J douglas edwards closing techniques pdf download pdf

I'm not robot!

```
Start your review of The Real Mad Men of Selling: The Best of J. Douglas Edwards The time for selling in this form is extremely outdated and could be considered to in order to survive and that they do not
need to be tricked, deceived or manipulated to complete a Sale. I am also a believer in the win win win for all parties or how can you look yourself in the mirror. May 6, 2018 Podcasts EntrepreneurSG Published on Apr 15, 2010 Chats on about bringing your sales career & life to the next level through questions at the Pearl Ridge Shopping Center in
Aiea, Hawaii. #J Douglas Edwards, #Questions are the Answer, #Podcast, #profitmakersales, #Peter Collins, #Sales, #Sal
Paul Democritou, and Gail Seymour All rights reserved. This book or any part thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher except for the use of brief quotations in a book review. First Printing, 2017 Get your full copy at For bulk ordering contact: Ben Gay III P.O. Box 2481
Placerville, CA 95667-2481 Telephone Numbers: Voice 1: (800) 248-3555, Voice 2: (530) 622-7777 Fax #: (530) 295-9337 Website: Email: [email protected] Website: Your Sales Infiltrators Ben Gay III Ben Gay II Ben Gay III Ben
professional selling and sales training, he has been the #1 salesperson in every organization in which he has ever worked . . . and he's a powerful speaker/sales training, he has been the #1 salesperson in every organization in which he has ever worked . . . and he's a powerful speaker/sales training, he has been the #1 salesperson in every organization in which he has ever worked . . . and he's a powerful speaker/sales training, he has been the #1 salesperson in every organization in which he has ever worked . . . and he's a powerful speaker/sales training.
he was personally trained by fellow sales legends J. Douglas Edwards, Dr. Napoleon Hill, Earl Nightingale, William Penn Patrick, Zig Ziglar, Merle Fraser, Fred Herman, James H. Rucker Jr. and many, many other sales giants. Now one of the most famous, popular and powerful sales trainers in the world, Ben accepts and conducts just 24 live "The
Closers Sales Training" seminars a year and writes/publishes/produces "The Closers" series of books, audios, videos, newsletters, and teletrainings . . . a series that is considered "The Foundation of Professional Salespeople. Ben and his lovely
wife Gigi live near Lake Tahoe in the little Northern California town of Placerville, California – where the California Gold Rush began! Paul Democritou Paul Democritou is an entrepreneur, business consultant, expert sales trainer, and author. He owns a consulting company and an international recruitment agency in Bulgaria as well as a video
production company in Greece. He works most of the time as a business consultant but is also known as an entertainer and producer. As a very successful sales and marketing expert in the timeshare industry who later expanded to other companies, Paul provides online and offline training to companies and individuals worldwide. In 2016, Paul was
diagnosed with NonHodgkin's Lymphoma - cancer. He wrote a book, Success I.A.O., about achieving success that was born as a result of vision and passion to help others succeed even in harsh conditions. Contents Your Sales Infiltrators Ben Gay III Paul Democritou Preface by Ben Gay III Preface by Paul Democritou PART ONE: Sum Tertius Are You
in the Right Job? What Makes You So Special? Know Your Onions Put Your Personality into Everything Continue Reading... Get YOUR Full Copy of The Closers - Part 3 from TheClosers3.com NOW. PART TWO: Training Notes Standing out Growth Mindset Believing in Your Product Self-Reliance Staying Positive Leave it on The Hanger Always Be
Learning The Power of Habit Puppy Puddles Winning Streaks Your North Star Body Language Selling Is Selling Anatomy of a Sales Funnel Lead Nurturing Testing Snip, Snip Where Everybody Knows Your Name Selling the Pen Continue Reading... Get YOUR Full Copy of The Closers - Part 3 from TheClosers3.com NOW. Preface by Ben Gay III My
attitude until I spoke to Paul Democritou not so long ago was that I edited The Closers Part 1, I wrote The Closers - Part 2, I wrote Sales Closing Power! by Doug Edwards, from the notes I had from being with him and from his live seminars. I thought I was done. People would say to me, "Mr. Gay, I would give anything in the world to know what you
know about selling," and I would say, "I've got good news for you, it's about $80, all in one spot. Grab these three books." If they were in timeshare, I would also tell them to grab The Art & Science of Resort Sales, another book I wrote. But I thought those four books held everything I knew about selling. When Paul approached me with the concept for
The Closers - Part 3, I thought it would just be a matter of moving the words around and presenting the content in a novel format was clever and would help readers absorb the information easier without feeling as though they were learning. The one thing I didn't
want The Closers - Part 3 to be was "Son of the Closers," a rehashing of old content. I wanted it to be new and different, yet still touch on those things that make sales and closing work. But The Closers Part 3 being written with Paul Democritou, is so much more than a simple rehashing of my previous works. Paul brings fresh insight, and a breadth
and depth of knowledge of modern sales technology that has taught me a thing or two along the way. In The Closers - Part 1, an unnamed narrator tells the story of how he came to work for Duron Corporation, a construction company in the mid-west. On his first day at work, the narrator meets an old man, Sam wears an old Portuguese
fisherman's ring with an inscription, which he says will teach the secret of sales success. However, before Sam will allow him to read the inscription, the narrator has to promise to listen to Sam's stories. The book retells Sam's teaching over the course of one summer. At the end of the summer, Sam gives the ring to the narrator, who later goes on to
become the president of the company. He learns from an old man that the original owner, Edward Duron, wore a similar ring, with an identical inscription, and that Duron used the pseudonym Samuel Edward Duron's valet, and tells the narrator the
inscription, something the narrator has never shared with anyone else. This leads him to believe that Sam was indeed Edward Duron. There's just one problem: Duron died 3 years before the narrator met Sam. The Closers - Part 1 is the red, raw meat of selling. It's the kicks, the blocks, the punches; selling the way it really is, not the way we wish it
was. It's loved by junior salesmen, because it takes them from novice to professional. One of the most common questions I get from people who haven't read all of The Closers - Part 1 is, "What's inside the ring?" They are fascinated with the fisherman's ring that Sam wore. The story in The Closers - Part 1, even though there's really very little of it
apart from the beginning and the end, is what keeps readers involved in the text. It's a very effective teaching technique. The Closers - Part 1, I would encourage you to do so. Not having read it shouldn't spoil
your enjoyment and understanding of this book, though. The Closers - Part 2 is the finesse. It shows you what sophisticated people really do with that raw information, and it's loved by more seasoned Closers. In it, I used what I call the Reader's Digest approach. I grew up with a stack of Readers Digests at the side of the toilet, and every time I came
out, my mother would question me about which story I had read. I learned from that, people will read - if it is short and to the point. So, The Closers - Part 2 is just a series of short chapters, each delivering a single tip or technique. While I was writing The Closers - Part 2, I was sitting in my office one day, having already written a good deal of the
book in longhand. I wasn't sure what I was going to do with it, or how to end it. A repairman knocked on the door, and came in with a toolbelt on. He said, "I'm here to check your filtration system." I told him to go ahead, and then it hit me. "Filtration system, that's it!" I said, scaring the life out of the poor man, who thought he'd done something
wrong. I got up, walked him to the door, and told him, "I'm sorry, I know you're busy, but you've just cleared up what it is that's made me a successful salesperson for the past 35 years." "What's that?" He asked. I said. "Infiltration. I get inside people's heads. Inside their family. Inside their company. To the point I become a family member, a
company member, a team member. I'm not the enemy." There are two great breakthroughs I've had in selling. One is that most decisions are made by the buyer in the first 10-15 seconds after meeting, when they scan you and compare you to all their life experiences. They compare you to people who walk like you, talk like you, look like you, dress
like you, whatever. They decide whether they like you, and that determines whether they will buy from you. People don't buy from someone they don't like unless there's no other choice on Earth to solve their problem. Most problems in selling are solved if you sell a quality product or service, that is competitively priced, and you spend your day
talking to qualified people. It doesn't have to be the cheapest product or service, just competitively priced. And people have to be in a position to buy from you, financially, physically, mentally, and emotionally. Then, you infiltrate them. Infiltration is the secret of selling. I had a running buddy who later became my business partner, James H. Rucker
Jnr. We worked together for years as professional salespeople making a lot of money, and I never could quite figure out what he was doing. Jimmy was a sales infiltrator long before the air conditioning guy and I came up with the term. He just did it automatically. He was never a good sales trainer. He couldn't teach people what he was doing, because
he didn't know. Jimmy was cute. He had a dimpled smile. The girls loved him, and he was inside your head, like you had known him your entire life. One time, a guy was sitting in a Holiday Magic Cosmetics opportunity meeting. The presenter said, "Turn to the person who brought you and ask them how you
can get started." Jimmy had already done step 1 of the close and didn't quite get him, so did step 2, and the guy said, "I'm in, I just didn't bring my checkbook." (This was back in the Dark Ages, prior to the days of Credit Cards, and PayPal.) Jimmy stood up, leaned over the folding table, pulled the man's coat lapel back, said, "Of course you did," and
pulled the guy's checkbook right out of his inside pocket. I thought he was going to get punched out. Instead, the guy laughed, took his checkbook out of Jimmy's hand, and wrote out a check for $2,500, which would be the equivalent of $25,000 today. Now, I thought I could be
gutsy, but this was really something. Jimmy could get away with it, because your mother or father could reach into your pocket, and you wouldn't be offended. Jimmy had become one of those, to him, in about ten minutes' time. Ben's character in The Closers - Part 3, draws on Jimmy Rucker's
qualities. The chapter in The Closers - Part 2 on Sales Infiltration, that starts on page 257, is in my opinion the best thing about sales ever written. It's certainly the best thing in Part 1, rather than the last thing in Part 2, because it tells them what to look for. Now,
I have to sell people both books, and give them the page numbers to read that first. It makes them feel like they're being admitted to some secret society, but the fact is, I just wasn't that smart back then. I have said many times that had I known better at the time, I would have opened The Closers - Part 2 with the chapter on Sales Infiltration, and
made the book more about that than closing techniques. The Closers - Part 3 is, in part, a remedy to that. It talks about Sales Infiltration from the outset, and keeps the relationship side of sales Infiltration in each, to make
it easy to absorb the information. We've had fun taking on the roles of Ned and Ben, and working with Gail Seymour, our ghostwriter, I was concerned we would have to teach her about sales. But Miss Seymour proved to be surprisingly knowledgeable, besides being able to
embed all our teaching moments into an engaging storyline. Her narrative kept both of us wanting to know what came next throughout the draft writing stages of the process. We have also included commentary and training notes at the end of the book. Some of these are almost word-for-word transcripts of excerpts from our many three-way Skype
calls during the writing process. Others are discussions of how to achieve some of the more technical aspects of the book's content. These are collated at the end of the story so that you can enjoy the narrative without constant interruption from us. They are also deliberately general in nature, focusing in what to do rather than how to do it. While
technologies change and the methods you employ may evolve over the years, the principles underlying why you do them are enduring. We want this book to remain relevant long after any specific method becomes obsolete. Preface by Paul Democritou Some 24 years ago, when I was 16, my mentor and Master Closer, Mario Dorizas, handed me book.
