what we're talking about.

Wendy Weiss:

Yeah. Two years later when they have all the product knowledge.

Connie Whitman:

Meanwhile all the money that's left on the table, don't worry about the product knowledge.

Wendy Weiss:

Yeah. Preaching to the choir here, Connie. I love it. So, I want to ask you about, you know, some examples, uh, you know, before and afters with your clients. I wanna ask you, uh, some of your favorite coaching tips, techniques, tricks. Um, we're gonna take a quick pause right now, uh, for a word from our sponsor Salesology® 3X Appointments.

You know how frustrating and stressful it is when you leave every sales meeting, wondering if your sales team knows how to sell because they're not selling and all you ever hear from them are excuses. They blame your marketing. They say you need to do more social media. They say you need a new website. And you know something's wrong, but you don't quite know what it is. And you're even starting to wonder if it's you. You don't have a lot of options. You could fire them all start from scratch. That would be expensive, and you're really sick of waking up in the middle of the night wondering how to fix this. Well imagine instead that you have an easy to use, replicable system that ensures your team can easily schedule qualified appointments. And imagine that your team is excited and motivated. No more excuses and you feel good. Sales ology. 3x appointments can make that happen. If you are a business owner or a sales manager with an underperforming sales team, let's talk. Click on the link to my calendar in the show notes, schedule a time, we'll talk. I look forward to it.

Connie Whitman:

Love it.

Wendy Weiss:

And now I am back with Connie Whitman, the CEO of changing the Sales Game. Um, and I, so I have to ask you, give me some examples, some uh, tips, tools, ideas that our listeners can use if they're coaching sales people. What's the best way to go about this?

Connie Whitman:

Yeah, that's a, this is a great question. So, I have one, Deborah is her name, um, met her about 15 years ago, maybe, maybe a little bit longer. And she was in an entry level position, client facing. And so, she came through my training, she was nervous, she was introverted. English was her second language. She was terrified to do role plays in the class. Um, very, very, very, uh, insecure about herself for a number of reasons. And I remember just slowly but surely building up her confidence, giving her scenarios and role plays that I knew that she could do well. So, you wanna give people the little wins when you're starting, especially if they're really, really nervous. Um, remember this was a client, so I didn't do the hiring, but they did hire the right person because she was absolutely smart and amazing and, and kind and could connect the clients loved her. So fast forward, um, maybe within five years, she moved up the ranks, became a manager, became a business development officer, super successful and had her own team of people that she was coaching. And I'm gonna say maybe two years ago I saw her somewhere; it was on Zoom or something. And she said, do you remember when you first met me? I said, yes, I do. She said, who would've thought? And now she's running a team and super, super successful. And she was very grateful. And I said, you did all the work. I was just the guide, but you did all the work.

So, give little wins. That builds people's confidence because again, as confidence grows ability, they bite into it and they get more, um, more courageous to learn and implement, learn and implement, learn and implement. It becomes this whole momentum thing.

So, the second, uh, cool story is now with Covid. I've been working with private clients, business owners as well. And this one young lady, she came in and said, I hate sales. I suck at sales. I can't do sales. I'm thinking about closing my business. But I saw you talk and I'm following your podcast and I feel like you're talking to me, so I'm gonna see if you can help me. I said, okay, I'm up for the challenge. So that's another thing too.

Connie Whitman:

We have to deal with mindset. People say, I suck. I can't, I'm not good. Why? Why do you feel that way? And again, I gave her a couple of easy wins and now, well, I'll just tell you, within nine weeks, right? She paid for the program, she redid her bathroom and she took a vacation, um, down in North Carolina at Myrtle Beach. Like, are you kidding me? And I said, oh, I, I thought you hated sales. She goes, oh my God, it's my favorite part talking to my clients.

So sometimes there's a little bit of a mindset shift, but through coaching we can work people through that again, by giving those little wins. So that's, that's my biggest tip. Now, coaching tip you wanted, so you have questions before I share that?

Wendy Weiss:

Yeah, I wanna, yeah, I want to, uh, say something cuz you, you've mentioned working with introverted people a couple of times. Yes. And I just wanna share with all of my, my listeners or our listeners who might be introverted. I'm an introvert, so it is possible.

Connie Whitman:

I never knew that, Wendy. Cuz, you seem so outgoing and vivacious. So again, learned behavior, right? We can learn, learned how we can.

Wendy Weiss:

You can learn. Yes. That's a good point. You're, you're meeting, you're meeting, uh, my Wendy persona. If, if you met me at a social event, I would be the one standing in the corner clutching my glass of wine.

Connie Whitman:

I never knew that, Wendy. Cuz, you seem so outgoing and vivacious. So again, learned behavior, right? We can learn, learned how we can.

Wendy Weiss:

You can learn. Yes. That's a good point. You're, you're meeting, you're meeting, uh, my Wendy persona. If, if you met me at a social event, I would be the one standing in the corner clutching my glass of wine.

Connie Whitman:

Interesting. I never knew that about you. See, I learned something new about you, my friend.

Wendy Weiss:

Oh, and we're telling the world.

Connie Whitman:

We're telling the world. No, no holds Barr here.

Wendy Weiss:

No holds Barr. So yeah. So, um, what else should, uh, people that manage sales people, if they, they need to coach them, they've hired someone, they wanna keep 'em, they made, they need to make them productive. What else do they need to know? Small wins.

Connie Whitman:

Small wins. Uh, coaching should happen every day on the fly. Meaning you hear me say something incorrectly, quietly, pull me aside. Don't do it in a public place and just say, hey, listen and do it respectfully. I heard you say this, try this next time. I think you might get some more leverage out of it. So do it in a very conversational, not punitive way. You should sit down every month. Once a month is always my recommendation to where you do observations all month and you write notes reflecting on do they have the ability with x skill, one skill focus that coaching session on one big win. So, one big skill, do they have the ability, are they motivated? And where is their level of confidence? Again, right here, right now, not down the road. I know they could do it, don't care about down the road. How are they functioning now? But once a month you should be coaching them in a more formal way. We're talking 10 to 20 minutes max. Um, bring them in. Say, this is the topic I wanna address. Here are some action steps for you to try. Do it for a week. Come back, let me know how it goes. If it keeps working, keep doing it. And then next month we'll come up with some more action steps. If it's not working, don't wait the 30 days share, we could, we could re strategize, right? But you wanna come up with tangible mini baby steps that they can take. This isn't hand holding guys. This is how you move the needle super-fast, super easy. And oh, by the way, you're building this great connection with your employee that they want to do a good job. So, and, and you want them to be part of that planning, those action steps. Are you comfortable with this? You've gotta get their buy-in because then they do wanna please you, right? Because you're taking this time to really nurture them and then they buy into the action steps, they're gonna execute them and you're gonna, you're gonna get the results. Isn't that what we want? The results?

Wendy Weiss:

Yes. Um, so can you share some tips about starting to shift people's mindset? For example, your client that came in and said, well, I hate selling.

Connie Whitman:

So again, I, uh, asked her to record, uh, because I, visual people are visual learners. So, I asked her to record just maybe a 30-minute meeting, 15-minute meeting. And then I reviewed it and without her. And then I jumped on a call with her and I would stop the video and I'd say, you keep telling me you're not good. Look at what you did here. This was spot on at the end. At the end you got the sale. Here, you got a little nervous, tell me what happens. And then she talked to me and I'm like, all right, let's try this. Make believe I'm the client roleplay it with me again cuz it's a safe space. And little by little we just, it was a confidence issue for her. She had the ability and she was motivated. She had hired a coach previous to me and basically told her every day, you suck and you're never gonna be good at this. Uh, maybe you should think about closing your business. I can never imagine a coach saying that. That person should not be coaching. Um, but little by little, I, I know Wendy, me too. I, I blew my mind. But I would watch the videos with her and always build on her strength. And I'm telling you within, by the third meeting, so by the third week it, she was like a new person. She actually got on a call and she created a package on the spot, \$2,000 package with the client, which is what the client needed. She said, I've never done that before. I was like, well, there you go.

So again, little wins, but, but watching people, that's the observation. And since we were still in Covid, you know, I had to do the video, but me watching it privately so I could get my thoughts together and look at her ability, motivation, and confidence with that client, I was able to address it, give her tips. She tried it within three weeks. She was a rockstar.

Wendy Weiss:

Yes. And I also find some of the things that people say to themselves about what they are doing, um, we teach prospecting. So, some of the things people say to themselves about talking to people they don't know. Um, it's, it's kind of, kind of crazy sometimes. And, and so I often find that I have to challenge them in a nice way. But say, you know, well, uh, when they tell me things like, uh, nobody wants to talk to me. You know, well, is it possible that the people you're calling are just busy and they didn't pick up the phone that day? Is that, I mean, what is that within the realm of possibility? And, and it takes a little bit of time that you can, you can start to shift people's assumptions and then it's transformational, everything changes.

Connie Whitman:

Yeah. And, and that's part of the communication, Wendy, what you just said. We all have filters and sometimes we don't even know why we're feeling or thinking something because we've never reflected on it. Cuz no one just shined a light.

Connie Whitman:

So, you're shining a light saying, well, wait, let, okay, I hear you. Right? You wanna be heard, say, could this have been a possibility? Could this, and then you hear 'em say, oh, well, yeah, well, yeah. Oh, oh, okay, so maybe it isn't that they don't wanna talk to you. Maybe again, what's that filter telling you? Let's, let's just give a different parameter or a different paradigm or a different way of thinking. Um, people just need to be shown. Again, it's coaching. It's all, it's all about coaching.

Wendy Weiss:

Do you ever find yourself in a position where perhaps you've been hired to work with the sales people, but you end up needing to also coach the manager because the manager, the manager might be the one saying, sales sucks and you suck at sales. And...

Connie Whitman:

Yes, yes, yes, yes, yes. All of the above. So, here's the other thing, and it's interesting because when, you know, we have hierarchies within corporations, so you have an executive and then you have maybe, uh, like a regional level, and then you have maybe a market level, and then you have the salesperson. So, if the person at the top is horrible at coaching and the next person's bad at coaching, the next person's bad at coaching that poor salesperson might be doomed, right? So, you have to, here's another thing. If I'm a salesperson, and I have done this through my career where I, I hit a roadblock and I, I wasn't sure why what I was doing stopped working, right? So, I would go to my boss again, this is the good, the bad, and the ugly I've had the bad and the ugly. And I went, this is a true story. I went to one of 'em and I said, I don't know what's happening, but I'm missing something. Can you talk to me? Can we strategize? You know, schedule a meeting? You know what he said to me? He goes, you know what? Get a phone book while you're watching football on a Sunday. Go through and just pick your zip codes. Maybe you just need different people. Um, maybe the list you're buying aren't good. And I said, what? And he goes, you know why you watch football? That's good. You know, you can do that while you're watching football, right? And I went, okay, thanks. I came home to my husband and I said, so I need to look for another job. That's not coaching. I, I truly went open and said, I don't know what I'm missing, right? I was still young, I was in my twenties, maybe early thirties. Can you help me? And that was the answer I got. I left the company and I thought, I need to find someone who under I, I thought I asked a good question, asked for coaching. And that's what you get. So, it, when you have someone who really cares at the management level, ask them, say, can you observe me? Can you see? I feel like I'm missing something. I don't know what it is. Guarantee they'll see something you're missing. And that's just a great way to start. It's your career. Own it. And, and go and ask for help. That always, that, that usually works, usually works.

Wendy Weiss:

And how, how do we turn the manager around from selling sucks.

Connie Whitman:

Yeah. Again, you, you'd have to go to your manager and if they're not a good coach, maybe you teach them, say, you know what I need from you that I feel, um, I'm being held back on my own because every day or every week on a Friday, can we meet and can I tell you what I'm doing? And then you could troubleshoot for me, especially if they were good in sales and you're telling them what you're doing, they're gonna be able to strategize a troubleshoot for you. So maybe they're not coaching you, but you can tell them they're not observing you. Whatever. Tell them what you're doing and saying, how can I do that differently? What do you think? Can you strategize with me? Ask for help. And if they, again, they're good in sales, they'll give you, they'll give you some really good insight and good, good things for you to try.

Wendy Weiss:

This is really great. Um, Connie and I know you, you mentioned earlier that you have a gift for our listeners. So, would you, would you share details? Please, please.