It was a blue book, and I was immediately drawn to it. It was The Closers Part 2. Later on, I obtained a copy of The Closers by Ben Gay III. At the time, I was also running OPC teams and Telemarketing. I read the books and became obsessed. I read
them over and over again. I realized that most of the training we received from famous sales directors and Take-Over managers at the time flying in from other countries were lessons that were in these books. I became the top seller of the year at the age of 16 and an instant fan of The Closers series, along with books on body language, which also
intrigued me. I owe my career as a sales trainer and mentor to Mr Mario and those blue books. I never imagined I would get a forward for my book Success I.A.O. and write a book with Ben - let alone The Closers - Part 3. I was a fat kid. The doctor told my mom that I need to accept this. Well, I didn't accept it. I went to the mirror, looked at myself,
and said, "I'm going to change this." I lost the weight and did a little modelling. I was on TV. I became an actor. Not a big actor, but I was an actor. For a while, I even got paid to help other people achieve what they saw me do, and gave them advice. I trained people. At the age of 27, I owned a very well-known nightclub and bar in Greece. I brought
in DJs and singers from around the world. I even pulled in the DJ from Public Enemy, who became a friend. Occasionally, an act or MC wouldn't show up. That would leave me scrabbling to fill the gap. One day, I grabbed the microphone myself. I made people have a good time, they were happy, they laughed. So, I studied what MCs do, and I learned
and practiced, and studied the music industry, and I became an MC. I became an artist manager. It was part
of a marketing plan, to have acts in the club, but also manage them and arrange other gigs for them outside the club. But because they would be going out to other clubs and building their audience, which they would then bring back to my club. When I pulled in bigger named acts, the smaller ones would perform for free,
because they wanted the exposure to the bigger act's audience. It was a win/win situation for everyone. I obtained my own section, interviews about the club as a club owner and
rapper. At the time, I was even renting larger venues and creating festivals such as the 2Real Rock Festivals and hip-hop festivals. Those acts, in turn, would take me to perform outside Greece to perform at my club and these festivals. Those acts, in turn, would take me to perform outside Greece to perform outside Greece to perform at my club and these festivals.
struck in 2008, it hit hard. Other things, like a death in the family, were sinking me. I had a history of depression, and I was depressed. I turned the club back over to the previous owner, and told him to work it until we could sell it so he could make back his money. While I was out of commission, he gave it to someone else and left the country. Losing
the club was only the beginning, though. I was broke; fighting to keep my house from the bank, eating at friends' houses. In all, I lost over half a million Euros. They say all successful people fail. It's true. You do need to learn from mistakes. And although I did lose a small fortune, I learned from my mistakes. All this ultimately led to me becoming a
very successful video production manager. While I was running the club, I created 2Real which later became 2Real Productions. I managed artists and bands. One of these bands had a director who also shot music videos. His name was Sherif Francis, and he was shooting video clips. One day, he called me to help him find people to perform in a video,
and I helped him out on the set as well. He said I was so good at it, he should hire me as a production manager rather than his current one. Although he was half-joking, I said, "Okay," and closed him on the deal there and turn it into something
more. Sometimes people need a little push to make the right decision at the right time. We were a great team, and worked together for 3 years. At that point, I was responsible for the line production management for over 50% of the music videos on MAD TV and a lot on MTV. That could have been the end of the story, but I still had a
lot to learn. I managed to wind up bankrupt and broke again. People owed me money, and the crisis hit even harder. I started to look for other avenues of making money online. I put a unique advertisement as an exbodyguard
and someone in the music industry to become a guide. But I didn't offer my services as a typical tour guide, but a friend and consultant. I received an email from RR, who wanted me to be his guide in Greece. RR and I ended up becoming friends. He returned to Greece several times, and I would act as his driver, guide, and bodyguard. I was his right-
hand man in Greece. I see him as a mentor to this day. I was back on the road to success, finally using my true talent, networking, and making money, but I was paying back a lot of debt. Then one day, I noticed I was getting stressed out. So, I went to my doctor. He told
me to go get an ultrasound. When I got the ultrasound, the doctor sent me to get a CT scan, and they found a lymphoma and took it out to send it for a biopsy. She also told me to get a colonoscopy, and they found six polyps. Two were benign. I had surgery, but then suffered a lung embolism, and had to be admitted to hospital. Then the biopsy results
came back: I had aggressive non-Hodgkin's lymphoma. In different areas. It was scary, but in the depths of my fear, I knew I had to fight back. I decided to fight back. I decided to fight cancer with everything I have. I started with faith. I took the chemotherapy path. I studied nutrition and bought weights and a workbench to work out when I was at home. I had six bouts of
used my time to succeed and work, and help other people become successful. I used the time to educate myself, to acquire knowledge, and work. I wrote Success IAO: Improvise, Adapt, and Overcome. I had planned to write that first
book, on succeeding in tough circumstances. I knew if I just sat around for six to seven months, just waiting for myself to get better, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful, I would lose six months out of my life. But if I used the time to study and work and become more successful to the time to study and work and become more successful to the time to study and work and become more successful to the time to study and the t
belt. I approached Ben Gay III. as one of my lifetime mentors, with an offer of an advance review copy, in exchange for a blurb. Imagine my delight when Ben not only agreed to write The Closers - Part 3, this is three books
teaching aid. When you read for the second time, you may want to stop and consider the commentary in context of the narrative. As always, I would like to acknowledge God first then my family, my girlfriend, friends and loved ones for the help and support they have shown me during the writing of this book, and throughout my life. I also need to
acknowledge my friend and mentor, Mario Dorizas, for handing me this opportunity to continue his famous and legendary blue books. I am honoured, and feel blessed to be working with Ben not only on this book but also on training seminars and other projects we
me some great ideas and insights. Finally, I would like to thank Konstantinos Argyros, the owner of the direct call center who I am working with as a growth consultant and marketing & sales team have not only implemented these ideas, but also
given me the chance to split test new marketing and sales methods. Some of those are included in this book. Others are still in testing, and will be covered in more detail in my next book on telemarketing and cold calling. If I have left anyone out, please understand it's only due to space constraints. I haven't forgotten, and never will forget. You are in
my heart and I thank you. PART ONE: Sum Tertius 1 Are You in the Right Job? From the moment Ben walked through the doors of Duron International, he knew he was where he belonged. The logo, emblazoned above the door and behind the huge reception desk, was familiar to him. He had seen it every summer, at his grandfather's Florida
retirement community. They had spent countless hours fishing, swimming, and hiking when he visited. So, when Ben had seen Duron's ad for an Online Sales and Content Manager, he had jumped at the chance. Instead of sending out his usual resume, he had spent hours honing it to be specific for the company. He had even included snaps of he and
Gramps with his cover letter. 1 He hadn't been sure that was a good move, but it got him the interviews, but not this time. He'd worried he was
talking too much, sure that the personnel manager would think he was babbling. But now, here he was, about to start his dream job, with a company he couldn't be more excited about. "Ben?" A smiling woman shook his hand, and introduced herself as Anne Morgan, his new boss. "I'll give you a quick walk through the department. Then I'll show you
to your desk, and you can start getting familiar with the current literature. Although, I don't think there's much you don't already know about the company, from what I've heard." Ben cringed, sure she was making fun of him, as they waited for the elevator. Until she smiled, and said, "So, tell me more about your Grandfather. He sounds like a hoot."
 "He was," Ben agreed, as they stepped into the elevator. "He was always up to mischief. I'll never forget the first summer I visited him, and boy did we get into trouble." "I was only a kid, so of course before long I had to go pee. Gramps
told me to go behind a bush. Only it turned out to be poison ivy." "Oh, no," Anne said, smiling." "Oh, that wasn't the half of it," Ben warmed to his story. "We stopped for lunch on what we thought was a small hill, without realizing we were in the middle of a tidal mangrove. The water level rose around us. When we tried to leave, we were on an island
A shrinking one, at that." Anne started laughing. "So, we hightailed it out of there as fast as we could. Which turned out to be not very fast. Once we'd waded through the rising water, I stepped into a mud patch and started eying me up
for lunch." "There I was, up to my waist in swamp mud," Ben paused as they stepped out of the elevator. "Covered in poison ivy hives, twenty feet from the gator, waving a huge stick, and screaming at the top of his lungs. It sure took off, then." Anne was laughing so
hard she was massaging her cheek bones. "You know what Gramps said? 'Coconuts kill more people than gators every year. 'Course, when you're facing down a gator, you don't check to see if you're standing under a palm tree.'" It wasn't the first impression Ben had intended to make. Anne was still smiling and chuckling to herself when she
introduced him to the sales reps, though. Lauren, Anne told him, had been with the company 10 years. She had developed a specialty with medical and other professional businesses. She had developed a specialty with medical and other professional businesses. She had made it her mission to ensure the residents of every community were well served. Charlie, who had been with Duron for six years, sold commercial property
Joe, a recent addition to the team, came from a residential real estate background. He worked with contractors and investors, selling wholesale. "You'll need to work with each rep, and tailor the literature to their needs. We'll also need you to create more generic sales materials for those who work off-site. Both for residential and commercial. You'll
also be responsible for updating or creating standard operating procedures. And checklists to help smooth out work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow. It's one of the downsides to the company, having been around so long. We haven't updated some of our work flow.
"Absolutely," and "Looking forward to it," filled Ben with confidence. Anne walked him to a desk, facing another in the far corner of the office. Ben's desk had the usual in/out trays, a screen and an up-todate computer. He noticed the desk facing it was the only one in the office without one. Instead, a tower of trays and a row of leverarch files, a
Rolodex, and a box full of note cards sat along its edge. "Ned will be in later," Anne told him, nodding at the empty desk. "He's been with the company longer than anyone. If you get stuck with anything, he'll be able to help you." Ben doubted it. How could anyone who still worked without a computer help him build an online sales machine? It looked
like he would have to teach the guy how to switch one on first. He had to be ancient. After ensuring Ben had access to the files he needed, Anne left. Ben started to get familiar with the company literature and its current setup. It didn't take long to realize he had his work cut out. There were many versions of each file scattered around several
computers and folders. He was going to have to introduce them to the cloud. Anne hadn't been kidding about them needing updating. What they needed was nothing short of a major overhaul. Throughout the morning, sales reps dropped in and out of the office. Each time the elevator opened, Ben looked up. Some sprang through the doors, grinning
and waving. Others walked with their shoulders back and heads high, but their smiles were tighter. Still others slouched in, as if hoping no one would see them. They shuffled papers at their desks, before leaving again just as quietly. It must be hard, Ben mused, walking into the office when a sale fell through, or a meeting didn't go as planned. Hard
to watch the others coming in, wearing their victories like a badge, if you weren't hitting your own targets. Hard to hear people telling you, "No," when your colleagues were hearing "Yes." Around lunch time, Joe dumped his briefcase on his desk
"That's three months of negotiations down the tube. The old man won't sign. Not without assurances I can't give." "How so?" Lauren asked. "He wants a guaranteed return on investment in a timescale I can't commit to. The contractors aren't lined up yet, let alone breaking ground. How can I guarantee he'll make 20% in a year on a two-year plan?
He wants the company to buy back after 12 months if he hasn't sold. They won't go for it, even though I told them we could still make money reselling it, even partially developed. They say if they wanted a loan, they'd go to the bank and get one at 6%."2 "So why don't you offer to buy it yourself at the end of the year if it doesn't sell?" a gruff voice
belonging to an older man standing behind Joe, made both Joe and Ben jump. "I don't have that kind of money, Ned" Joe said, frowning. "But you have enough connections to make sure you don't need it," Ned answered. "You could put the 'old man' in touch with a dozen potential buyers. You could show him how waiting out the next phase of
development will 2 See Chapter 27 Staying Positive increase his returns. Heck, if it came to it, you could arrange a bridge loan and sell it on yourself?" "It's too near the swamps," Joe said. "Too far from the best schools, and too near a high crime-rate area
for my liking." Ned scratched his chin. "And you wonder why the old man won't sign, you say? How can you expect to sell something you wouldn't buy yourself? "What ya gonna do?" Joe said, shrugging. "That's what I got to sell." "No," Ned said, perching on Joe's desk. "What we got is a high-class development. One set to
rejuvenate and gentrify an historical neighborhood. We got easy access to prime hiking wilderness. Close, but not too close, to the interstate, in an area overripe for stratospheric growth. We got industrial investment close by, bringing jobs to the area. We got commercial and leisure developments ready to transform the whole region. We got an
opportunity for sophisticated investors to buy wholesale. Then to make a killing selling retail. Son, if you don't buy it, you're in the wrong job." 3 "No, I didn't mean that, it's because you don't buy it, you're in the wrong job." 3 "No, I didn't mean that, it's head
Then looked at Ben for the first time. "So, you'd be Ben, would you?" "Ah, ha," Ben smiled nervously. Ned would make an impression whenever he walked into a room. The guy was tall, broad shouldered, with short, white hair. Right now, the impression he was making was that of a polar bear let loose in a herd of penguins. Ben hoped he'd pick
someone else to eat for lunch. "And you're the one who's going to drag us kicking and screaming into the Internet age, are you?" "Well, sir, I don't know about that, but I'm definitely going to be updating a few things." Ben swallowed, hoping he sounded more confident than he felt. His palms were sweating, and he wished he hadn't downed so much
coffee that morning. "Relax, kid," Ned said, "I'm only snapping at heels. Can't let the people turn negative. That kind of talk gets out of hand, fast. Nothing 3 See Chapter 25 Believing in Your Product worse than a salesperson who doesn't buy their own pitch. Belief is the only thing that sets the Master Closer apart from the charlatan, and I don't work to the charlatan and I 
with charlatans." Ben listened to Ned's tirade, trying not to attract his attention. He felt like he was back at school, not understanding the teacher's question. He hoped he wouldn't have to give an answer. "Not that it will be an issue with you, from what I've heard." Ben said, smiling with a warmth that dissipated the tension. It made Ben feel like he
had come up with a brilliant answer to a tricky question, even though he hadn't opened his mouth. "No, sir," he beamed at Ned. "You eaten yet?" Ned asked, and added without waiting for a response, "Let me take you to lunch." 2 What Makes You So Special? Ned took Ben to a restaurant, where the maître D greeted Ned as a known and respected
burgers, washing dishes, and tutoring math would count in Ned's eyes. His marketing experience was all work placement or one-off gigs for local businesses. "I guess so." See Chapter 50 Where Everybody Knows Your Name 1 "Well," Ned said, "enthusiasm got you through the door. This is where the real learning starts. Do you believe sales can be
taught? Or do you think it's a natural talent?" 2 "Both," Ben said. "It's a skill, so of course you can teach it, like any other. But some people have a natural talent?" 5 wou're a good listener, and think fast. If you're the type
of person who always has to be right and have the last word, I imagine that might get in the way. Stuff like that." "So, tell me, where do you see yourself in five years? And ten?" "I don't know," Ben answered. "I haven't thought about it yet. I mean, I guess it would be nice to be running my own department in time, maybe work for myself someday.
"And why would you leave Duron?" Ned asked. "I wouldn't," Ben backtracked. "I mean, I just started. It's the kind of company I always wanted to work for yourself, you'll be forever lining someone else's pockets." True enough," Ned nodded. "But what if you
worked for a great company, and you could run it?" "I never thought about that," Ben admitted. Ned said something wrong, Ned broke the silence. "What makes you special?" The first answers that came to mind didn't seem to be what Ned
Or they get lost in the woods and lose sight of the trees. I'm good with computers, but also good with words, I think.' You guess it would be nice to someday maybe. That 3 See Chapter 26 Self-Reliance won't get you
where you want to go. You have to know. You have to believe, deep in your bones, that this is what you want, and that you're going to get it." "But how can I?" Ben asked, shaking his head. "I'm just starting out. I don't know what I want. I don't have a crystal ball." 4 Ned leaned forward, and paused. Ben sat up in response, eager to hear what Ned had
to say next.5 "Let me tell you something now, son, that will be the making of you if you understand it. Nothing can stop the man who knows what he wants is honorable and worthwhile." Ben thought he'd heard it all before, but something in Ned's face told him to pay attention
"First, and most obvious, if you don't know what you want, you can't hope to get it, because you don't know what to do. Without a goal, you're winging it, drifting. If you carry on like that, ten, twenty, or thirty years from now, you'll wake up one morning wondering what Ben: That's the point where he submits to learning from the old man. 5 See
Chapter 38 Body Language 4 it's all about. Thinking there has to be more to life. This whole mid-life crisis business, it doesn't come from nowhere. It happens because you either didn't work for something big enough, or you worked for the wrong thing. And what you work for starts now, so you better give it some thought." Ben promised, his
mouth dry. "Second," Ned stabbed a mouthful of salad, and continued, waving it in front of him. "You have to know you deserve whatever you want. Not in a big-headed, entitled way. You're not Goofy; the world doesn't owe you a living. But you have to believe that you're the kind of person who won't quit. Who won't whine or complain, and who will
keep coming at that goal like a freight train. You have to believe in you're a good, honest person. Never be out to hurt the other guy, you deserve any goal, no matter how big or impossible it might seem now." Ben took a sip
of water. He wanted to agree, to promise to live up to Ned's standards, but Ned wasn't finished. 6 See Chapter 35 Puppy Puddles "Third, once you know what you want, you know your motives are good, and you believe you deserve it, you have to do the work. I've heard about Cosmic Ordering, where you tell the universe what you want, and it shows
up, like magic. That's all well and good as far as it goes, but let me tell you, wishing and hoping don't make it so. It might make you open to opportunity, and help you better be ready to seize it and run with it. Because nothing will come out of the best
opportunity in the entire history of the world, if you don't take action. But if you don't take action, every step takes you closer to the goal you deserve. Nothing will stop you."7 Ned's enthusiasm was so catching, Ben wanted to jump out of his chair and run out and go do something. 8 He still had no idea what that action should be
though. "But here's the kicker, The final thing. That goal you deserve and work towards, it has to be honorable. Because if you believe you're a good person, and you deserve it, your goal can't hurt other people. That would create a 7 8 See Chapter 36 Winning Streaks See Chapter 29 Always Be Learning mental block, a paradox. If the thing that you
want's not honorable, the only way you can deserve it is if you're honorable. If you're honorable, you don't want it." "I'll not put you under pressure right now," Ned continued, "but you think about it." As he ate, Ben considered Ned's words. When he had arrived for work that morning, all he'd wanted to do was make a good impression. He'd
wanted to make a start on updating the company's literature and help bring the business up to date. Now, his mind raced with possibility. He didn't only want to update the literature, he wanted to improve the business. He didn't only want to update the literature, he wanted to improve the business. He didn't only want to update the literature and help bring the business. He didn't only want to update the literature and help bring the business.