Connie Whitman:

I do. I love giving things away, Wendy. It's fun, right? And, and then it'll get them people, guys, if you, if you take the gift, it'll get you on my list as well. So, you can opt out if you hate me, that's okay. It's not everybody's cup of tea. But here's the free gift. It's called, uh, communication, uh, style assessment. I created it with a partner about six years ago. And here's the deal. You take it, it's 10 minutes. You take the assessment; you'll get a report spotlighting your natural superpowers of how people see you. It's how you are perceived when you communicate. Kind of important to know that. You also get a report, which is your lowest style, which when you're with a client that's opposite of you, um, it gives you some ideas on how to strategically approach that. Because your lowest score, you're never gonna become that person. I will never become an introvert, right? But I, I have a lot of clients who are introvert. So, using this tool, right, I've been able to coach and communicate and help introverts figure out their secret sauce. As an introvert, nobody can become me. I cannot become anyone. So, this report really gives you your report so you understand you. And then it also gives insight as to how to perceive the client and then flex your style towards them. Great tool. It's a tangible tool to help you improve communication. So, I hope you enjoy it. Um, and it's [changingthesalesgame.com](https://www.changingthesalesgame.com). And then it's communication style assessment. You'll put that in the show notes. Easy peasy.

Wendy Weiss:

We'll put that in the show notes. People can just click on it, make it really easy.

Connie Whitman:

Cool.

Wendy Weiss:

And, um, so this has been great, Connie. I am hoping if you do me a favor, put your hand over your heart and promise me that you'll come back. Keep talking anytime.

Connie Whitman:

Yes. You send me your calendar link. I'm on it.

Wendy Weiss:

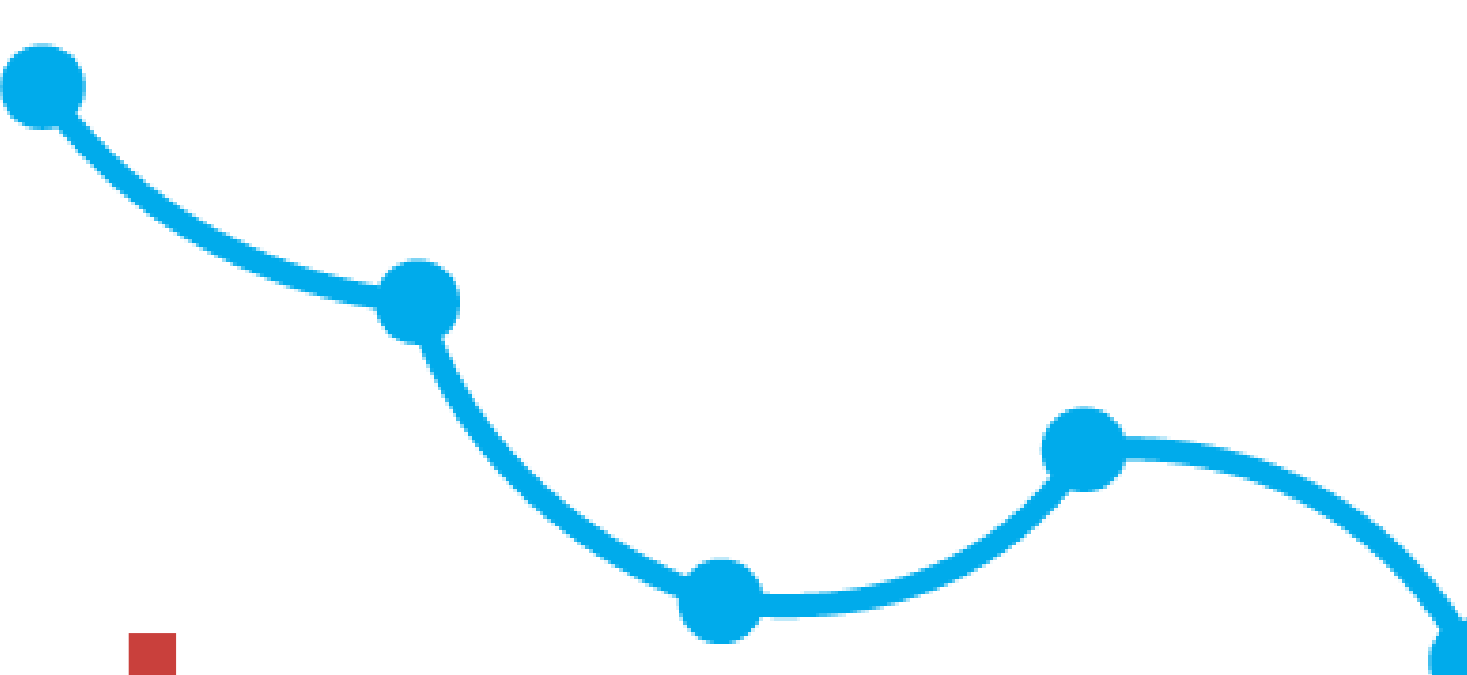
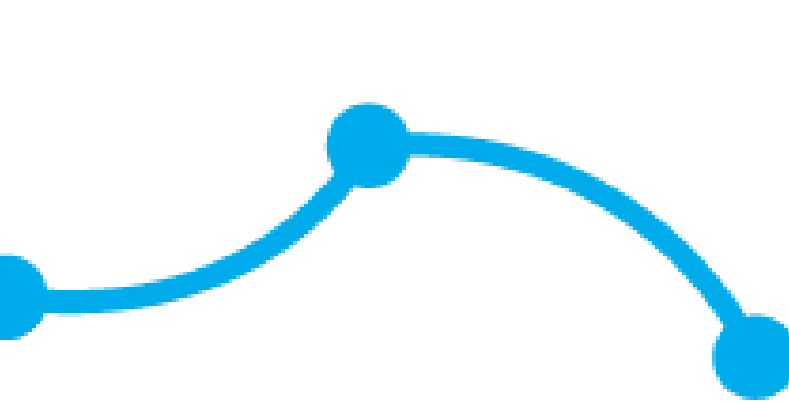
Okay, And, uh, so I wanna thank, I always wanna thank our special guest, Connie Whitman, CEO of, uh, Changing the Sales Game. And I wanna thank all of our listeners for, uh, listening to Salesology®, Conversations with Sales Leaders. Uh, do check out the show notes for, uh, all of the links. The link to Connie's gift. Um, share us on social media. Tell your friends, give us good reviews. And, uh, one more thing until we meet again, visualize yourself surrounded by cash. Really large bills.

Connie Whitman:

Love it.

Wendy Weiss:

Thank you Connie Whitman.



Supercharge Your Sales Faster, More Easily & More Profitably

with

Andrea Waltz

**Go for No. Yes is the Destination.
No is How You Get There.**



Andrea Waltz

Andrea Waltz is the co-founder of Courage Crafters, Inc. and co-author of the best-selling book, *Go for No! Yes is the Destination, No is How You Get There*. For almost two decades, through keynote speaking and training materials, Andrea has been teaching people in virtually every business and industry how to think and feel differently about failure, rejection, and the word, “no” to achieve their goals and dreams. The book, *Go for No!* reached #1 on Amazon’s “Sales & Selling” list in 2010, and has remained in the top 50 Sales books for the last 12 years, selling nearly 500,000 copies. www.Goforno.com/Quiz

Go for No. Yes is the Destination. No is How You Get There.

Wendy Weiss:

Hi, welcome to Salesology® Conversations with Sales Leaders, the Art of Faster, Easier, More Profitable Sales. I am your host, Wendy Weiss. I'm the founder of Salesology® and the Salesology® Prospecting Method. I'm known as the Queen of Cold Calling®.

And I have a very special guest here with me today. Andrea Waltz of Courage Crafters. I've known Andrea, oh, I don't know 15 years or so. And she has a very unique take on selling and handling failure and rejection. I'm going to do the official bio, the official introduction. Andrea is the co-founder of Courage Crafters. She is the co-author of the best-selling book *Go For No! Yes is the Destination, No is How You Get There*. Andrea has been doing this for two decades. She does keynotes. She's created all sorts of training materials. And she's been teaching people in virtually every business in industry, how to think and feel differently about failure, rejection, and the word know to achieve their goals and their dreams. The book *Go For No* is pretty darn impressive. The book *Go For No* reached number one on Amazon's sales and selling list in 2010. And has remained in the top 50 sales books for the last 12 years. It is sold about half a million copies. So that is pretty darn impressive. Andrea, welcome. I'm so happy you're here.

Andrea Waltz:

I am so glad to be with you, Wendy. And so glad you're doing this podcast. It's overdue. You doing a podcast? I love it.

Wendy Weiss:

Well, thank you. So, let's begin at the beginning. What is the Andrea Waltz Courage Crafters story? How did you get into this?

Andrea Waltz:

Yeah, it's so weird because there is no educational path to becoming an expert in failure and an expert in rejection. Although I mean, if you start selling early on, that's pretty much where you where you build those skills, right? Anybody who's sold for any amount of time, even 30 minutes picks up pretty quickly you're going to be you're going to experience some rejection.

Andrea Waltz:

I got a degree in criminal justice, Bachelor of Science and Criminal Justice. I wanted to be a crime scene investigator before the TV show was popular, like this goes back, you know, 25 years ago. I graduated and went to the Sheriff's Department. They basically told me, we don't really have any jobs, there's not too many positions open, so you can intern for free for a couple years and see if something opens up. And I really was at that point ready to make money, I didn't. I was not ready to just be an unpaid intern after graduation. In the meantime, I was working at a company called Lens Crafters, the eyeglass retailer. They wanted to promote me. So, I said great promotion with full time employment. That's what I wanted. I worked my way up. And that's where I met my husband and business partner Richard, who really is the creator and brainchild of the phrase Go For No.

I like to say we've packaged it. It's certainly not an idea that has never been spoken in sales before. We just took the idea of rejection and packaged it into this phrase Go For No. Richard basically taught me this strategy and philosophy. Then he eventually encouraged me that we should quit our jobs, quit our nice, safe corporate jobs and go out on our own teaching these concepts and strategies. So, at 24 after graduating with a degree and then working my way up in this company for a couple years, I then quit and launched my own company, and I've been doing that ever since.

But of course, I started with no idea of what I was doing. None whatsoever. So, I've spent 24 years learning how to be an entrepreneur and help people learn this Go For No philosophy way.

Wendy Weiss:

Well, that's a very impressive story. I am curious about what this philosophy is because isn't the whole idea in sales to go for yes?

Andrea Waltz:

Yes, absolutely. So, we have given ourselves a branding challenge, because when people hear Go For No, that knee jerk reaction is who would want to Go For No, why would that sound ridiculous? It sounds stupid, I want to hear more yeses. Sometimes there's a part of me that wants to say go for attempts, you know, go, go for it, make attempts, that's ultimately what Go For No is. I think at the core is about not letting the fear of that rejection and the fear that you're just going to be told no to keep you from making those calls, making those attempts.

Andrea Waltz:

And especially at the beginning, when you're just bad, you know, no amount of preparation, I mean, you can roleplay and you can practice your script. But when you get on the phone with somebody, it's tough. I mean, you are stumbling over your words, and sometimes you're just gonna feel like you make a fool out of yourself. And then you do maybe, and you hang up and you move on, and you try to get. So, the whole idea when the behind the philosophy of Go For No, though, is to not be afraid of the word no, and to accept it as part of the process and to use it as a way to get better, actually. So how do you use no, as a way to get better? So, when you are making your calls sent, and it doesn't matter what technology you use, even social media, the whole idea is really?

Now this is kind of controversial, I will say this, so a lot of controversy. Yeah, there we go. So, there's a well, there's a there's a of debated idea in sales, which is what's more important quantity, or quality. And there are sales experts out there who are all about it's got to be a quality presentation. And I am certainly not saying that it shouldn't be.

However, we have always maintained that we've always been kind of quantity people, especially when somebody is starting out where what tends to happen when you go for yes, when you quote unquote, go for yes, you look for those very low hanging fruit opportunities. You try everything within your power to figure out who is going to say yes to you, and you only call or reach out to those people with a Go For No mindset and thinking about it in more of a quantity sense. It's about talking really, to as many people as you can ideally qualified, we really want to be talking to people who have the potential to say yes, don't get me wrong, you don't want to be talking to non-qualified people. But, but in that process, you are going for no meaning the potential will be there to hear more nos, in in when you increase the quantity of calls you make. And therefore, you have the potential to increase also the number of yeses you are getting. So, you are increasing the number of nos, but hopefully also increasing the number of yeses.

Wendy Weiss:

And I would imagine that for someone that thinks only about quality, and not quantity, it would be very easy to not do anything until you are perfect.

Andrea Waltz:

Exactly. And that's the challenge is that if you if you're suffering from a fear of rejection, and call reluctance, then the best excuse in the world is I'm not ready because I don't have the script at the top of my head.

Andrea Waltz:

It's doesn't feel natural. I can't do this. I have to wait until I feel completely fearless. And until I'm so good that somebody's hearing my presentation or even my opening pitch will absolutely fall over themselves and say yes, and the reality is, adjust, it just doesn't work that way. So, our take is if you can increase the quantity.