Onions On the way back to the office, Ben asked Ned how much sales had changed in the last fifty years. "Not much," Ned replied, amused by Ben's surprised expression. "Oh, sure, the way we talk about sales has changed." 1 "How do
you mean?" Ben asked. "We talk about sales funnels rather than pipelines. But you still put eyeballs and ears in one end, and sales come out the other." "We use automation and event-based triggers to take a user through the sales process. We tailor it to their needs and expectations," Ben said, "You couldn't do that before, could you?"
what questions are for. No two sales presentations should be the same, unless you're selling to identical twins. Even then you'd do well to work out what sets them apart." "But how did you keep track of it all?" "Oh, we had note cards, or files, depending on the stage of the deal. The same as we do with Customer Relationship Management software
these days. Only it was paper-based. Yes, it meant there was a lot more paper involved. You had to take the time to familiarize yourself with the file before you called the customer. At least until you got to know them well enough to remember their wife's favorite flower, and the kid's birthdays. But paper didn't crash on you, and unless your pen ran
words are on paper or on a screen." "Don't get me wrong," Ned said, I have nothing against any tool that can help me close a sale, or save me time. But what you have to understand is, sales is a high-touch profession. It's about understanding people, and giving them your time and attention. Just because sales have gone high-tech, doesn't mean you
can forget that. It's a people business," "What about modern demographics and analytics, and tracking software? They can give so you so much data, and insight into customer behavior," Ben argued. "Surely that makes sales easier?" "Sometimes," Ned conceded. "But analytics and demographics are no substitute for personal observation. The
Internet only speeds things up. So, if you're a Master Closer, you can close more. But if you're out of tune with your audience, or you don't know what you're doing, it makes you look dumb, fast. In fact, I'll bet you right now, you can't build an online sales system that will beat me." "Alright," Ben said, sticking out his hand. "You're on." After all, Ned
was only one man. Once he'd put the pieces in place, Ben reasoned, all he had to do was generate enough traffic to produce the sales. If he tested and tweaked each piece of the puzzle to optimize conversion rates, he had to win in the end." "Now, before we shake on it," Ned said, "what are you willing to bet?" Ben shrugged, "A hundred dollars."
"Well, that'll do for a start," Ned shook Ben's hand, twisting so that Ben's palm faced slightly up, and smiling into Ben's eyes. He wasn't sure why, but Ben felt a twinge of unease. His eyes narrowed. "Ah, you're a smart one," Ned said. "You noticed that, didn't you?" "Noticed what?" Ben said, wiggling the fingers on his now free hand. "All I know is
you have the handshake of a bull." Ned laughed. "Most people either don't notice, or don't comment. But you felt it, and let it show. That's good. You see, when you greet someone, your handshake tells them a lot about you, even if it's on an unconscious level. If your palm's wet, they will think you're nervous. If you grip with the forefingers, it says you
think they're beneath your attention. If your hand is limp, you're a pushover. Pump their hand too long, and they think you don't understand personal boundaries." Ben smiled, thinking about one of his more enthusiastic college buddies. "But what you did was different. You twisted my wrist, so your hand was slightly on top. Why?"
force of habit," Ned said. "I've been doing it so long, I don't even realize I am, until someone responds, like you did.2 But a long time ago, someone taught me to shake the prospect's hand that way. He said it shows the other fellow you're in control." "So, you thought you could psych me out in the bet?" Ben laughed. Ned smiled, "Well, I wouldn't have
put it like that, but in sales, you take the leverage you can get." Ned might have more sales experience than him, Ben thought as he settled back into the office. But Ben wasn't quite the greenhorn Ned took him for. He'd built sales funnels before. He knew how to craft an attention-grabbing headline. He knew how to pique interest with carefully
crafted copy. How to build desire using all the right words to hit the reader's emotional hot-buttons. How to write a 2 See Chapter 33 The Power of Habit compelling call to action to pull people to the next stage of the process, until they bought. 3 All he had to do, he reasoned, was learn about the company. He started printing off all the sales literature
he could find. He pulled up the company website, and started reading. When he'd read the consumer focused material, he turned to the company's history, and to the investor's pages. The consumer materials were a little stiff and in need of personality. The investor pages were full of jargon, and so formal, Ben began to wonder if they'd been written
for a human or a robot. He could see one reason Joe was having trouble, at least. He scanned the financial reports, making notes. He read late into the evening, when everything he could get his hands on, and started making
changes. Ben set up a folder on a server in the cloud. He took the time to introduce everyone to it, explaining the changes he'd made. "You can access the files from anywhere, on any device," he told Lauren, Charlie, and Joe. "All you need is an Internet access and a 3 See Chapter 51 Selling the Pen browser. I've set the files up so anyone can suggest
voice. By the end of the second week, the recommendations were coming in thick and fast. Ben felt the literature was starting to take shape. When building a sales funnel, Ben would usually start with the shopping cart. But Duron International had been trading for over 80 years. That and payment processing were already in place, and beyond his
remit. All he had to do was set up automation to ensure leads went to the right person. Presented with all the pertinent information at hand. He also set up tracking to reassign any leads not followed up within a specified timescale. Then he drew out the existing sales funnel. He added all the a
autoresponder sequences. He marked where 4 See Chapter 45 Anatomy of a Sales Funnel prospects were sorted and qualified, and where he could improve the process. He started at the end. He had learned early on that starting at the front end could lead to a lot of disgruntled customers. Too often, the follow up didn't live up to the expectations
he'd created. Besides, it was a lot easier to write about what was coming up if you had already written it. He pulled phrases from the later stages of the process, and tweaked them. The results were more consistent and more effective. By the end of the third week, Ben was happy with the lead nurturing campaigns he had created. He'd run every
sequence past the reps who specialized in each area, and used their language where he could. He had set triggering criteria. Someone who answered an ad with an investment headline would receive email
from Joe. Service professionals would receive email from Lauren, and so on. That way, when they finally talked to the rep they weren't cold 5 See Chapter 37 Your North Star leads. They felt like they were talking to someone they already knew. Even before Ben turned his attention to writing sales copy, he was a big hit with the sales reps. The leads
coming through the system were warm, better informed, and better qualified. Sales were starting to trickle in to confirm Ben's changes. But at the start of the fourth week, it was clear to Ben that Ned would win their bet. Ned had outsold Lauren and Charlie, the second and third placed reps on the sales board, combined. Ben had noticed Ned spent
an hour every morning reading before he started making calls. Occasionally, Ned would send an email, with a link to an article he thought Ben might find useful. Ben would talk to another rep about the information, only to have them say, "Yeah, Ned sent that to me." "Where do you get all this information from?" Ben asked Ned on the last day of the
month. "I have alerts set up on my laptop," Ned said, laughing. "See, I'm not the technophobe you take me for. I told you I'd take all the leverage I could get." Ben smiled, considering his next words. He wanted Ned's help, but they were in a competition, albeit a friendly one. He didn't want Ned to think he was cheating. "Can I pick your brains?" He
said. "I've been looking for an idea for a lead magnet. Something of value we can give prospects to get them on the lists, and keep in touch with them if they lose interest." "Right," Ned said, "and what are you thinking?" "Well," Ben said, "it used to be newsletters, but people got swamped with them. Now a lot of companies use white papers or
reports, but they're one-offs. But your alerts, now they're useful. They're timely, and they're curated by someone who knows his onions, if you'll excuse the phrase." "Yes," Ned said, "but I spend time thinking about who they make sense for. I don't send every alert out to everyone." "But you do send alerts out to groups of people, right?" "Yes," Ned
said. "I have a list of categories, and an email list for each category. When I find something interest investors, I sent it to that list. When I find something about travel, I send it to travel list for each category. When I find something interesting about travel. It's a technique I read about a long time ago, and it stuck with me. Remind me sometime, and I'll loan you the book." "But
what if I could help you automate that process? What if you gave me your list of categories, and I added them to the lead generation system? Then, when you find an article you want to send, you could send it to everyone in the database with that interest. Even if you don't know about it. See, the way it's set up, prospects can self-identify their
interests. Or they trigger those tags by their actions. And if they decide to opt out of the alerts, they can choose which categories they do and don't want." "I like it," Ned said, scratching his chin, "but what do I have to do?" "Nothing," Ben said, "just let me add one email address to each of your category lists. The system will deal with everything from
there."6 "Okay," Ned said, "I'll give you the categories, and you give me the addresses. Of course, you know that's not going to be enough, right?" 6 See Chapter 49 Snip, Snip "Enough?" Ben feigned innocence. He hadn't expected to win their bet the first month. He had a plan. Laughing, he counted $100 in twenties and held them out to Ned. As Ned
reached for them, Ben held them up. "Double or nothing?" 4 Put Your Personality into Everything With the back-end systems in place, Ben had a month's worth of data. It was time to focus on the conversion rates of every step of the lead generation and nurturing process. He knew from previous experience that small tweaks could lead to dramatic
improvements. He understood the compound effect of even the smallest changes. One of his side gigs during college had been to improve a simple 3-step funnel. He'd tested different headlines against the originals at each step. He'd been lucky. Each headline had beaten the control, increasing the
click-through rate from the ad from 3% to 5%. He'd increased clicks on the buy button from 10% to 16%. With a simple change in the wording in the shopping cart, he had reduced abandonment from 50% to 20%. The client had been ecstatic with the results. Before the changes, 10,000 ad impressions had brought in 300 visitors. From those 30 had
opened shopping carts, and 15 resulted in sales. After the changes, the same impressions had produced 500 visitors. With 80 opened carts, and 40 sales, his sales had grown by 267%, with no increase in ad spend. 1 Ben intended to create even better results for Duron International. Because there were so many steps in the process, there were more
places for leads to leak from the funnel. More places for potential customers to fall by the wayside and lose interest. The first thing Ben had to do was what he thought of as lining the funnel. More places for potential customers to fall by the wayside and lose interest. The first thing Ben had to do was what he thought of as lining the funnel. More places for potential customers to fall by the wayside and lose interest. The first thing Ben had to do was what he thought of as lining the funnel.