In other words, don't fear Hearing no. Increase the quantity of presentations you are making, calls you're making. It's like the equivalent of well, let me back up. You never hear about an actor going on one audition. You never hear about a performer of any kind, one audition, see how it goes, wait a few weeks. You would be in your 90s by the time you were selected for anything and then they would tell you you're too old. Right? Exactly. Right. So, it's like you go on 10s if not hundreds of auditions because quantity matters. Now, this you can say the analogy holds true which is as a performer, the better your quality, the more likely you are to get the role. And so, I think it's the analogy to sales is very similar.

Could you get quantity and quality going hand in hand, the more auditions you go on, though, the better and more natural you're going to get, you're going to just get more skilled, you're not going to freak out, when there's three people at a table sitting in front of you with their arms folded. Well, in sales, it's the same thing. You make a few calls, and you get over that awkwardness and that panic and, and everything.

And the more you do it, the better you get. And that's, that's why I go back to this controversial idea of quantity versus quality. Now, Wendy, I do I have to throw this in, because I know like, you're, you're, I always rely on you, for my audience for that quality, those quality pieces, right? Because I feel like that's kind of the direction you come from. So, I want to just make it clear that we, from a Go For No know standpoint, it's never about like doing it over and over again, not intelligently hitting your head up against the wall over and over, and then having nothing to show for it. I mean, ideally, you are going after qualified prospects. And if you are, you might actually be doing it to disqualify prospects, it maybe you have a list of 100 people, you have no idea who they are, and you're going to try to disqualify them as quickly as possible. So hopefully that makes sense.

Wendy Weiss:

Absolutely. And you just said something so important, that I think a lot of people don't realize, and that is, if you're speaking with a prospect, and they say something that disqualifies them, they, whatever it is, they say they don't meet the criteria that makes a good prospect for you.

Wendy Weiss:

And they tell you that, that's not even really a no, they were like doing us a huge favor. You don't have to waste your time. Or if someone says to you, I don't want to talk to you. I'm not interested. They did you a favor. They freed you up to talk to somebody that's going to say yes.

Andrea Waltz:

And I think we're all guilty of that. Thinking, I have myself had leads in my pipeline where I literally say to myself, they're probably not a good prospect, but I don't know, maybe. And so, I leave them there because it's one more potential opportunity. But the truth is that if we just accepted their No, and we just looked at them honestly and said, why are why are we, you know, kind of following up with this lead that this person has, and ultimately, they're not a good qualified person. So that's another piece of Go For No is take those nos, as you just said, it saves you time, it saves you hassle. And a lot of times we're just fooling ourselves having extra people in the pipeline. And then every time you get to their name, you skip over many because you're like this, this person is probably not somebody I should waste my time with. So, take them off, like, let's save. Let's save everybody the time and anguish.

Wendy Weiss:

Absolutely. And I want to share since you brought it up, I want to share a New York audition going to audition story. Because I had a friend who was an actress who used to go to auditions. And it seems that she was using the Go For No philosophy. I don't know if she read your book. But what she would do was every time that she went to an audition, and she did not get the job, she gave herself a point. So, she got one point for every no at an audition. When she got to 100, She won, she got 100 points, she won, she gave herself a prize.

Andrea Waltz:

So, I absolutely love that. I love that that is completely the Go For No philosophy. And so, she was rewarding herself for the activity as much as the results and of course, the yeses that she might have gotten along the way are the results and those are the rewards in in and of themselves.

Wendy Weiss:

Absolutely. If you go to 100 auditions, you're likely unless you are a terrible actress, you are likely to get some job. And I know from my background as a dancer, you don't go to auditions, you don't get the job.

Andrea Waltz:

No, exactly. And you have to develop that tough, thick skin, which is part of it and that again, it goes back to quantity.

Wendy Weiss:

Could you talk a little bit about like reframing how you think about things because I know sometimes when people are talking about rejection, they don't want to make calls to prospects because they're going to be rejected or they don't want to go on a sales call cuz they're going to be rejected. And sometimes people will say, well, you have to have a positive mindset. And I never actually knew what that meant. So, can you talk a little bit about how you start to kind of reprogram your brain? So that it's not about the reject the rejection?

Andrea Waltz:

Yeah. So having a positive mindset, while going for no is tricky. And, you know, I remember very distinctly because it was a clip that we took a view for our Go For No movie because it was so unusual. You said this, you said the statement you said, you know, I love rejection. I don't mind it. A lot of people can't, you know, they don't like it. They can't handle it. You said I don't mind it. And that is really like one out of 100. But 99 other people, they struggle with it because they think it means something about them. They do take it personally.

And so, I think when we say go at rejection with a positive mindset, well, let me back up. One of the things that I always say is, you can have Yes, energy when you Go For No. So, I think sometimes there's this belief of so if I'm going to Go For No, maybe I'm going at it with this negative intention. So, people are going to start telling me no more often. I'm going to start attracting nos. No, absolutely not. You want to do the absolute best possible that you can go into it with a positive mindset and meaning this person could very well be the biggest yes, you've ever gotten have that? Yes, energy, be positive, be upbeat. So, it's not about expecting a no, but it is about accepting a no. And that's where the reprogramming process has to happen.

And so, one of the things that we teach people, is their internal and external response when they get that, no, it's harder these days to actually get a hard no, you know, a lot of times you just you get no answer. And so, you've got to work really hard to get to this point. But when you do get that, no, the first thing that you have to do is not beat yourself, do not have that knee jerk reaction of beating yourself up like, oh, I failed. You know, I'm, I'm awful. I'm a horrible salesperson, why am I doing this, all of these internal messages, you've got to shut that down immediately. And then you've got to keep going, you've got to turn this around and say, I am going to keep going and keep my activity up, despite the fact that I just got this no, and that this no is part of that process. So that's the external reaction is force yourself to keep going.

Andrea Waltz:

In other words, don't give in to that part of you that says, I have to stop and slow down. This is devastating. This is a behavior that I have to stop. It's to force yourself to continue. Just like anyone who plays sports, you have a bad play, you fall on your face in the mud. And really, all you want to do is crawl off the field and go cry, but you can't there's still more game to play. And that's what we have to do in sales. We're gonna push through those negative feelings. And that's when we do that. That's how we reprogram our brain.

Wendy Weiss:

I love this, Andrea, I have a whole bunch more questions I want to ask you about your favorite tips and tricks may be reality checking. And I'd love to hear some examples. Some before and after examples. We're going to take a really short pause here for a word from our sponsor. And our sponsor is Salesology® 3X Appointments.

You know how frustrating and stressful it is when you leave every sales meeting, wondering if your sales team knows how to sell because they're not selling and all you ever hear from them are excuses. They blame your marketing. They say you need to do more social media. They say you need a new website. And you know something's wrong, but you don't quite know what it is. And you're even starting to wonder if it's you. You don't have a lot of options. You could fire them all start from scratch. That would be expensive, and you're really sick of waking up in the middle of the night wondering how to fix this. Well imagine instead that you have an easy to use, replicable system that ensures your team can easily schedule qualified appointments. And imagine that your team is excited and motivated. No more excuses and you feel good. Sales ology. 3x appointments can make that happen. If you are a business owner or a sales manager with an underperforming sales team. Let's talk click on the link to my calendar in the show notes and schedule a time. And I look forward to meeting you.

So back to you, Andrea waltz. I love what you are saying. Because what I, what I'm hearing is that ultimately, it's about taking action. And Go For No is a mechanism to enable salespeople to take action.

Andrea Waltz:

Absolutely. That is the foundation of Go For No it's about taking action despite your fear that you might hear a no or be rejected.

Wendy Weiss:

Okay? And so, it's part of this, do you do reality checking with, with clients how I often find that people that are afraid of prospecting, they're afraid of rejection or telling themselves these stories, that sometimes they're crazy.

Andrea Waltz:

Yes, the stories that people make up, and so we call this checking in on your assumptions, right? It's that it is that reality check that most, most salespeople most all of us, you know, we make assumptions about what people are going to decide, do or spend. So, we come up with these amazingly creative and interesting stories. And I find that in life, Wendy, but I mean, certainly in sales, but even in life, communication solves everything. And the other piece to Go For No, in addition to taking action is just having the courage and the willingness to ask the tough questions. You don't have to just come right out and ask about what someone's budget is. But you've got to be able to ask those hard questions. So that if you hear an answer that I guess what I'm saying is, it's better to get an answer that you don't like, but you could work with, then not ask and not ask and keep going along with somebody and keep kind of going around and around. Not really ever talking about the main key elements of what the business offer is and what the deal could be. That that's how these deals I think, and sales get stalled, because we're never really asking the tough questions, because that will put you in a position to hear no.

So, it's always about challenging your assumptions and challenging your so write the stories that tell that people tell themselves Absolutely. One of the ladies in the women's sales pros group that you are in, and that she I remember, she says and I love that she says a lot of sales people think they look for rejection, and then they find it. It's like they're looking for it and they find it before it's ever happened. Right? It's like you almost pre reject yourself. So, I can't agree with that more. That's why one of the things we say is it's better for you to get a no from a prospect and to give the Know yourself to yourself. And to never know.

Wendy Weiss:

Exactly Do you find that sometimes people here know, when the prospect is not actually saying that?

Andrea Waltz:

Yeah, that's a really that's a really interesting point. And that's goes to that idea of being so hypersensitive to rejection. And I think that goes along with the personality of kind of that people pleaser personality where you don't want to look pushy or aggressive. There's a really weird, I don't know, if you've been seeing this, I see this online a lot. There's this crazy push back to the idea that anytime you even look like you're selling something that you should be embarrassed, ashamed, and that the last thing in the world anyone should know that you're doing is selling something.

Andrea Waltz:

And it's gotten so ridiculous that it's like you're supposed to contact people with no agenda, and have these long drawn out, you know, light conversations and build these relationships for I don't know how long, weeks, months, years. And then finally, at some point, unbeknownst to me, because I can't figure it out. Maybe there's an opportunity for you to possibly broach the idea that you represent and have this product and service and this to me is just absolutely ridiculous. I have just about had it.

You know, there's you can selling is a respectable profession. And I think it's very respectable to call somebody and say, hey, and build the relationship during the process by calling them and saying, hey, this is what I do. I have a I have a way that I could solve your problem. Do you happen to have this problem? And if they say no great and if they say yes, start building the relationship that way, but don't be ashamed or embarrassed about this and have to build this relationship that takes you know that is that you tell yourself is based in your nos, you're not selling in any way, shape or form, because that's so horrible. I just it makes me crazy.

Wendy Weiss:

I am with you. Because you know what, here's the other part of it, while you're trying so hard not to sell anything and not to be salesy. Your prospect knows that you are a salesperson. And your prospect knows that you want to sell something. So, the entire concept is insane. It's ridiculous.

Andrea Waltz:

It is. And it's just, it's embarrassing, because it's like, at the end of the day, you've you, you still have an agenda, you've just hidden it and buried it so deeply, to mask what you believe is such a horrible profession. And I'm saying, I'm saying that what makes the world go round is a bunch of people who make other who help other people solve their problems and make their lives better. I'm looking around my office, and I have so much stuff in this office. And you know, what, a few of those things I probably don't need. I'm sure I was the one who talked myself into buying those. But there's a lot of things in this office that a salesperson sold me, and I'm glad they did. And so, we have to be proud of this profession and not be embarrassed by it.

Wendy Weiss:

Absolutely. And, you know, the question I think to ask yourself is, do you believe in what you're selling? Does it offer a value to the people you sell it to? And if the answer is yes, then hold up your head, have some pride and go sell? If the answer is no, go find something else to do.

Andrea Waltz:

Exactly, exactly. So anyway, that was like completely off topic. I've been it's been a rant in my head to get it out.

Wendy Weiss:

No, I love the ramp. Thank you for the ranch. So can you give us I'd love to hear some stories, people that were struggling maybe before and then they learned the gopher know philosophy and what happened.

Andrea Waltz:

So, I've been doing something fun I've been doing this year is live. While I say live. It's like a small group coaching. So, it's something we call the 21 day Go For No challenge people start, we have an introductory call. And for 21 days, they are encouraged to go out and Go For No and hear as many nos as they can within that 21-day period. And I have people from all different types of businesses, some corporate sales, but mostly independent business owners, things like that. And people are getting amazing results because they have to just shed that those old beliefs of, I don't want to be pushy and aggressive that, you know, I shouldn't ask that, that I'm a people pleaser in all of these things. So, I'm getting all kinds of I've had some people in my group who just got so many yeses, because they set a goal to hit a certain number of nos per day during this challenge. And then they blew their traditional yes, gold out of the water. And then a lot of it is just anecdotal things, stories of people coming back just trying things and asking people for random things just to practice their courage. So that's just been a lot of fun to watch.