element would take forever using simple A/B split testing. So, Ben set up multivariate tests, with a control ad, and many variations. Each had a single aspect that differed from the control. Visitors were assigned one variation at random, and the results tracked. Once it obtained a statistically 1 See Chapter 47 Testing significant result, the winning
variant became the control. Then the next test would begin. Ben had several options scheduled for testing. He set them to run on only a percentage of web traffic. That way, if his changes were a disaster, they wouldn't hurt performance. In the second month, Ben was able to generate an increasing stream of leads. "We'll have to hire more reps to
keep up with you if you carry on like this," Anne laughed. Still, at the end of the month, Ben found himself holding out $200 to Ned, and asking, "Double or nothing?" Ben wasn't worried, though. Now that he'd lined the funnel, he could keep an eye on results. He could add more experimental variations. He started testing the body copy of the
materials. Of course, the dramatic improvements he'd achieved early on couldn't continue forever. But even small wins here and there added up to more qualified leads. He also had another trick or two up his sleeve. Ned's Knowledge, as he'd named it, wasn't only a lead magnet. The messages were timely and valuable to potential clients. That meant
unsubscribe rates were lower than they would have been with a white paper or report. They were what Ben thought of as the bucket beneath the funnel. 2 Finally, Ben split a percentage of the online advertising budget out. He focused it
on retargeting ads. When a browser visited any of Duron's online assets, the site set a tiny file, called a cookie, on the user's device. Initially, these had been useful to identify first-time visitors would see a "welcome back" message. Then advertising networks
started supporting the use of cookies to track online activity. Businesses had been able to serve ads on external sites only to users who had already visited their site. Some people called retargeted ads as a
consumer. They made it easier for him to find a sales page when he'd forgotten the company's name. 2 See Chapter 46 Lead Nurturing He wasn't so keen on seeing ads for something he'd already bought, or seeing the same ad repeated on every site he visited. But, Ben understood how to set ad variants, and cycle them over the course of a campaign
to avoid ad fatigue. He also knew how to segment his audience. He could serve investment ads to investors, retail ads to retail buyers, and so on. In this case, that meant setting up a lot of ads, because he needed to cast a wide net to bring in leads for all the sales reps. He used Ned's categories to serve the right ads to the right people. Then he set
caps on the ad frequency, so he wouldn't alienate viewers. He also set burn pixels on every conversion page in the funnel. That would end one ad campaign, and add the user to a new campaign. He designed each campaign to prompt prospects to take the next step in the process. "I like to think of retargeting as the water wheel," Ben explained to
Anne as he gave his third monthly report. "It's collecting all those buckets and tipping leads back into the funnel," "Well, whatever you're doing, it's working," Anne told him. "Leads are up over 500% in the last quarter. But now it's time you turned your attention to what happens once the reps get involved. I want you to add yourself to the lead
distribution matrix, and take on a few accounts yourself." "But I'm not a salesman," Ben argued, a knot forming in the pit of his stomach. "I don't even know where to start." "Don't worry," Anne told him, "you have an office full of reps happy to help you after what you've done for them. But five times the leads aren't translating into five times the
deals. At least not yet, even with the new reps on board. I need to know you have a feel for the whole process, not only the online part of it, and how your work fits in to the strategy. I need to know you remember there are real people on the other end of those messages, and fall in love with folk. Besides," she winked, "you'll never win your bet with
Ned if you don't take on a few accounts of your own." "Don't tell me, double or nothing," Ned laughed when Ben returned to his desk looking somewhat shaken. "Well, okay, but let's round it up to $1,000, and no more carry forward." Ben gave him a half smile, not listening. He hadn't signed up for this. He'd been a victim of his own success. The
system was up and running, producing results, and into maintenance mode. Ben could see it made sense for him to spend time working on live accounts. The extra leads weren't converting at the same rate. There was a disconnect between the online process and the offline one. That, or the influx of leads weren't being handled well. Anne was right.
He had to ensure the entire process worked. That meant he needed firsthand experience of the offline process, too. But he hadn't seen it coming, and the thought of calling prospects made his mouth dry. Ben added his name to the lead rotation and closed his computer down. Then, for the first time in three months, he left the office early. Ben: Every
salesperson will fully understand this feeling of fear. 3 Continue Reading... Get YOUR Full Copy of The Closers - Part 3 from TheClosers3.com NOW. PART TWO: Training Notes 23 Standing out Paul: No matter what you're doing, you need people to recognize and remember you. You can't afford to be "just another" anything. There must be something
unique about you. Have a gimmick, hook, or angle that makes you stand out. Even before you've become the best product or service, even before you've become the best at what you do, you can still be memorable. That way, when people need what you're offering, they think of you before anyone else. When I was working in clubs, I started ordering a drink
and asking for a pink straw. Because I would say it aggressively, and because of my looks, it would seem like it was out of character, and it would say it aggressively, and because a giggle. They would remember me, they would remember me, they would remember me, they would say it aggressively, and because of my looks, it would say it aggressively, and because of my looks, it would say it aggressively.
effective, when I went back somewhere, they would see me and say, "Pink straw, right?" and bring my drink with a pink straw, if they didn't, I would say, "Hey, I said pink straw, right?" and bring my drink with a pink straw, if they didn't, I would say, "Hey, I said pink straw, right?" and bring my drink with a pink straw, if they didn't, I would say, "Hey, I said pink straw, right?" and bring my drink with a pink straw, if they didn't, I would say, "Hey, I said pink straw, right?" and bring my drink with a pink straw, if they didn't, I would say, "Hey, I said pink straw, right?" and bring my drink with a pink straw, if they didn't, I would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, I said pink straw," and give them a mock mean look, so they would say, "Hey, 
are always amazed by how well people remember them because of it. It doesn't have to be anything outrageous or extravagant to be memorable. Just make it something unique and personal to you. Tie it to what you do if you can, so when they remember you, they also remember what you do. In the story, Ben becomes known as "the guy with the
Gramps stories." He's a story-teller, and people like that because they like to be entertained. But he didn't wait for the interviewer a talking point, and something to remember him by. What's memorable about you? How
do people describe you to their friends? Craig Elias, author of Shift!: Harness The Trigger Events That Turn Prospects Into Customers often wears shirts in the same bright orange as the book at conferences and other events to the extent he's become, "The orange shirt guy." How can you differentiate yourself? If you have something striking about
your appearance, work with it. Own it. LMFAO singer Redfoo's hair, makes the already tall and quirky singer stand out in any crowd. It doesn't even have to be something you would normally think of as positive. Rapper Eminem took his disadvantaged
upbringing and dysfunctional family life, and by baring that to the world, turned it into one of his biggest strengths, because people connected with him on an emotional level. The point is, whatever people think of you, you can fight it, or embrace it. Know what makes you unique and work with that. 24 Growth Mindset Paul: The question, "Do you
believe sales can be taught, or is it a natural talent?" gets asked a lot in interviews. Often the interviewers don't understand the reasoning, and just ask the guestion because it's one you have, that demonstrates you may have a fixed
mindset. With a growth mindset, you see an opportunity to learn whenever there are obstacles out of fear of failure. The person with a fixed mindset believes people are born with natural traits, like intelligence, and that these are strengths and talents. A person with a growth mindset believes that these
can be achieved with practice. So, if you're asked something like, "Are successful managers born or made," the answer is made. If you have a growth mindset, you won't give up on a problem. You will try to find a solution, and stick with it until you do. There is a place for people with a fixed mindset in business, because they are less likely to leave,
and more likely to follow a set procedure without questioning or deviating from it. Businesses need both types of people. Those with a fixed mindset in supporting roles, in greater numbers, which is why the education system prepares people to
be employees, rather than leaders. But sales isn't the best environment for them. People with a fixed mindset are usually more negative, too. They often resent other people's success, thinking it reflects badly on them unless they can match that success. Where the fixed mindset is threatened by others' success, the growth mindset is inspired by it.
```

Some people take longer to learn than others. I was working with a call center recently, and the management want to give up on her, though, because she couldn't sell on the phone. I didn't want to give up on her, though, because she was doing what I told her, she just wasn't doing it very well. So, I told them, "No, I'm going to make a sale with her. I bet you she can start selling within a week." This was on Friday, so I took her to a restaurant for training. I told her to walk in front of me, and she started greeting everyone. People started giving her funny looks, but they were responding, "Good

```
morning?" Then, as they passed us, I said, "God morning," and they replied to me, most of them with a smile or a laugh. On the way back, she was more confident, and greeting people with a smile. Guess what? On the way back, people responded to her more
positively, and smiled back. Once she got on the phone, and greeted people on the phone with a street team the next day, and had her asking questions face-to-face as part of market research. Once she got back on the phone after that, she could ask questions on the phone in a more natural
way. On Monday and Tuesday, she got two sales. Developing a Growth Mindset The good news is, that since strengths, talents and skills can be learned, so can a growth mindset. People learn from habit. Make it a habit to check your negative, limiting thoughts. Congratulate others on their successes, and ask how they did it. Learn from others'
experiences. 1. Almost everything you do now, you had to learn. Walking, talking, riding a bike, reading and writing. List all the learned skills you have. You can't do this exercise and still believe skills can't be taught. 2. What was the last skill you learned? How long ago was that? When was the last time you practiced a new skill that you found
difficult at first until it felt natural? If you're out of the habit, promise yourself to reacquire the learning how to do it. Read books, watch videos, and talk to people who already have the skill. Once you can comfortably teach the skill to someone
else, move onto the next item on your list. 25 Believing in Your Product Ben: In The Closers - Part 1, Sam says, "Do not sell anything you are not already sold on personally. If you would not buy the product yourself - then get away from it. Find a product yourself - then get away from it. Find a product yourself - then get away from it. Find a product yourself - then get away from it. Find a product yourself - then get away from it.
"resign right away if you aren't totally convinced you are selling a product or service you are personally wild about." There are two reasons for that. First, enthusiastic about something you don't believe in, and your customers will pick up on
that lack of belief. More importantly, though, as J. Douglas Edwards says, the only difference between a con-man and a Master Closer believes in the product. While the Master Closer believes in the product, the con-man is only in it for the money. If you're not working for the best company in your industry, quit. Get a job working for the
best. If you can't do that, focus on making your company the best. Are You a Believer? It's time to be honest with yourself. Do you believe in what they think
about the things you perceived as negative. Do most of them agree with the issues? Or are you hearing your concerns reframed in a positive light? Ask some of your customers or clients how your product or service could be improved. Don't give them your answers. Wait to see what they tell you. Did your concerns come up? If you're hearing a lot of
confirmation of your opinions, you have an idea of where the company can improve. Think about how these issues could be addressed, and then present your solutions. If the business doesn't want to improve, it might be time to start looking for another job. We're going to give you some harsh advice now. If you seem to be the only one with your
concerns, you have two choices. One, give yourself the kick up the butt you need to shake your negative attitude, or two, accept you're in the wrong job and start looking for a new one. 26 Self-Reliance Ben: In If It's Going to Be, It's up to Me: The Eight Proven Principles of Possibility Thinking, Robert H. Schuller says, "People can block you, friends
can overprotect you, forces may frustrate you, enemies my obstruct you, families my discourage you, and yet you will never fail until you make the decision to quit." Jim Rohn says, "If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much." Paul: One of the principles of
Stoic philosophy is that happiness depends on focusing on what you can control. And the only things you can control what happens to you, but you can control how you react to it. For example, when I had cancer, I couldn't change
that. It had happened. But I could control my reaction to it. I could have spent my time feeling sorry for myself, and worrying. Instead, I chose to use the time to study and learn, and wrote my book, Success I.A.O. during my treatment and recovery. My thought was that I could either lose six months of my life to cancer, or I could use that time to make
something of it, so that when I came back, I came back stronger, having achieved something. You should live your life according to your principles and goals, not theirs. Ben: My father taught me, "You'll quit worrying about what people think of you when you realize how infrequently they do." The truth is, other people are busy with their own lives.