But probably my biggest success story is a guy named Ray Higdon who. He has a training company now but he was in network marketing, he decided that he was going to Go For No he was going to hear 20 nos a day as fast as he possibly could 20 nos a day to his prospecting and he prospected over the phone. He did it in person, he did it email. And but he that was his goal 20 nos a day and he became the number one income earner in his company. He eventually left launched his own company and later, we ended up writing and asking him if he wanted to write Go For No for network marketing with us because he had done it for so many years so successfully. Without you know, worrying about the yeses. It's just 20 nos a day as fast as he could.

Wendy Weiss:

That's amazing. That's amazing. And so, I want to ask you as an expert, an expert in rejection. I know a lot of people don't want to be pushy. What does that mean?

Andrea Waltz:

Yeah, I think it means that I think everybody has learned that there's a line that they don't want to cross. The problem is that line is completely invisible. And it's different for every single person. So, your line, Wendy, is very different from my line and is very different from everybody listening to this there. We all have different lines. So, what happens is, the person who doesn't want to be pushy, is so fearful of crossing that line that they have to stand so far back, just to make sure that they don't cross over this and what that looks like is and I think there's usually some kind of minor traumatic event when they were young or early on, in business and sales, where someone yelled at them and said, hey, if I wanted to buy your damn product, I would have called you and get out of my office or the phone got slammed down in their, you know, in their ear. So, they have this trauma, so it is all about avoiding that. That is the worst thing that can happen so they have to everything within their power to avoid it and not to relive that event. And unfortunately, that when you are maximizing your potential, you may step over the line every now and then. Because you just don't know and so you have just gotta learn that, that is going to happen sometimes but if you are always doing everything with the prospects and customers best interest, you just hit somebody on the wrong day. It happens. I mean on my worst day, somebody could be selling Girl Scout This Mints, which I love, and I might slam the door in their face. Cause I'm in a bad mood. Right, so you just never know.

Wendy Weiss:

Exactly. I think the thing that has always kind of confused me about the concept of being pushy is that it is not really my line or your line it's the prospects line. What is the line that you cannot cross with this human being that you don't know? And how are you going to figure that out?

Andrea Waltz:

And you are never going to figure that out.

Wendy Weiss:

No.

Andrea Waltz:

Exactly.

Wendy Weiss:

So, I love what you said, that if you are acting with integrity, if you are acting within that clients or customers best interest, then you can stop worrying about being pushy or not being pushy.

Andrea Waltz:

Yeah, it's tough, it's tough, because there is a lot of head trash and resistance because of past experience and it does require courage and I think that if you are prepared. Preparation goes a long way in helping getting over some of these things and the rest of it is just getting to a place where you understand that it is just part of the process. And that we can't take these things personally. You know sometimes you don't know, like that person in traffic whose driving like a maniac, it's not that, you have no idea what is going on with them. And to you they are just a maniac, but maybe they are rushing to the hospital. Right, so we all sometimes need a paradigm shift and we always think that everything is about us. We need to depersonalize sales especially.

Wendy Weiss:

Yeah. I always tell my clients that they need to look at the facts. What are the facts? For example, what did the prospect actually say? Not your interpretation of what they said. Because sometimes when I am working with a client, and they'll say, oh, the prospect wasn't interested. Ok, what did they say? Well, they said to call next Tuesday, but they are not interested. (laughing)

Andrea Waltz:

Right.

Wendy Weiss:

That reality checking is, is really darn important.

Andrea Waltz:

Absolutely and that's what goes back to those assumptions.

Wendy Weiss:

Andrea, I could talk to you all day about this. I think it is absolutely fascinating and what you do is just so important. So where can people find you if people want to know more about Go For No? Where can they find you?

Andrea Waltz:

Well, we are well branded now because we been along, I feel like a dinosaur in this industry now, so just type in Go For No. I am on all the social media channels and GoForNo.com, you can come and visit, poke around our blog, all of that, it is all there.

Wendy Weiss:

Okay. You also have something special for our audience. So, can you talk to that?

Andrea Waltz:

Yes, our Go For No 20 question quiz or assessment. It is not like it is completely scientific, but we developed this assessment years ago so that people could kind of see where they're starting. Where are they starting in their mindset in relationship to failure, success, rejection and all of that kind of stuff. And once you take the quiz, you get some feedback and that can start you on your journey.

Wendy Weiss:

So, we are going to post your website GoForNo.com and also your quiz, which I believe is GoForNo.com/quiz in the show notes and the spirit of full disclosure, I just took the quiz and I scored moderately high. So, feeling like a little bit of a failure now, but I am gonna work on it.

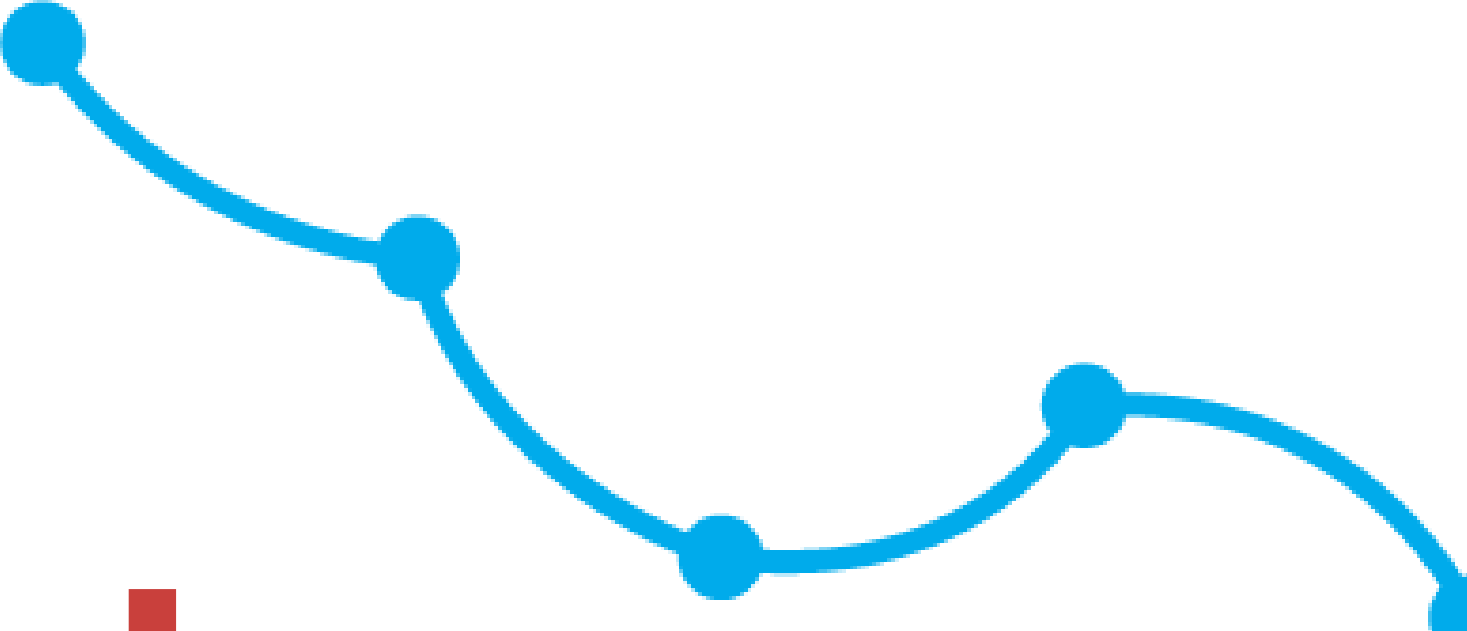
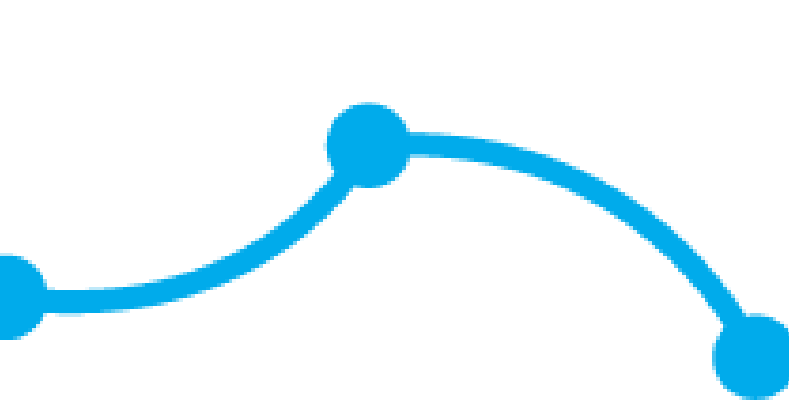
Andrea Waltz:

And the higher the score, so the higher the score, yeah, the more work you have to do. It's kind of a, but I will tell you this, Wendy, we didn't mean to make it so difficult, but there are a lot of..., the way it is worded a lot of the questions are challenging to see kind of what does this really mean. You know, they're not obvious questions. It's tricky. Just warning you. If you want a challenge, come take the quiz.

Wendy Weiss:

No, it made me think. It is not tricky like, gotcha, it made, at every question I had to stop and think about how I feel and think about what ever the question was about. And then I went on to the next one. I was like, oh, okay, I have to think about this. So, it wasn't something I could just run through in 30 seconds. It took me a few minutes to go through it and think about it and I thought it was really, really interesting and thought provoking. So, everyone, all of our listeners, go take the quiz.

To finish up, I want to thank you my special guest, Andrea Waltz for being here today. And I want to invite all of our listeners, please share us on social media, tell your friends, give us good reviews and go to the show notes so that you can take the quiz and to go to GoForNo.com. And thank you for listening in to the Salesology® Conversations with Sales Leaders podcast. Till we meet again, visualize yourself surrounded by cash. Really large bills.



Supercharge Your Sales

Faster, More Easily & More Profitably

with

Lisa Bloom

Stories Sell



Lisa Bloom

Lisa Bloom, founder of Story Coach, works with entrepreneurs and business owners to help them attract ideal clients and find their most powerful stories. She trains coaches to use storytelling as a powerful approach to impact their clients and grow their business and she works with organizations developing Story Leaders, creative yet resilient cultures, and leading powerful change processes with the power of storytelling. Lisa is a professional Storyteller, accredited Coach, Author, Speaker, Mentor and Leadership expert. Lisa is the author of the bestsellers 'The Story Advantage' and 'Cinderella and the Coach' and the creator of the Selling Through Story & the Certified Story Coach™ Programs. Audio copy of 'The Story Advantage' and a toolkit with additional training and resources: <http://story-coach.com/story-advantage-toolkit>



Stories Sell

Wendy Weiss:

Hi. Hi. Welcome to Salesology® Conversations with Sales Leaders the Art of Faster, Easier, More Profitable Sales. And I am your host, Wendy Weiss. I am the founder of Salesology® and the Salesology® Prospecting Method. I'm known as the Queen of Cold Calling®. And today we have a very special guest, Lisa Bloom. Lisa is the founder of Story Coach. She works with entrepreneurs and business owners to help them attract ideal clients and find their most powerful stories. She trains coaches to use storytelling as a powerful approach to impact their clients and grow their business. And she works with organizations developing story leaders, creative yet resilient cultures and leading powerful change processes with the power of storytelling. Lisa is a professional storyteller. She's an accredited coach, author, speaker, mentor and leadership expert. She is the author of two bestsellers, The Story Advantage and Cinderella and the Coach, and she is the creator of the Selling Through Story and the Certified Story Coach Program. So welcome, Lisa.

Lisa Bloom:

Thank you, Wendy. It's great to be here.

Wendy Weiss:

Yeah. So, what is the Lisa Bloom story? What is the back story? How did you become this story, Coach?

Lisa Bloom:

So, you know, it's funny you say what is the story? I think we all have many, many stories. And so, I never you know, I always feel like you can't you can't boil everything down to one simple story. But having said that, I've always loved storytelling since I was a child, but didn't really see it as part of business or my business, you know, my business direction. For many, many years. In fact, I began in learning and development and organizations and then explored coaching. And it was only much later that I realized that there's something about the storytelling experience and the coaching experience that make a ton of sense and fit together, and also realized at the same time that many small businesses, many organizations are really lacking this incredible skill of storytelling, because essentially storytelling is all about connecting and building trust. And without it, I think, you know, businesses really don't fare so well. And so that's how I fell into storytelling for business. And it's been a fascinating journey.

Wendy Weiss:

Yes. And so, let's talk a little bit about why stories? Why are stories and storytelling, why is that important?

Lisa Bloom:

So, storytelling really spans every culture, every language, every country. It's the way people have connected since the beginning of time. It's the way people have shared what's going on in their lives, and it's the way people have created meaning. And so that hasn't changed. Essentially, we still use story to create meaning in our lives and create meaning in our communication and in the way we connect with people in business. When you tell a certain type of stories, it is not the stories or traditionally might have been designed to get people to think a certain thing, a more manipulative type of story. But when you tell authentic stories, what happens is you almost instantly build trust and build connection with potential clients. And so, it becomes a very, very powerful business tool.

Wendy Weiss:

So, can you give us an example of an authentic story versus an inauthentic story?

Lisa Bloom:

You know, it's interesting you ask that. I think that authenticity can't be faked. I think we sense it; we feel when somebody is being inauthentic. So, when you go into a store and you put on, you know, an item of clothing, you try on an item of clothing and the assistant comes along and tells you how stunning it looks. And you look at yourself in the mirror and you hate what you see. You know, they're telling you a story of, you know, they start telling you about why it looks so wonderful and why you should buy it. And it's a story that just doesn't ring true. It's completely inauthentic and you feel it and you know it to be true. And what happens is in most cases, or certainly what happens to me and most people I know is when you're told an inauthentic story, not only do you not believe the story, but you lose faith and you lose trust in the teller and of the story and in the organization that stands behind the teller. So, there are certain stories that I just don't go into because I don't believe what is being told to me. And it might be because of an assistant or it might be because of their marketing. But when you when you get a sense of a real authentic story, then you feel it and you trust it and you connect with it and you see yourself in it. And that has a whole different experience. Just today I was looking up a particular charity online, and there was this wonderful video about the story of the founder of this charity. And it talked about, you know, he talked about his childhood and how he, you know, his mother became ill and how it gave him a real sense or sensitivity to health and how, you know, how good health is so important.

Lisa Bloom:

You know, it's interesting you ask that. I think that authenticity can't be faked. I think we sense it; we feel when somebody is being inauthentic. So, when you go into a store and you put on, you know, an item of clothing, you try on an item of clothing and the assistant comes along and tells you how stunning it looks. And you look at yourself in the mirror and you hate what you see. You know, they're telling you a story of, you know, they start telling you about why it looks so wonderful and why you should buy it. And it's a story that just doesn't ring true. It's completely inauthentic and you feel it and you know it to be true. And what happens is in most cases, or certainly what happens to me and most people I know is when you're told an inauthentic story, not only do you not believe the story, but you lose faith and you lose trust in the teller and of the story and in the organization that stands behind the teller. So, there are certain stories that I just don't go into because I don't believe what is being told to me. And it might be because of an assistant or it might be because of their marketing. But when you when you get a sense of a real authentic story, then you feel it and you trust it and you connect with it and you see yourself in it. And that has a whole different experience. Just today I was looking up a particular charity online, and there was this wonderful video about the story of the founder of this charity. And it talked about, you know, he talked about his childhood and how he, you know, his mother became ill and how it gave him a real sense or sensitivity to health and how, you know, how good health is so important.

And how as he got older and took on all kinds of meaningless roles and jobs, he was called back to something that was more basic to his experience anyway. The point is that his story just drew me in. It was so authentic and so heart rendering, and it's like it was so authentic and so just warm and felt so real to me. And I could relate to it that it made me want to get involved in this charity. And I think that's a perfect example. Whether it's a charity, whether it's a business, whether it's a particular, you know, a consultancy. When you believe the story that the person is telling, you're much more likely to want to trust them. You're much more likely to see yourself in them or in the stories that they tell. And that relatability helps you take the next step. It's just a very powerful sales tool.

Wendy Weiss:

And it's interesting because the word story can sometimes have a bad connotation, a negative connotation, yet it actually is neutral, the word itself.

Lisa Bloom:

And yeah, I remember the first time I went to get a business card, years and years ago, and I, I said, Yeah, I'm a storyteller. And the person looked at me and said, if this is for business, do you want people to think that you're not telling the truth? And I was like, What? So yeah, there's definitely that connotation that telling stories is telling something imaginary. But I think that in most organizations now, in most companies, most businesses realize that the ability to tell a story is a superpower. And we all again, I'm very much about telling the real story, telling the authentic story. And I think people who choose not to make up stuff instead realize that that it just does not work. It doesn't work as well for sure.

Wendy Weiss:

So, what are the different types of stories that a business might have?

Lisa Bloom:

Well, there's many different types of stories. And I think that, you know, it depends on what stage the business is at. There's definitely a kind of an origin story for the business itself. Like I was describing about this this charity, the origin story of how the charity came about and the story of the founder of the charity and so on. That's a very specific story. There're stories about why you choose particular products or services. The stories about the experience and the transformation that the product or service provides for others. I mean, there's stories about pretty much every part of the business, and it can be put into every part of the business, whether it's in speaking or whether it's in in collateral, you know, the website or other marketing materials. There's an opportunity to use story because the minute you use a story, people are more drawn in. They tend to remember how the story makes them feel and that brings them closer to the person who's telling the story or the company that tells the story. And really, we can we can almost implant the story in so many different places. It just depends on the opportunity. But what happens is that we get we get tired of information. We don't remember information. And although certain types of information or statistics name press is one way or the other, it doesn't move us emotionally. Where a story does, story draws us in, it helps us relate. It helps us connect and it moves us. And that's what we remember. And that's what sways us when we make a decision about whether to engage one vendor or another, whether to buy one service or another.

Wendy Weiss:

So, what are the types of stories that sales professionals need at their fingertips?

Lisa Bloom:

Well, I think the most obvious stories that sales professionals need are stories about how what they're selling has transformed other people. So, they're both customer stories, but also testimonials, stories, which are you know, one is from the perspective of the seller, the other is from the perspective of the buyer. But what's really, really important is to be able to articulate well and in a very personal way the change or the transformation that's happened as a result of what the person is selling. I think they're the most important stories. But in addition to that, there's also the stories around, you know, why? Why did we even come up with this product or service to sell? Why is it important? What is the change that we want to make in the world or in the industry? And what's the story that had us want to make that change? I remember reading a story about a woman who had a brother who had really struggled with autism and how the educational system had really failed him. And she became very passionate as she grew up to go into education and to learn about how the system could apply for children like her brother. And she started she created some technology start up. And it was all really motivated by this experience she's had watching her brother struggle because of the condition that he was born with, essentially. And so that type of story, again, that's an origin story. Again, why we do things, why we become passionate about things. Why as a sales person, even if it's not your own company, why do you care about what you're selling? And that can be difficult sometimes because not all salespeople care about what they're selling. But I would always maintain that the more you can care or show that you care and connect on some personal level with the thing you're selling, the more easy it's going to be for you to sell it. So, it's about finding that story within yourself. Why do I care what I actually care about this and why should you care about this? That's how we connect around the product or service. And so, it's a story that a salesperson really needs to be able to have ready and able to tell whenever they need to.

Wendy Weiss:

So, would those stories. Why? Why do I care about this? Why you should care about this? Does that need to be the same story or can that be two different stories?

Lisa Bloom:

It can be two very different stories. So, I mean, why I care about it should be very personal and very specific. Why you should care about it is often connected to the state of the world or the state of the industry. So, there can be two quite different stories. There's lots of industries, there's lots of services where it's ripe for disruption, it's ready for change.

Lisa Bloom:

And so especially as an entrepreneur coming in with something new or something slightly different, being able to talk about what's wrong with this world and why, why I'm called to change it and why you should be called to change this slightly different stories. And again, it's all about exploring what's been my experience has brought me to this and potentially what's the ideal client what's their experience that brings you to this situation? And oftentimes, we kind of live with a situation that's not optimal in many areas of our life. And it just it's the way it is, is the service that exists. It's what I can see in front of me. Whereas when a disrupter comes in, an entrepreneur comes or a small business comes in, offers a different possibility, then that's ripe for telling these beautiful stories about, you know, about the vision, about what's possible, about what's possible for the company who provides the service, but more importantly for the customer, who's going to buy it.

Wendy Weiss:

So, I'm curious if you have the same experience, Lisa, that I have because Salesology®, we teach prospecting, we focus on the front end of the funnel and part of that is storytelling. And it seems to be very hard to get people to tell stories. And I'm wondering if you have the same experience and. And how, you know, why is it why is it hard to get people when they see it, when they're in a sales role and then trying to get them to tell a story? They seem not to want to do that. And I'm curious as to why that is. If you have the same experience and how do you how do you move your clients to start being more comfortable telling their stories?

Lisa Bloom:

Yeah. It's an interesting observation. I mean, I think in general, people have this assumption that they're not just I don't want to tell a story, but I'm really bad at telling stories. You know, they kind of compare themselves with really great storytellers out there and they think, well, if I can do it like that, then I can't do it at all. But what they miss is that we're all telling stories all the time. Them included. So, if you think about any kind of average sitting around a dinner table with family or with friends, what's happening is storytelling. And one story leads to another story that leads to another story. And we're all feeding stories off each other. That's how conversation happens. And so, I try to remind people that we are all storytellers and we're not looking for performance level storytelling. And even in a professional situation, everybody can improve.

Lisa Bloom:

And so not everybody is born, you know, a great storyteller. Not everybody is born a great joke teller. But we can all improve on those skills and we can vastly improve their skills. And I've seen it. I've worked with organizations who are, you know, with people who typically are not are much more comfortable behind a screen than they are in front of people, you know, with engineers and software developers. And I've done a lot of work in those areas. These people will tell me, oh, I don't know how to tell a story. Or more importantly, they'll say, I don't have any stories, but as I guide them through even their memories, even, you know, exercises I do with them around kind of what was a story that you loved as a child and what was it about or what was the story that you're a parent or grandparent told you or, you know, when did you experience stories? Suddenly people open up. Their memory is really full of these moments of story in their lives. And this is true of, you know, the majority of people I've worked with, I've been really blessed to work with thousands of people all over the world.

And I've seen how we all connect to stories. And we were all enormously impacted by stories in our lives and are still. And so, it's allowing them to kind of embrace their inner storyteller and say, you know, you don't have to be initially, you don't have to be a professional storyteller. You don't have to come across as a performer. You just have to talk about the experiences you've had. And then we, you know, I teach them how to create a little structure and to add some story elements and to think about character and to think about the whole process of finding the right story for the right time. And so, there's lots of things to learn along the way that helps them build their confidence. But essentially, I honestly believe that we're all we're all storytellers.

We're constantly telling the stories of our experience to people. And it's the most natural thing in the world. The minute something happens to us in our lives, whether it's walking down the street or going to a meeting or, you know, the minute anything meaningful happens in our life, the first thing we do is we run to tell someone, we tell our partners, we tell our family members, we tell our children. Our parents are best friends, our colleagues, we that's what we do. We're a people that that crave connection and tell stories. And so, there is no such person who has either a has no stories or B doesn't know how to tell them. It's about awakening it in them and helping them build the confidence that what they're telling is actually super interesting and important and has a role in their in their lives and in their work.

Wendy Weiss:

But wouldn't you say that that engineer or sales professional or business owner that is saying, well, I don't have any stories or I'm not a good storyteller. That's just a story they're telling himself.

Lisa Bloom:

Oh, absolutely.

Wendy Weiss:

As opposed to a story they're telling other people.

Lisa Bloom:

Yeah, exactly. And that opens up a whole other area of work I do around the inner story and how much our inner stories can hold us back at times. So yes, that's really the essence of a lot of the story. Coaching work I do is around, you know, identifying what's the story that holds us back because anything that we experience is negative or conflict or anything. You know, there's always a little story hiding in there that's telling us something that is usually not true. And so, to be able to root out that story and to say, actually, I do have interesting stories and I have experiences that are worth telling that people are going to want to hear, but they're also learning then, well, how do we find the right stories at the right time? And what's the what's the purpose of telling stories? Because we don't you know, there's no reason to tell stories for the sake of telling stories. The story is a vehicle. And you got to be really clear what you're trying to tell a story for. And as you tell the story, then serve the audience and serve the purpose that you're telling the story for. So, it's not it's not like just sharing with our family interesting things that happened. I mean, that's fine. And so, all stories need to be told. They don't all need to be told in a business context. In the business context, the story has to be super relevant. It has to be of service to the person who's listening to it. To the potential client or the client.

Wendy Weiss:

Yes. And, I want to ask you more questions about that inner story and also the structure of the story. We're going to pause here for a moment for a word from our sponsor. But then when we come back, Lisa, I'm going to grill you about those two things.

Lisa Bloom:

Sounds good.

Wendy Weiss:

Okay. So now a word from our sponsor:

Salesology® 3X appointments. You know how frustrating and stressful it is when you leave every sales meeting wondering if your sales team knows how to sell because they're not selling. And all you ever hear from them are excuses. They blame your marketing. They say you need to do more social media. And they say you need a new website.