They have other things to worry about. Paul: Yes, I noticed that. I tell people, "In a couple of days, you won't even remember what you argued about." Developing Self-Reliance If you accept the principle of Stoic philosophy, that happiness depends on focusing your attention on what you can control, developing self-reliance becomes much easier.
Because the only things you can control are your thoughts, actions, and desires, they are also the only things you must control what somebody else, or the government, or the weather will do, and you don't have to. All you must do is control
your reaction to those things. As Eleanor Roosevelt says, "No one can make you feel inferior without your consent." It isn't the way somebody else treats you, but your emotional response to that treatment that makes you feel inferior. Similarly, no one can make you feel inferior. Similarly, no one can make you feel inferior without your emotional response to that treatment that makes you feel inferior.
responsibility for your own emotions, and begin to control them. When you start to feel an egative emotion, challenge it, and remind yourself you have a choice about how you feel and think. So, you didn't get invited for drinks after work with your colleagues. Maybe that brings up bad memories of being left out of a popular kid's birthday party. But
you weren't invited because you didn't do what it takes to get invited. Maybe you didn't suck up to someone, or you haven't built relationships with your colleagues. You have a choice. Either you can feel sorry for yourself, and resent your colleagues. You have a choice. Either you can feel sorry for yourself, and resent your colleagues.
accept that you aren't the kind of person who does those things, and so won't be invited. Either way, understand that your reality, not the thoughts, desires, and actions of others. 27 Staying Positive Paul: When I give someone an idea, often they tell me all about what can go wrong. It makes sense to be
aware of potential problems from the outset. Often, though, they don't get beyond that stage. That's what successful people do. They think about how to make something that's wrong, and why it won't work. We're in the middle of a
prolonged global financial crisis. It's become the go-to excuse for why no poor person can do anything to improve their situation. There are two ways to look at the crisis, woe is me," or, "There is a crisis? Great, this means I can expand, put more time in everything, put more work in it, this will mean people will condense, which
means I'll get more out there, and get beyond the noise. So, when the market comes back, I'll get market share." Even better, "There's a crisis? How can I use my talents to serve others and improve the situation?" A positive mentality is proven to help. With everything is based on mentality in the brain anyway. So why be negative? Adapt
your thoughts. When you catch yourself focusing on the negatives, look for the silver lining, or the hidden opportunity. You need to become positive. Allow yourself to try, and fail; it's part of the game. Some people joke around, and say, "You're stupid." Or they'll call each other names, tell "Yo mamma," jokes, and claim it's, "Just banter." Don't call
people stupid, even as a joke. When you hear people say you're stupid over and don't think they mean it, your subconscious doesn't know the difference between real and fake. It will give you doubts and make you feel stupid. I can prove this. Think about the people you know. Even if
you're highly-intelligent, a fast talker, and quick thinker, there's always someone you feel inferior to. Think about how you feel when you're around them. You get flushed and feel like an idiot. Maybe it's because the other person has high selfconfidence, and overwhelms you. Maybe he's told you you're stupid, or you feel like that's what he thinks.
Now look at your posture. Even thinking about that person can make you contract into yourself. Now think about someone who just thinking about that person makes you lift your
shoulders back, raise your chin, and feel more confident. Next time you're around that person who make you feel inferior, think about the people who make you feel confident even around those people who previously made you feel
bad about yourself. Your being negative destroys people without you do that? In turn, you'll become negative too. A lot of people do this to feel better about themselves. Why would you do that all the time, why would you do
that? Don't be negative and complain. You know that feeling when you play a game of chance, and you know you're going to that. We can scientifically get into this, or you accept that the feeling is there and it works. One thing I was taught in timeshare, was, that when the Takeover
there are alternative ways to get it right, one of things I would do would be to repeat the number in my head while they were choosing it, and then the same for the right answer and a lower one for the wrong one. It's the same in
sales, you lead with your voice. How to Be Positive But how do you become positive? Get rid of the negativity in your environment. • Be thankful for what I have. Developing a habit of gratitude, and focusing on what you do have, instead of what you don't, is the key thing if you
want to become a positive person. • Start reading. Read Napoleon Hill's Think and Grow Rich, and Your Right to Be Rich, • Watch Bob Proctor videos on YouTube about reprogramming your subconscious. • Collect music that makes you feel good, and play it whenever you can. Sing the positive lyrics in place of a negative thought. • Develop a habit of
thinking and speaking positively. Have a simple as, "I always see the silver lining in any situation." If you tell yourself that, your brain will have to fill the gap with a positive thought, because human brains are wired to find
contradictions uncomfortable. • Use positive affirmations to strengthen your "positivity muscles." Read them aloud every morning, and preferably three or more times during the day. • Stop gossiping. Practice saying, "That's none of my business," when other people gossip around you. • Stop talking about people in a bad way. Find a positive way to
phrase your thoughts. If you find somebody controlling or arrogant, say, "He knows his own mind," or, "I know where he stands on that." If you think about them, just respect their opinion. • Stop talking about how something
can go wrong. Instead, focus on what you can do to make sure it doesn't go wrong, and how you would handle a "Worst case scenario." 28 Leave it on The Hanger ***This chapter and some later chapters in the story included here. 29
Always Be Learning Ben: This chapter takes me back to all the lunches I had with Doctor Napoleon Hill, Earl Nightingale, and a few with Paul Harvey, the great broadcaster. I remember feeling exactly how Ben felt at those meetings. In Sales Closing Power! By J. Douglas Edwards, it says if a kid wants to be a salesperson, all they need is water.
Deprive me of a meal, and I would look forward to it. Our president Harry Truman was laughed at because he was always mispronouncing words. What people didn't realize was that he was one of the best-read presidents the United States has ever had. By the time he was 15, he'd read every book in the Kansas City Library. But he'd never heard
many of the words said out loud, because the people around him didn't use those words. So, he just pronounced them phonetically and frequently was wrong. Paul: But at least he was learning journey. If someone corrects you, just thank them and use it as an
opportunity to learn more. Everyone needs referral points to keep learning from. For me personally, Ben Gay III, obviously, is my number one go to guy for Sales Infiltration. I use Grant Cardone's methods for aggressive selling and how to 10x your income. Grant Cardone is an entrepreneur and business owner's mindset trainer, and I use him for that
I use Vanessa Van Edwards for Body Language. I read Alan and Barbara Pease's The Definitive Art of Body Language when I was 16, and I have learned new things from Vanessa, and she explains things I already know better and in more detail, and she does a lot of video training. I find that
useful as a visual learner, especially when we're talking about body language. I also use Tai Lopez for philosophy, and how to go from a millionaire mindset to a billionaire mindset to a billionaire mindset to a billionaire mindset to a billionaire mindset. To this day, I still call my mentor, Mr. Mario, and ask him questions. Recently, I called him in Indonesia to help me out with a cold-calling script idea. The owner of the call
center I was working with recently helped me without knowing. I was working on the script for the market research questionnaire approach described in Chapter 58 Warming Up. We had been ending the call with, "Okay, we're going to call you if you've won anything, or if we have a special offer just for you, yes?" The approach was getting sales, but
not as many as I would have liked. But when the callers were going back to normal calls, they were getting more sales, told me, "It's a great teaching tool. It teaches them how to speak properly, and to ask
questions. So, when they go back to cold calling, they take that knowledge with them." I put more people back on cold calling, and they started getting more sales. Then we tried it with more people back on cold calling, and they started getting more sales. Then we tried it with more people back on cold calling, and they started getting more sales. Then we tried it with more people back on cold calling, and they started getting more sales.
we put them back on cold-calling, they continued to ask more questions, and get more sales. Now, we use the market research calls and script as a training program for all new hires, before moving them onto cold calling. It also works as a refresher for the older staff who have burnt out a little and dropped in performance. After three days on the
market research script, when they go back to cold calling, their performance improves. That's something I learned from somebody every day. Offer to take a top salesperson out to lunch and listen to their stories. When
you meet new people and they tell you what they do, ask questions. Everyone has something to teach you. Make it your mission to learn something from everyone you meet. 33 The Power of Habit Ben: Talking about not realizing you're doing something, when it becomes a habit. When Gigi and I are planning to go out to dinner, I'll say, "Do you want
to go here, or there?" and give her two choices. She'll say, "Oh, a choice close." Or if I say, "Oh, a negative close." So, I'll say, "We don't have to go out if you don't want," and she'll say, "Oh, a negative close." Paul: "Yeah, my friends
will think I'm closing them when I'm not, so I'll have to end up saying, "No, I just really want something to eat. I don't care where we go." Ben: Eventually, I'll end up saying to her, "Look, Gigi, you enjoy your food more than I do. Food is just fuel to me. I'm just trying to kill the hunger feeling. Make a choice." She'll say, "Oh, the definitive close."
Charles Duhigg's excellent book The Power of Habit: Why We Do What We Do, and How to Change looks at habits through the lens of behavioral science. It opens with the story of Lisa Allen, an obese smoker and drinker, with a history of job instability and mounting debts, on the brink of divorce. One decision - to stop smoking - led Lisa to take up
running, return to education, and embark on a new relationship. Scientist studying her brain activity found that when confronted with temptation, the areas of her brain that had led to poor decisions were still activated, but they were overwhelmed by new neurological activity. Lisa hadn't just changed her habits, and her life, she had changed her
brain. Duhigg also talks about how organizations can use the power of habits to transform a culture, starting with the startling example of one army major who disrupted the pattern leading up to riots in Kufa, Iraq - by asking the mayor to keep food vendors out of the plazas. Previously, when crowds gathered, growing increasingly restless and angry
the food vendors would show up, the crowd would grow, chanting angrily until someone would throw a stone or bottle, and a riot would break out. By disrupting the pattern, and literally denying the crowd fuel, when they grew hungry, they left, and the crowd dissipated without violence. How Do Your Habits Affect Your Sales? List the good habits you
have that lead to more sales, and the bad habits limit your effectiveness. Obvious examples of good habits are scheduling a cold-calling session to add leads to your pipeline, spending a few minutes preparing for your calls, and using positive affirmations to "psych yourself up" for presentations. Bad habits might include missing appointments, or
constantly running late, scheduling appointments too close together, so you have to rush through them, and failing to follow-up as agreed. Less obvious bad habits include: • Calling customers too often without a valid reason • Jumping into your sales presentation too soon • Telling people what to do • Trying to overcome objections using, "But," or
repeating the standard response, without showing you've heard their complaint These habits can be changed and overcome by making a conscious decision to: • Make cold calls instead, or get referrals. When you ask for referrals, you get names where you can use the existing contact's name when you introduce yourself. Bit sometimes, it makes
people rethink. because they're considering suggesting it to someone, they realize they want one as well. • Take time to make a connection with the customer • Ask questions and give comparable examples • Repeat the objection back to them, to check your understanding and gather more information before you launch into your canned response
Remember the definition of a habit is an action that you originally made a conscious decision to take, that has been repeated so often that you now do it without having to decide. So, to change a habit, all you need to do is consistently make the new synaptic activity, or brain wiring, overrides the old pattern. 35 Puppy Puddles
Ben: Napoleon Hill was hired and given to me as a gift as a mentor, in late 1967, or early 1968. William Patrick, the owner of the company was also my mentor, second only to my father. He hired Dr Hill because he said, "I'm sure there are times when you're afraid to come tell me your fears and concerns. To say the least, that was true. I was 25,
running directly and indirectly 125 companies in 25 countries. In over my head was an understatement. I thought if I just spoke louder and faster and held more meetings, no one would realize I wasn't not qualified for it. Anyway, I opened the door one day, and there stands Bill and this little old man on a cane. I got up and went over and introduced
myself, and Bill said, "This is Dr Napoleon Hill." Dr Hill said, "Call me Nappy." I said, "I don't think I can do that Doctor Hill," and I never even told anyone he said that until after he died, I just found it disrespectful. But we became buddies, and it wasn't one of those, "Shut up and listen, young man," relationships. We talked about stuff.
One of the most famous quotes from Doctor Hill's most famous book, Think and Grow Rich was, "Whatever the mind of man can think and believe, it can achieve." Over lunch one day, that turned into a debate, because I said, "Well, that doesn't work if you're crazy." A good example of that would be, although I hadn't yet met him, while I was working
at San Quentin prison, I met Charlie Manson. He wanted to meet me, so I went up to his cell three times for a total of about nine hours. If Doctor Hill were alive today, I would say, "Charlie Manson, for instance, is crazier than a pet coon. He's 80 years old, he's on the verge of death, and he's going to spend the rest of his life in prison. So, Charlie can
believe he wants to be an astronaut, but it's not going to happen. He's crazy, and it's not possible." Now, that may be an extreme example I used in our conversation, but I finally got Doctor Hill to rethink it a little bit, and we came up with, "Whatever the mind of man can conceive, and believe, it can achieve...
unless he's crazy." And, the goal must be specific, measurable, and attainable. This was terribly important, and has affected my life ever since. Specific is, what is rich to you? Measurable is, "What do you have to do tomorrow to get moving down that
path?" Attainable may be debatable. Steve Jobs may have been told that he was crazy, and what he was trying to do was unattainable. I understand the power of positive thinking. But positive thinking, which a friend of mine, Doctor Norman Vince Peel came up with, has its limits. At some point, you become delusional. So, goal setting. Whatever the
mind of man, or woman, can conceive and believe, it can achieve, so long as it's specific, measurable, and attainable. Earl Nightingale and I were at lunch one day. We were talking about success. I was doing well, but I wanted to do a whole lot better. I was putting pressure on myself to do more. Where most people would say, "Well, you're 25, and
you're a multimillionaire, you're running 125 companies. You're doing all right," I wanted more, be more famous. Earl said to me calmly, "Success is the successive progression of a worthy goal, something worthy of them, is as successful as anybody else
on Earth." You may be at the start of the trail. But if you're on the trail, and moving in the right direction, don't be bothered by somebody who got on the trail 10 years before you did. Of course, they're farther ahead. Success is measured on an individual basis, with you. It can be sales or monetary success, or achievement of a skill, or whatever, It's
the progressive realization of a worthy ideal. A few years ago, I decided that aside from stock appreciation and other investments, I wanted to make a million casually before. What happens is, six months in you're too far behind the power curve. Barring a bolt of lightning out of the sky,
it's probably not going to happen. I went back to my golfing days, because I came from a golfing family and we knew a lot of the golfers of the day, like Arnold Palmer. I would hit a ball in the lake and be so mad about it, the rest of the golfers of the day, like Arnold Palmer. I would hit a ball in the stroke that got you
where you're standing right now is over. It doesn't make any difference right now is this one." I went back to my goal to make $1 million in a year, and worked out that what I had to do was make $2739.37 a day, 7 days a week, 365 days a year. I rounded it up to $2,800 a day, because I couldn't
remember the odd number. People would say, "Aren't you quickly defeated when you do that? What if you don't make any difference. The next day, my target it still $2,800. It doesn't make any difference. The next day, my goal is still to make
$2,800. The best example I have of that is that I was hired by an old friend I used to work with at Holiday Magic to come help him launch a new company in Norway. He said, "I want to buy books." I don't remember the exact amount, but he bought around
$30,000 worth of books. So, I had made a lot of money for 11 days' work. I did such a good job, they thought, that at the last night, at a board meeting/dinner, they announced they were giving me 3% of the company, which had just gone public on the European stock exchange. My 3% on that day was worth around $14 million. So, in 11 days, I had
made $14 million, plus the $95,000, plus a significant portion of the book cost. I was in the hotel suite in Oslo, feet up on the bed, talking on the phone to a friend back in the States, and told him what happened. He said, "You don't have to do anything for another 14 years." I said, "What do you mean?" He said, "Well, your goal is $1 million a year, and
the number of days you're going to work. That gives you a daily figure. Keep it right in front of you." I had year-long goals and lifelong goals. They tended to get away from me, because what difference does today make if there's always tomorrow? You keep it in front of you. Like a dog you're training not to go to the bathroom inside, positive
reinforcement works. But on top of that, taking him by the scruff of the neck and putting his nose in his latest puddle and making sure he understands that's not a good idea is another way of setting goals for the dog. My $2,800 a day is my puppy puddle right in front of my face all the time. What's Your Puppy Puddle? Now it's your turn. What's your
goal? What do you want? Does that pass Ned's honorable and worthwhile test? Do you believe you deserve it? Is it specific? If not, how will you know you've achieved it? Put a number on it, or a definite state of circumstances that will let you say, "I did it!" How are you going to measure your progress? What are the milestones along the way, or what's
the daily non-negotiable action? What's your puppy puddle? 36 Winning Streaks Paul: The Secret, by Rhonda Byrne, is a popular self-help book about empowerment and success. There's a lot of good stuff in there, and a lot of stuff missing, but one of the key things that's missing, is action. You must take action. Stuff will not happen without action. You
I hired Steve Woolard, a friend of mine, to write a book. He sent me the draft of the first chapter, and said, "What?" He said, "You're going
to write a chapter." I said, "I paid you a significant amount of money to write the whole book." He said to me as only a friend can, "Ben, let me tell you something. You can write. I said, "Yes, when I'm inspired." He said, "Here's the secret of being a good
           write whether we're inspired or not. We write whether we're going to do. I'm going to write a chapter, you're going to write a chapter, and it will be better. Here's what I want you to do." He didn't give
me a word count, because I find sitting down to write is the hardest part. Once I've sat down and got started, I will go for a while. But I will go for a while because I find sitting down to write is one page of publishable copy, ready to go to the printer, every day. If you do that, your
half of the book will be written in less than a year." In fact, it took less than a year." In fact, it took less than a year. In fact, it took less than six months. I don't write much these days unless I'm working on a project. But when I do, as soon as I sit down, I think about Steve, and I say, "Okay, one page of publishable copy will do it." It almost always turns into more. But that one page gets me started, and it's a great
discipline. Paul: That's an excellent example of using a stupid small target to get you started, and avoid procrastination. Because if all you need to do to claim a win is one page, or one sales call, or whatever, it's easy to build up a winning streak. Once you have that, you're motivated to keep the winning streak going. Even on bad days, you can do that
small amount and claim a win. But most days, once you've got started, you'll do a lot more. Developing a Winning Streak Having a puppy puddle is an average, which means you're likely to fail to reach it around half of the time even if you
reach your goal. If that was the only measurement you went by, you could quickly get demoralized. You also need a minimum action goal. Whether that's earning $1, making 1 sales call, or writing one page of copy, identify the smallest single unit of action you can take daily to make progress. This is your winning streak goal. Put a piece of paper
above your desk, or somewhere you will see it every day, and make a mark on it at the end of the day if, and only if, you can honestly say you've taken your minimum action. Or make a flip counter and count the days of your winning streak. If you skip a day, you have to go back to zero. Once you've built up a high number, you'll do almost anything to
avoid starting again. 37 Your North Star Ben: My English teacher, Miss Griffin, took me from where I could barely write my name, and in one year had me win the state writing championship in Georgia. And the way she did it, besides other things like hitting me a lot, was that she asked me to write something. I started writing at the top of the first
page, and she said, "Stop it!" I stopped, and she said, "Flip back five pages." I flipped back five pages, and she said, "Write your last sentence. Now." I had to think, and I sat there for a minute, and when I'd written it, she said, "Now, that's your North Star. Everything you write from this point forward is designed to get you to that sentence." That
really helped me, and cleared up stuff. I wasn't just filling in paper after that, I was trying to get to my North Star. Paul: That's like military planning strategy, where you start from the desired result, and ask, "What's the last thing that has to happen before that?" When you have your answer, you write it down, and repeat the question. You keep doing
that until you arrive at the current situation, then by reversing the steps, you have an action plan. Then you start on the first step, and work your way to the result. What's Your North Star. After all, it's your job to generate