Wendy Weiss:

You know something's wrong that you don't quite know what it is. And you're even starting to wonder if it's you. You don't have a lot of options. You could fire them all and start from scratch. But that would be expensive. And you're sick of waking up in the middle of the night wondering how to fix this. Well, imagine instead that you have an easy-to-use replicable system that ensures that your team can easily schedule qualified appointments. And imagine that your team is excited and motivated. No more excuses and you feel good. Salesology® 3X appointments can make that happen. If you're a business owner or a sales manager with an underperforming sales team, let's talk. Click on the link to my calendar in the show notes. Schedule a time and I look forward to meeting you.

Wendy Weiss:

And we are back with Lisa Bloom, the story coach. So, Lisa, I want to go back to something that you were talking about a little bit earlier, and that's the inner story, the stories that people tell themselves about themselves, their lives, and that can really get in the way sometimes.

Lisa Bloom:

Yeah, for sure. I mean, it was something I noticed. I noticed it over years, but I remember a specific situation where I was at an event and every time, I was in the event room, people were just really happy talking about business, talking about abundance, talking about mindset. You know, it was just really kind of squeaky clean, shiny, beautiful place. But I also noticed that every time I went to bathroom, I would hear I would overhear these women talking about divorce and talking about, you know, problems with their kids and talking about illness and who's sick and who's getting better and who's in treatment and all kinds of interesting things. And I was struck by this kind of divide between the story they were telling others and the story they were telling people who were closer to them. That was really their inner story. And then it really reminded me about how, you know, so many of us, all of us really have these stories that hold us back or, you know, sometimes I mean, a story is perfectly fine. Something sometimes there in a story is what kind of supports us and doing wonderful things and being super successful. But often the inner story is the story that tells us what we can't do or who we can't be. And so, I think it's really interesting to shine a light on that and to be able to really look at those inner stories and begin to work with them and to be and begin to transform them. Because when you change the inner story, when you change your story, you change the reality around you. And it's really, really fascinating. Now, one of the ways I think about it is if you know, if something happens and I spoke before about how when something happens, we always go tell someone when we tell a person that that thing that just happened.

Lisa Bloom:

What we tell is it's only a tiny percentage fact. You know, the rest is our impression. It's our it's our opinion. It's the way, you know, the side of the bed we woke up in the morning. It's our previous history, it's our past experience. But when we tell that story, we act as if it's truth. We act as if this is how it happened. And so that can perpetuate into a story that we're super committed to because we're very committed to our stories, whether they're service or not. And that can turn into a story that really does us a huge disservice because it tells a version that's not at all supportive or empowering. So, when you can find that story and begin to transform it, it really does transform the reality that you have created around you. And in this meaning making process that we have of telling stories.

Wendy Weiss:

Yes, I remember when I first started coaching salespeople and I was coaching them on prospecting, and many of them would tell me very long, complicated stories about prospects that they had never spoken to. They would tell me, well, if I call this prospect, they're not going to be interested or they're working with somebody else and they're very busy. And I mean, they would just have this whole long story about all these reasons that they couldn't reach out to the prospect because the prospect was just going to say no anyways, so why bother? And it was really fascinating to me also the salespeople that would take something that a prospect would say to them and turn it into something else. A prospect would say, I can't talk now, but why don't you call me tomorrow? I have more time. And the salesperson that I was coaching would say, oh, they're not interested. And I would say well how do you know that. Oh well they couldn't talk to me. Yeah. But they said call them tomorrow. So, it's, it's very interesting the way stories, the stories that people tell themselves can impact the behavior.

Lisa Bloom:

Yeah, absolutely. And, you know, oftentimes the fear that we have or the concern or the anxiety can really easily morph into a story that's totally believable. And we become very attached to it. And it's completely untrue. And it has really no relevance to the actual reality of the situation objectively. And so, I think it's really important to be able to stop ourselves in the moment of the telling of the story and just even ask that question, is this is this even true? Do I know this to be objectively true? Usually, we don't. And how is this impacting? Is this serving me or is this doing a huge disservice? And if it's serving you, great. Go for it. Keep telling us. But if it's doing you a disservice, you know, stop for a minute. Let's do a little bit. Let's figure this out.

Wendy Weiss:

So, is that how you coach your clients to do a reality check on whatever that story is?

Lisa Bloom:

Well, there's certainly an element of that is just awareness that everything is a story. And how do we how do we find some kind of interrupt to the story that we're used to telling so that we can use different tools and different ways of creating more powerful stories, more empowering stories. So, yeah, I mean, the first stage is absolutely the awareness of I'm telling a story here and you know, and we can we don't have to disrespect that story. Every story we tell serves a purpose. And oftentimes the that purpose was to protect us. But if the story is no longer serving us, so we have to figure out how to, you know, either change it or completely transform it or let it go. And there's lots of different ways to do that.

Wendy Weiss:

So, if I want to tell a really powerful story, what is the structure of putting that together?

Lisa Bloom:

Well, you know, the structure of a story is very simple. All you have to do is look at any movie, read any book, or, you know, the story structure is simple start, middle and end. So, you know, the structure just has to follow through. I think the I think what you're getting at is really like, how do I know that this story is going to be powerful? What is it about the story that's going to be powerful? And one of the things that I always say that I think is often just not paid attention to is we tend to tell stories because we find it interesting or because it was remarkable in our experience and from a business context that's not relevant. You know, it's not relevant that we find it interesting or that we find it remarkable. The only reason a story has the potential to be powerful is if it is super relevant to the concern of the person, you're telling the story to. So, whatever it is, you know, knowing that audience and whatever it is that keeps them up at night, whatever it is that is super interesting to them, that's where we need to direct our storytelling towards. And then to make it particularly powerful, we have to make it personal. And again, it doesn't have to be you don't have to rip open your heart and, you know, tell everything that you've ever experienced. But you do have to tell from a place of really authentic feeling of really believing, of taking a stand about something. And I think that those are the ingredients for having emotional content, having it super relevant to the audience, making sure that it's on point, making sure that it stays on point so that the message is clear, the transformation is clear, and the audience knows that it's about them.

Wendy Weiss:

Okay. Well, I love this conversation, Lisa, so I'm hoping that you will put your hand over your heart and promise to come back another time.

Lisa Bloom:

Absolutely. I'd be thrilled to talk.

Wendy Weiss:

Good. Because I know you have a free gift about storytelling for our listeners. So, could you?

Lisa Bloom:

Sure. So, I published a book last year, which was really the culmination of my story work for, you know, the last 15 years or so. It's called the Story Advantage. And, you know, obviously, the book exists in all places where books are. But the gift is that I have developed a tool kit to go with the book alongside the audio of the book itself, which you can find at story-coach.com/story-advantage-toolkit. So, it's the story advantage tool kit. You can find it at story-coach.com/story-advantage-toolkit. And there's, you know, lots of different resources, but also the audio of the book itself.

Wendy Weiss:

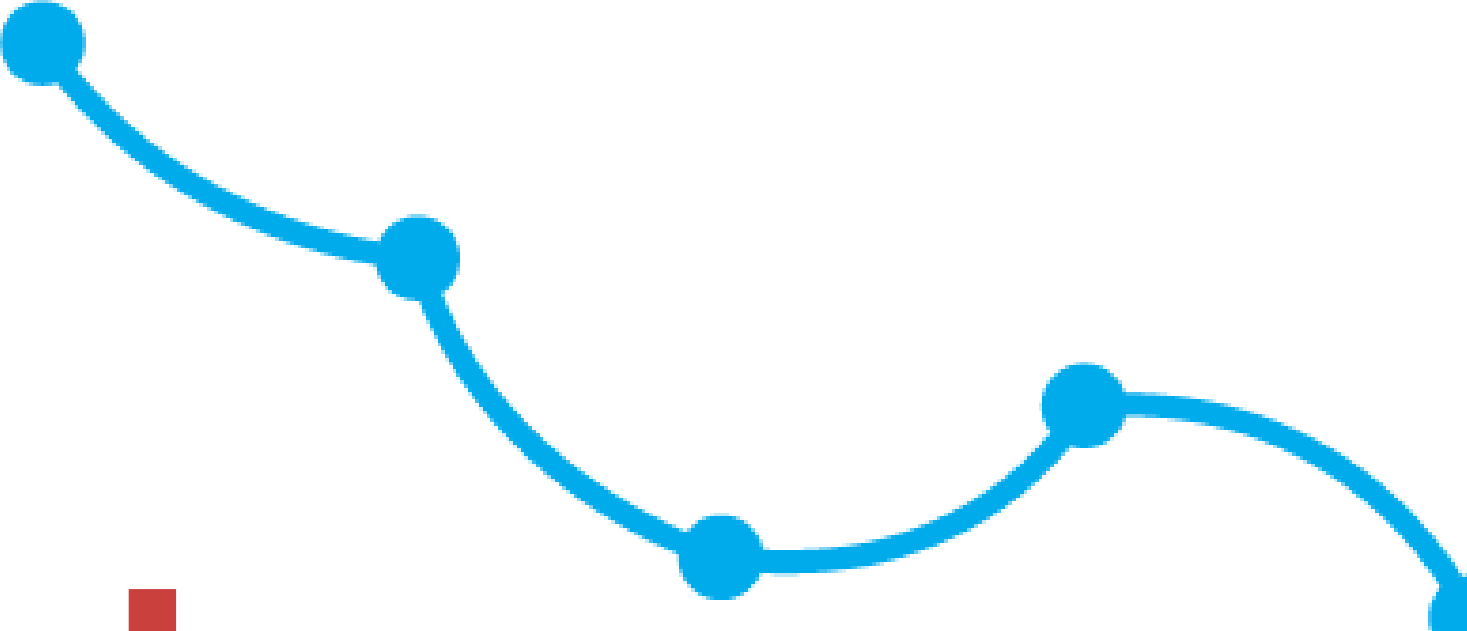
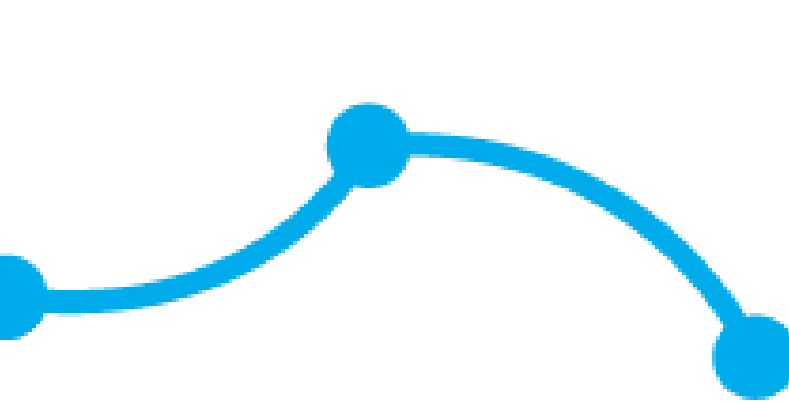
And for our listeners that weren't able to quickly write down that that link, we're going to put it in the show notes. So, all you have to do is go to the show notes and click on the link so that you can get Lisa's free gift. And I know I'm going to do that right away, too.

Lisa Bloom:

Awesome. Thank you

Wendy Weiss:

So, we have been talking with Lisa Bloom. She is the founder of Story Coach and she promises to come back another time if you found value in today's conversation on today's podcast. Then please think about one business owner, one entrepreneur, one salesperson that you know that might also find value in today's conversation. And please share the link with them so that they can listen to Lisa also to give us a good review. And thank you for listening to the Salesology® Conversations with Sales Leaders Podcast. Till we meet again. Visualize yourself surrounded by cash. Really large bills.



Supercharge Your Sales

Faster, More Easily & More Profitably

with

Mark Hunter

The Sales Hunter



Mark Hunter

Mark Hunter is recognized as one of the top 50 most influential sales and marketing leaders in the world. He is author of three books, "High-Profit Prospecting" and "High-Profit Selling" and his newest "A Mind for Sales." His integrity centered communication strategies are used each day by thousands of people from "Fortune 100" firms to small start-ups. Clients include, American Express, Chubb Insurance, Lenovo and hundreds more. These same strategies are found in The Sales Hunter University on-line program which in 2020, and again in 2021, was ranked as one of the top 10 sales learning programs due its unique style of coaching and engagement with Mark Hunter. Mark has spoken in more than 30 countries on 5 continents and travels more than 200 days per year working with people helping to show them how to find and retain better clients.

www.TheSalesHunter.com

<https://thesaleshunter.com/50-prospecting-truths-ebook/>



The Sales Hunter

Wendy Weiss:

Hi. Welcome to Salesology® Conversations with Sales Leaders the Art of Faster, Easier, More Profitable Sales. And I am your host, Wendy Weiss. I am the founder of Salesology® and the Salesology® Prospecting Method. I'm known as the Queen of Cold Calling®. So today we have a very special guest. We have the sales hunter. We have Mark Hunter, who is recognized as one of the top 50 most influential sales and marketing leaders in the world. He has written three books high profit prospecting, high profit selling and his newest A Mind for Sales. And I'm definitely going to be asking him about that today. And his integrity centered communication strategies are used every single day by thousands of people ranging from Fortune 100 firms to small startups. His clients include the Mets, Shop Insurance, Lenovo and hundreds more. And you can find these same strategies in the sales Hunter University, which is an online program. In 2020 and again in 2021, it was ranked as one of the top ten sales learning programs. And Mark has spoken in more than 30 countries on five continents. And this is very impressive. He travels more than 200 days a year, working with people to show them how to find and retain better clients. So welcome, welcome, Mark.

Mark Hunter:

Hey, thank you for having me on the show. Looking forward to talking all things sales.

Wendy Weiss:

All things sales. So, let's begin at the beginning. What's the Mark Hunter story?

Mark Hunter:

Well, you know what's funny is the Mark Hunter story is one that I didn't want to get into sales. I talk about it in my book of mine for sales. Sales was not on my hit parade list. It was only because I got, well, let's put it this way. It was the police department that forced me into sales. I know you're asking the police department. Excuse me. Tell me more. I got four speeding tickets in the course of about eight weeks, the last semester of college. And I basically couldn't afford car insurance. And it forced me to get a job that supplied me with a company car. And that's what kind of pushed me into sales. And I was so good, I got fired from that first job. But it's okay. I got a second sales job, second Buick. You know what? I got fired from that one, too. So, it wasn't till my third sales job that I began to figure out what sales is all about. But hey, you know what? I guess it's worked out okay.

Wendy Weiss:

I guess it has. And I do have to ask you, Mr. the Sales Hunter, was that last name a fortuitous coincidence?

Mark Hunter:

Yeah, I don't know. But, you know, it's funny, the number of people who asked me what was your name before you changed it? It's like, excuse me. I mean, hey, hey, I owe it to my parents. Okay? Okay. I owe it to my dad.

Wendy Weiss:

Well, we are giving them a virtual gold star.

Mark Hunter:

Yeah, yeah. Now, my name is not sales. Okay? And my only. My last name is Hunter. My middle name or my first name is not sales. So anyway.

Wendy Weiss:

So, it's Mark S. hunter.

Mark Hunter:

No, no, no, no.

Wendy Weiss:

Okay. Got it. So. You know, I in preparation for our conversation today, I was reading about you. And even though I've known you for a number of years. But I found some quotes that I love. So, I'm just going to quote you now because you said, "I never know when my greatest opportunity may come with the next phone call I make". And you also said "sales prospecting is where the salesperson makes their money". And I am in 100% agreement with you. So, I'm curious on your take, why is it so hard to get sales people to prospect?

Mark Hunter:

Because it's hard or so they think it is. You know, here's the whole deal. You know, you run across this all the time, too, I'm sure. You know, people say, oh, I don't have any deals to close. I don't have any deals because the question you have to ask is how much time are you spending prospecting? There's a direct correlation between prospecting and closing. But see, because it's the uncomfortable state of selling the uncomfortable part, people just don't want to do it because, oh, it's rejection. And there are really no participation trophies awarded for prospecting. Oh, but there are participation trophies awarded for prospecting because here's a challenge to people. Look at prospecting as the results. Prospecting is really the activity.

Mark Hunter:

It's the active. You know, this is that repetition. You have to stay in the game because you can't win the game from being on the sideline. You can't win the game from the dugout. You can't win the game from the locker room. You got to get on the field, the court date, whatever it might be. You have to be in there. But here's the magic that I find it around prospecting, and this changes the perception. If you have the ability to help someone. You have an obligation to reach out to. Think about that for a moment. If you have the ability to help someone, you need to reach out to them. Because if you can help someone and you don't reach out to them, you're doing a disservice. That's really what prospecting is all about. And with that, we can end the show right here, right?

Wendy Weiss:

Oh, absolutely. Now we're done. And so, you know, one of the things that I see a lot is because you are 100% correct, there is a direct correlation between prospecting and closing deals. What I see a lot is because people do not know how to prospect or they prospect worriedly, they are not closing sales. And then they or maybe their manager thinks they have a closing problem, but they don't actually have a closing problem. They have a prospecting problem.

Mark Hunter:

Well said. Well said. And you're right, you know that it goes back to two things drive me crazy when people say, well, I was prospecting and then I asked them what they did. Well, I called these people twice and they didn't respond. They didn't call back. So, they must not be interested. Excuse me. Two calls is not is not prospecting. Second is they sent an email to somebody and then they send this e-mail back out. Hey, I want to bounce this to the top of your email list or I want to check in to see if you've had a chance checking in. Excuse me? I don't know. Do you run a hotel? I don't run a hotel. I don't know why people would be checking in with us. I mean, so I mean, you've got to have a strategy. That is focused on the customer and understanding their needs and you've got it. You've got to have repetition. You've got to be able to stay in the game. But that doesn't mean just repeating the same, you know, sending the same email ten times to the same person. No, it's different messages. It's different messages. You have to create different value with every message.

Wendy Weiss:

And I'll just mention one of my pet peeves. I'm just following up.

Mark Hunter:

Oh, how many times, you know or. Or the wonderful way with which people prospects and that is connect and pitch. In other words, that they want to connect with you on LinkedIn. So, they send you an invite and then immediately, for some reason that allows them to feel that they can start selling like, excuse me, what happened here? I mean, you know, please, people understand the cost. If you were to go to a doctor. And before you even walk through the front door of the doctor's office, the doctor gave you a prescription. Has no idea what your symptoms are, but gives you a prescription. That'd be medical malpractice. And yet, that's what too many salespeople do when they're prospects. They have no idea what the customer's needs are. But here's the solution. Oh, wow. How's that working out for you?

Wendy Weiss:

So, what? What are some examples? Can you share some ways to think about strategy? Because you mentioned you need to have a strategy. How? I know that your new book is an awful lot about mindset. What's his strategy, mindset and what are some sample strategies?

Mark Hunter:

Sure. While we're going to be here 3 hours with that question alone, I'm going to break it into two parts here real quick. A mind for sales. You know, you can't change behavior until you first change your mindset. So that that's one of the biggest issues people have with sales because they think, oh, if I just change this, this what I do, you know, it's like, am I tighten this bolt more or tighten a screw or cut this board at different length? Somehow everything's going to be perfect. Behavior doesn't change to change the mindset. So now let's back up to mindset and how does it play into prospecting? First of all, get to understand who your customers and I always say, know your ICP, ideal customer profile. What does that ideal customer look like and stay in your lane! In other words, state if this if your ideal customer is a B2B business in Manhattan that serves customers in a service mode, okay. Those are the types of customers that you're going after. If you are selling SaaS, you know your software as a service and you are purely dealing with health care professionals with independently owned clinics that are not affiliated with a hospital. Okay, guess what? That's your niche. Stay in your lane. And what that does is it allows you to become an expert in that lane. And when you become an expert in that lane, you gain insights. You gain information, information that you can begin sharing with them in prospecting calls, sharing with them and information. And what does this do? This is allowing you to do three things. You're creating continuity because you now have multiple messages that you could be reaching out to that person with.

Mark Hunter:

You're creating competence because you're demonstrating your knowledge. And finally, you're demonstrating confidence because that other person you're reaching out to says, Wow, this person's really smart. Now, I said competence in terms of the knowledge you share. Here's what's interesting. Real competence is seen not in the information you share, but in the questions you ask. Wow. That's scary from a prospecting standpoint.

Wendy Weiss:

Of course, you have to get someone to talk to you before you can ask them questions. And that may be the hardest part of all.

Mark Hunter:

Oh, that is the hardest part, because it's not like people wake up in the morning and say, oh, man, I hope somebody calls to sell me something. No, it doesn't happen. Here's the whole thing, though. If I am reaching out to you and I being be reaching out to you five, six, eight, ten, 12 times using multiple mediums, telephone, email, might even be using social media, whatever might be. But each one's a different message from you and you're not responding. I get it. You're not. But you're seeing some of these glimmers of information. What's going to happen is if I'm respecting your time. In other words, I'm not sending you the World Book Encyclopedia. Oh, wow. That takes me. Okay. The eighties are called. They want their encyclopedia back. You know, if. If I'm being brief in my messages and concise. In my voicemails, for instance, you know the person who leaves a 32nd voicemail. Oh, painful, painful, painful. But if I'm leaving that 10/2 voicemail and this rock solid, solid and I'm able to deliver, you're eventually potentially going to pick up the phone and take my call. But here's what happens. My reputation arrives before I do. So, I'm building my reputation with my messages. But you're also probably Googling me and my company because you're not going to take my call. You know, you're not certainly going to set up an appointment. You know, I hate to say it, but, you know, now maybe you're brilliant enough that you can get this, but people are probably going to Google. Who is Wendy Weiss? She's the queen. She's the queen of prospecting. Wow. Wow. What's it say about her? Oh, wow. That that's I. I definitely want to take that call. I want to have that meeting with her. You see your reputation rise before you do, but this is all. It's all staged, and it all builds upon each other. But that last see, I said confidence. Now, think about that for a moment. Not only is the prospect getting confidence in you, but you're gaining confidence in your ability to help them. What does that do? How it increases your competency even more? Yes. That's how we create opportunities. That's how we create sales.

Wendy Weiss:

Yes. And that confidence is really life changing. When I look at it, I want to go back to this idea of repetition, because I think one of the things that's very interesting that people miss, because we teach what you were describing a series of messages, voicemails, emails, texts, whatever, whatever it is. And over time, what happens may maybe a prospect doesn't respond initially, but it's kind of like. Commercials over time that they keep hearing your name. And I've actually experienced and maybe you've experienced this as well, Mark, prospects that say, Wendy, how are you? It's so good to talk to you again. And I have never talked to them before.

Mark Hunter:

Is it isn't that funny? I know it feels like they know you, but you've been out there enough. But stop and think about this. Have you ever stopped to think about the amount of advertising that Apple I mean, Apple came out with their new iPhone, you know, recently, and I can't turn on the television without seeing an Apple commercial. Now, I know what Apple products are, but they keep. Well, you know, Coca-Cola. How many Coca-Cola commercials do we see? How many I mean, get so you look at these big brand names if they're doing all of that advertising and marketing. Then don't think for a moment that little old Mark Hunter living in Dallas, Texas, shouldn't be picking up the phone and making phone calls and putting stuff out on social media, etc., etc., etc., etc., because I've got to catch up with the big kids.

Wendy Weiss:

And I'm wondering if you have seen this as well because. We teach. I personally do this. We leave a voicemail, we send an email, we leave a voicemail, we send another email. And clients always say, well, nobody returns a phone call, so I'm just going to email. What we've seen is, one, people do return phone calls and two. The response rate goes way down if you don't leave the voicemail. So, can you back me up on that?

Mark Hunter:

I can back you up, man. I'll back the bus up as far as you want to go. And let's fill it up with everybody, because here's the whole thing. E-mail is a one-dimensional piece. Okay. It's it it's words. It's printed words. Voicemail is now two dimensions. It's spoken word and personality. See, I can put my personality into it, so it brings it to life a whole lot more. You know, three dimension is one. You know, it's not only the spoken word and the personality, but I'm able to do it face to face. Okay. That doesn't happen as much anymore, but it does right here by way of Zoom, teams ,go to meetings, whatever it might be. But you do increase your probability of connecting dramatically by linking email with voicemail. I can't. There are still people that don't get it.

Wendy Weiss:

It's amazing.

Mark Hunter:

Yeah, it's fine. If you don't want to get. That's fine. I'll take your business. Okay. So. Okay.

Wendy Weiss:

Now let. Let your competitors call them.

Mark Hunter:

Yeah, right. Right. Just. Just give that list over to your competitor, and they'll be happy to take the business. And they may even send you a check. Yeah, not.

Wendy Weiss:

Well, there's actual research that was done at the University of Chicago Booth School of Business, where they compared written communication against spoken communication. And written communication was like an email, a text, maybe a letter or a social media post and spoken communication face to face on a Zoom call. Maybe they didn't do Zoom call. I think it was 2015 voicemail phone. What they found is if people hear you talk, even if it's just a voicemail one, they think you're smarter. And two, they're more likely to take action on whatever it is you're talking about.

Mark Hunter:

It is so true. I mean, you know, it's funny on my third sales job. Remember I told you I was fired for my first two? I thought I was going to get fired from my third sales job when my boss's boss called me into the office. And long story short, he said that I needed to eat breakfast with a mirror in front of me. Because he said I had the most dour face he'd ever met. And his whole focus was, get your personality, get your personality and play. You know, people are listening to this as an audio, you know, as a podcast right now. And yet you and I are recording this and we're looking at each other by way of Zoom. And it comes to life for the two of us are our body language, our facial expressions etc. We're interacting a whole lot more because we can see each other, which makes our audio content, the podcast, resonate that much more with the listener. At least I sure hope so. Right?

Wendy Weiss:

Absolutely. Absolutely. And I'll share my tips. I make my clients when we're practicing doing roleplaying, they have to stand up. Thank you. And you know what I used to do to warm up? I actually still do it sometimes. If I have to do a lot of prospecting calls, I will sing, I will stand up and I will sing a song. And I cannot sing. But I will sing a song nice and loud to get me warmed up so I can have some energy and have fun and talk to my prospects.

Mark Hunter:

I love that. Like right now I'm standing up talking to you because it brings more energy. Hey, people. And it's like I also when you're making if you're making any number of prospecting calls, get yourself a good headset and don't say, oh, my company won't pay for it. Go on spring for yourself. Hello, people just go on. Because you know what? When we talk with our hands, it's amazing. How much more personality comes through. Yes.

Wendy Weiss:

And a prospect that can't hear you clearly will not talk to you.

Mark Hunter:

Gee, that's a brilliant observation, but you're so spot on. And that's, again, you know, the quality of audio I'll never forget. I got a prospecting call. Prospecting call from somebody who was calling from their cell phone in their car. No, it wasn't their cell phone. It was their car phone. And clearly, they had their windows down. I mean, you're hearing all kinds of street noise and everything else. And it's like, hey, look, was I going to give that person 2 seconds? No, not at all. Because if you don't have the if you don't respect me enough to stop the car and give me a decent phone call on a clear cell phone connection, I don't deserve to talk to you. The audio .audio really plays a much bigger role than we ever think it is. And with that all drift into my broadcasting voice. You're listening to Wendy Wise on sales. Okay.

Wendy Weiss:

So, I want to talk to you some more, Marc, about mindset and how to get into. The right sales mindset and also about prospecting truths, because I know that you have a special gift for our listeners about prospecting truths. We're going to pause now for a word from our sponsor. And our sponsor today is Salesology® 3X appointments.

Salesology® 3X appointments. You know how frustrating and stressful it is when you leave every sales meeting wondering if your sales team knows how to sell because they're not selling. And all you ever hear from them are excuses. They blame your marketing. They say you need to do more social media. And they say you need a new website. You know something's wrong that you don't quite know what it is. And you're even starting to wonder if it's you. You don't have a lot of options. You could fire them all and start from scratch. But that would be expensive. And you're sick of waking up in the middle of the night wondering how to fix this. Well, imagine instead that you have an easy-to-use replicable system that ensures that your team can easily schedule qualified appointments.

Wendy Weiss:

And imagine that your team is excited and motivated. No more excuses and you feel good. Salesology® 3X appointments can make that happen. If you're a business owner or a sales manager with an underperforming sales team, let's talk. Click on the link to my calendar in the show notes. Schedule a time and I look forward to meeting you.

Wendy Weiss:

And we are back today with the sales hunter, Mark Hunter himself. And so, let's talk mindset. Let's talk about, you know, there are so many. One of my pet peeves, Mark, so many negative perceptions about sales. And so, people that go into sales are often they have to buy into these really negative things that people say about salespeople. And how do you get past that?

Mark Hunter:

I Well, you know, it's funny is I struggled with that myself the first several years. It was a contributing factor to why I got fired from my first couple of sales jobs, because I was having problems seeing the whole 360-degree picture of sales. I was just about all about taking orders is just I was treating customers like bowling pins. My job is to knock them down and move on because I never want to talk to them again because I was afraid. I probably. Yeah, you're right. I was doing things that I shouldn't be doing. And what I find is that there's a mindset shift that has to happen. When you view your role as selling, you will never be successful. I mean, I really flat out said it when if you you're selling, you'll never be successful. But if you view your role as a sales leader and let me, give you the definition of a great salesperson is really leading. And you know what a great leader's really say? You know what their objective is. The same is to help others see and achieve what they did not think was possible. Think about that. Help others see and achieve what they didn't think was possible. That's what your job is in sales. And go back and one of the one of the exercises I love taking salespeople through. If you're having any kind of hesitation or you just your motivations down, take a piece of paper, draw a line down the middle on one side. Write down five or ten of your customers. Write down the names of five or ten of your customers. Just shot them down. Then on the right-hand side, write down the outcome that they achieved. Not what you sold them. It's the outcome they achieved. In other words, you know, you go into companies and you help them prospect better. So, the outcome is because they were able to 3x their sales, they were able to increase their sales, they were able to hire more people. They were able to, you know, whatever it might be, but write down the outcome. And when you make that list of companies.

Mark Hunter:

That you've sold to and the outcomes you've created. You look at that and then you give yourself a big hug, you know? I love myself. I love myself. But that's when you begin to realize. Why you're in sales. Cause you're truly helping other people. You see, sales is about influence and impact. That's ,that's what sales is. It's influence and impact. And people can sit there and have all kinds of images and impressions and, you know, the used car, you know, or the, you know, the boiler room type of, you know, you know, the different movies that have been out there that said that. And you know what? Get over it. Get over it. Be confident in who you are. And be confident in the success that you allow those around you to achieve. I wake up every morning with this objective. Who will I have the ability to influence and impact positively today? Yeah. You do that. That's cool.

Wendy Weiss:

Yeah. I looked up the definition of the word sell in the dictionary and it said to persuade someone of the value. Of whatever it is you're selling. So, the concept of value is inherent in the definition of the word sell. So, I get confused about how selling just got such a bad rep.

Mark Hunter:

I love that because the word value is in the definition. Hello. You know what's funny is, is you talk to some people and they say value or that means cheap. That means cheap. And there's a line that I love you. You can't take a Wal-Mart shopper and make them a Nordstrom customer. You just you just you just can't. Okay. Because, you know, Wal-Mart has one type of customers that they go after and Nordstrom has no type of customer, so they go after. They're both very successful, but they both stay in their lane. But they understand that the Wal-Mart has to deliver a certain level of value and Nordstrom has to deliver a certain level of value. It's different value because they're dealing with different customers. When you understand your lane, you understand your role. You understand your position. Wow. Clarity begins to come into play, and there will always be people who will never get it. You know, there will always be people who will never quite get. Why does Wal-Mart exist? Or there may be people who are right? Why does Nordstrom exist? It's okay. It's okay. You know, I mean, as a business, as a salesperson, I don't have to appeal to 100% of the marketplace. Doesn't happen. Nobody. Nobody achieves that. Even Google does not have 100% market share. There're other search engines out there. So. Yeah. I'm okay.

Wendy Weiss:

Now. The one of the hardest things I think, to get clients to get is to stay in their lane because I think people are afraid of missing out on opportunities, that they don't understand that by being too broad, you get no opportunities at all.

Mark Hunter:

Squirrel. Squirrel. Squirrel. Shiny. I mean, salespeople love to chase shiny objects because it gets them excited. Oh, wow, this is really cool. And you're right, it doesn't get them anywhere. It's just like going back to what you made. You made a comment earlier. Salespeople are always quick to blame other people for why they can't sell. You know, it's funny. Salespeople are always quick to say, my price is too high. A price is too high. If we could just lower price. They are never willing to admit you're selling skills are pathetic. Okay. Just saying. Just, you know. You know, if you would just invest more in the website, if you just do it, do this, just do this. I mean, that's all salespeople are quick to say it's always somebody else's fault and never take responsibility themselves.

Wendy Weiss:

And sales managers are often very quick to say it's the sales people's fault. And I actually think that if your salespeople aren't selling and you're a sales manager, it's probably your fault.

Mark Hunter:

Hey, thank you. Thank you. You know, you know, it's funny. It's amazing how our kids wind up looking a lot like looking and acting a lot like parents, right? I mean, you know, you watch companies. I mean, it's amazing. But you see companies take on the personality of the ownership, the CEO, etc., etc., etc.. Yes, sales managers, you know, I, I always love how sales managers are always great. Well, I just need to fire them. I just need to fire them. Start over and let me tell you something. Anybody can fire anybody. Yeah. It's a painful thing to do, but it's easy. That's not the difficult part. The difficult part is hiring somebody, hiring. Because I'll tell you what, if you've sat there and have said, no, I get to fire this kind of fire and it goes on and on. I'm you know, the only thing consistent in the process is the sales manager. Maybe they're the one that should be. Yeah. Right. You have to invest, you know, we want salespeople to invest in their customers. Sales managers. Invest in your people. Take the time to get to know them. Understand?

Wendy Weiss:

You know, I know. You know what I think is, like the most insidious myth. Even more than all the things, the negative perceptions of sales people. It's this concept of the born salesperson. I'm actually on a mission to eradicate that because there is this somehow there are these people out there. They're just born knowing what to do. And I don't know about you, Mark. Well, from what actually what the story you shared, you weren't a born salesperson. I know for a fact I wasn't. I was lucky. Somebody taught me.

Mark Hunter:
Right.

Wendy Weiss:

And if you're a sales manager and you've hired someone new, they're not born knowing what to do. You have to train them or get somebody else to train them.

Mark Hunter:

Yeah. The only skill set you have to have to be a good salesperson is a personality. And excuse me, everybody has a personality. So, I mean, really, that's all it comes down to. And then what it comes down to is you have to be willing to be disciplined and focused. And if you can do that. It's amazing at the success you can have in sales, but you got to be disciplined and you've got to be focused. Sales is not waiting for the phone to ring. That's called customer service. Customer service is great, serves a very valuable piece. I want to go out and create incremental opportunities. Sales is about creating incremental opportunities. That's what I wake up in the morning and say, that's what I want to go get. That's what I want. Help my customers go get.

Wendy Weiss:

So, will you share with us, Mark, one or two prospecting troops.

Mark Hunter:

Hey, I'll get I'll give you. I can give you a half a dozen. Here's one. You have to be willing to stay in the game for 15 to 20 cycles. Don't ever think for a moment that you can give up after one or two cycles. Second one. Hey, don't ever allow yourself to assume that on the first call you're going to close a deal. No. Unless you're selling pencils by your objective where the prospecting call is to gain the next step. So, you basically lower your expectations. My objective is to create conversation and get the next step, which might be the next meeting. Probably the next meeting, because, again, you called them and they weren't expecting your call. Right. So, it's just creating engagement. So, there's two quick ones. I go on and on, on forever.

Wendy Weiss:

Well, I know, I know you have 50 of them. So, because you have, you have a gift for our listener. So, could you tell us a little bit about that?

Mark Hunter:

Yeah. 50 Prospecting Truths. It's a fast read. It's quick, it's tips you can do. People grab this e-book and then they go, hey, I'm going to focus in on these one or to master them. Then you grab another couple more. But the idea is it gives you truth. And it blows up the myths. It blows up some of those stupid mindsets. Because, again, if you want to change behavior, you first have to change your mindset.

Wendy Weiss:

And so, we're going to post the link for the 50 prospecting truths in the show notes. So, after you've finished listening to this podcast, go to the show notes, click on the link, and we're also going to post all of Mark's information. And Mark, I have to ask you. Will you put your hand over your heart and promise that you will come back?

Mark Hunter:

Yes. Yes. I think it's been way too long since I don't when the last time I was at. Yes. I got to come back and I've got to get you on my podcast, the Sales Hunter Podcast, so we'll make sure we make that happen. How's that?

Wendy Weiss:

Okay, good. You just made my day. Thank you.

Mark Hunter:

Good.

Wendy Weiss:

And so, we have been talking to the sales hunter. Mark Hunter. And do check out the show notes for all of Mark's links. The 50 Prospecting Truths E-book. Click on the link so you can download it. And if you found value in today's podcast, then please think about one person that you know. One business owner, one sales professional that you think might also find value in listening to this podcast and share the link with them. And until we meet again, visualize yourself surrounded by cash, really large bills.

In Closing

I hope that this eBook has given you ideas, tips and strategies that you can use to grow your business and make it easier, less stressful and more profitable. I also hope that this eBook has inspired you to take action in finding the resources and support that you need. If they are not in this eBook, they are out there and you can find them.

Because here at Salesology® we are committed to helping businesses grow sales and sales revenue, there is one more resource that I'd like to share with you. This resource might be of value if you...

- ✓ Are frustrated. You have a great product or service and you simply do not have enough sales...
- ✓ Find yourself thinking, "We're great once we're in front of the prospect... We're just not in front of enough prospects..."
- ✓ Are sick of the slow and painful search for clients and are ready to build a pipeline of qualified opportunities now...

If the above describes you and your situation, the Salesology® Prospecting Method will help you and/or your sales team bring in a steady flow of qualified prospects and qualified appointments faster, more easily and more profitably.

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