sales, right? If all you ever want to be is a Master Closer, you can afford to think that way. If, however, you must step away from that kind of thinking. So, what's your real North Star? You don't just want to generate a customer, do you? You want to create an over-the-moon, crazy excited, do-anything-for-you
ambassador who buys repeatedly from you and only you, right? So, your North Star isn't the initial sale, it's the customer's positive result. In which case, when you're building your customer gives you a glowing endorsement, and
refers people to you? Do you need an onboarding sequence that trains new customers to get the best out of your product or service? Or a free course for buyers? Think about what makes a happy customer, and work back from there. 38 Body Language Paul: Body language is important in sales, for three reasons. First, you need to be aware of your
own body language, and use it to keep your motivation high. Second, you need to be able to read body language to catch the nonverbal clues your prospects and customers send out. Third, you can also use your mindset. So,
if you're feeling down, you can start feeling good by changing your body language. If you're scared, you tend to crouch, tighten up, and curl into yourself. Just by fixing your head tilted up, with your chest being out like bird's
When birds want to show confidence, they puff their chests out, to look bigger, as a way of defending themselves, and it provides confidence in us, too. Cowboys do the cowboy stance, where you put your arms up more, Cobra snakes puff out, it's all expanding. Do that. Walk tall like a dragon. Watch yourself the next time you feel sad or afraid. Look at
your posture, how your shoulders slump, you hunch into your chest, your head drops. Remember how confident people walk and talk, and mimic that posture. Learn to Read Body Language If your customers are happy and smiling, making eye contact, leaning towards you, or mirroring your own body language, those are good signs. Looking away,
fiddling with gadgets, or slouching posture, frowning, etc. are not so good. You also need to learn body language so you can tell when someone is lying to you, or trying to hide their emotions from you. Learn to Lead with Your Body When you pause, it shows that you are about to say something important. When you've said it, lean back again. If your
prospect leans back while you explain your point, and then leans forward as you lean back, you are leading them with your body language. They are in sync with you, and ready to buy. You don't have to become a body language expert, but you should at least make a basic study of the subject. The Definitive Book of Body Language: How to read others
attitudes by their gestures by Alan and Barbara Pease is an excellent starting place. Vanessa Van Edwards, author of Captivate, also has an online course at scienceofpeople.com that we highly recommend. 42 Selling Is Sel
selling. We didn't have the Internet, but once you get online, you still have to sell. Paul: Yes, the tools for Closers might change, but what never changes is your ability to sell. These days, people need smart phones. And Internet access. You don't need anything else. It saved me, because I could keep working when I was in hospital with cancer. You
have a phone, you have your emails, social media, everything. Ben: It may be different in five years; a smartphone may be obsolete. I don't know what's coming, but there will be another tool that replaces the smartphone may be obsolete. I don't know what's coming, but there will be another tool that replaces the smartphone may be obsolete. I don't know what's coming, but there will be another tool that replaces the smartphone may be obsolete. I don't know what's coming, but there will be another tool that replaces the smartphone at some point. I'm
sure, at the time, people would have been watching it saying, "Wow, it's cordless." But now it just looks dated. Technology does that. It moves on. Stay current. We predict that in the future, you won't need a laptop or PC. Your phone, or whatever communications device you have, will be all you need. Consider the history of the Internet, and how far
removed from static websites we are already. In the future, you may not even have a device, you might have a chip implanted, like the RFID chips already being used in the buyer's journey, the exchange of cash for goods or services. Selling is
everything that builds up to that, from lead generation and first contact, business development and lead nurturing, through presentation to the close. Selling continues after the first transaction in most cases, with customer service and retention attempting to increase the lifetime value of a customer. Whether you're responsible for developing and
managing customer accounts from end to end as a dedicated contact, or you're only responsible for a single step, such as coldcalling leads or giving sales presentations, you need to understand how your company. Walk through the process as a new lead. Who do
they talk to to? What's the experience like? Where do you fit into the process? 45 Anatomy of a Sales Funnel The buyers journey from Ignorance to Decision Traditional advertising sales funnels address each of these stages using a sales funnel that looks something like this: A typical Traditional Sales
Funnel Paul: You might also see the first A, Awareness as Attention, and the last A, Action, as Acceptance. Most people, even those who aren't in sales and marketing, will have come across the AIDA model at some point, created by Elmar St. Elmo Lewis in 1898. But far fewer people are aware of the final stage of the process, Retention, which turns
what is otherwise a straight funnel into a circular process. This stage was added by Arthur Frederick Sheldon in 1911, although he called it permanent Satisfaction, and used the acronym AIDAS. A basic online funnel to the
next will depend on your business model and audience. They will also change over time. What won't change is the need to provide a simple way for them to take the required action to move to the next stage. But it also pays to let users skip forward or back to the correct
stage, if they happen to enter the funnel in a place that doesn't match their progress along the buyer's journey. One obvious example of this is the "Buy Now" button repeated at intervals in a long sales page. This gives the reader chance to buy when he is ready, rather than having to scroll to the bottom of the page. A less obvious example, though,
would be a link to product specifications for those who are still considering, rather than ready to decide. Or a link to a Frequently Asked Questions page near the top that allows new readers to become aware of the problem without being exposed to high-pressure sales copy. Understanding Your Sales Funnel Draw out your company's sales funnel.
Start with the basic stages of the buyer's journey, and add in your lead generation activities, sales literature, lead capture and nurturing activities, and conversion and retention tactics. Map out where progression is automatic, and where human intervention takes place. If you're not responsible for every step of the process, highlight the areas where
you are involved on the funnel. Once you know where you fit into the system, and how it all works together, you can start looking for ways to improve efficiency. 46 Lead Nurturing Lead nurturing is the process of actively promoting prospects through the cracks. It can help
you deliver the right content to the right people at the right people at the right time. This not only saves wasted advertising dollars, using retargeting and sales-stageappropriate communication to keep people's interest until they are ready to move on. It also helps you avoid pitching too early, and losing sales because your prospects weren't properly qualified. Ideally
sales and marketing departments will work together to create lead-nurturing content, and co-ordinate between automated events trigger more automated events. But if your company is behind the curve on lead nurturing, use your own list
system to create a personal lead-nurturing campaign. Implementing Lead Nurturing Use your existing customer relationship management or list service set up to score leads who carry out that action more heavily, and promote them down
the funnel to the next appropriate contact or content. Reduce the time between a triggering action and responsive contact, but you don't have the capacity to get back to everyone at the very least send an automated acknowledgement with a link to
content that will allow them to move to the next stage of the process. Then use your lead scoring mechanism to prioritize which leads to contact. Send personalized emails, using custom fields in your category lists, the content you send personalized emails, using custom fields in your category lists, the content you send personalized emails, using custom fields in your lead scoring mechanism to prioritize which leads to contact.
out will always be both timely and targeted. You may be familiar with the offline sales ladder that suggests a prospect may need as many as 7 touches before they are ready to buy. These are generally: • Lead generation • Qualification and appointment setting • Identify need/opportunity • Build value • Presentation and proposal • Handle objections
Close But the Marketing Lead Management Report suggests that it takes 10 touches on average to convert a lead into a sale. Since most marketers only include 5 touches in their sales funnel, they're simply not doing a thorough enough job of creating the conversion path for prospects to follow. Consider setting up an email sequence for each stage of
the process rather than a single email sequence that attempts to move people through the entire cycle. Or use Social Media sites to allow people to follow and engage with you at each step of the way. Meet your customers where they are, and instead of inviting them to switch to your preferred channel, give them the option to communicate with you
wide range of testing tools to help them make the most of their ad spend. There's really no excuse for not testing your ads. But here's the thing: as with writing copy, start at the end and work to the beginning. First, test your product. Ask your existing customers and clients what they love about your product or service, and where you can improve. If
you're launching a new product, test it with a small focus group first. Iron out the problems before you release it to a wider audience. Once you know your product is good, write the sales copy. Test the headlines. Test the headlines. Test the headlines. Test the headlines. Test the headlines and images. Test the headlines are not images are not images. Test the headlines are not images are not images. Test the headlines are not images are not images. Test the headlines are not imag
users in the consideration stage of the buyer's journey. Test different layouts and language on your product specification pages. Test your delivery methods. Do PDFs perform better than infographics, for example? Does your audience respond well to webinars, slide decks, or explainer videos? Do they prefer graphics to data tables? Once you know
this, you can start working on the more introductory messages and content types you found buyers respond to. But also test other types, to see if your audience's preference alters as they move down the path. Finally, you can create the attention-grabbing and
awareness-raising content. At this stage, you'll be focused mainly on choosing snippets of copy already written, and testing the best way to present them. You'll be looking at writing emotive headlines that disrupt your audience, and force them to consider a problem they aren't aware of. Why do it this way around? As discussed in the story, it's easier
that way. But that's not the only, or even the main reason. If you start at the front end, and create content dependent on the conversion rates of the earlier stages, you'll be creating content for everyone who you raise a passing interest in. That can hurt your bottom line. The people who buy from you have a specific set of needs your product meets.
They, and only they, will follow the path to its natural conclusion. You will lose a percentage of the process. If you build your content based on the actions of your entire audience, you might create content that accidentally shuts out your buyers. So, at every stage of the process, when you're testing, be sure to test the
effect on the end of the process, not only on that stage. For example, you might have a simple funnel that attracts visitors from social media, directs them to a landing page, and 10 upsells of a $200 back-end offer, giving you $3,250. You
run an alternative add that brings in 1,500 visitors for the same spend. You might assume that's a winner. The ad might even bring in 100 sales at $25 and earn you $2,500. But if it only brings in 3 upsells, you've only earned $3,100. In that case, you've watered down your results by bringing too many of the wrong people through the funnel, and you
would do better to keep testing with the original ad as a control. Scaling Ads When you're testing an ad, you want to start out with a low budget. Once you know an ad creates a positive return on investment, you can scale it up. But where most people go wrong is in scaling up too fast. So, say you have a social media ad running at $5 a day, and it's
returning $10. You might assume, if you up the spend to $100 a day, you will earn $200, right? Not necessarily. Most people several times before they act on it. A low-budget ad, properly targeted, will be served to a small subset of people several times. If you increase the budget from $5 to $100 in one go, one of two things might
happen. If your targeting is too tight, the increased budget might be too much, and the audience may be too large, and each person not be exposed to it enough times. Increasing your budget $5 at a time will
help reduce these issues. Because most social media and other ad networks will control how many new users are exposed to the ad with each budget increases will avoid spreading your ad too thin. And when the ad reaches the audience and wither reaches saturation point or becomes tired, you will be able to see where the
drop-off point is to within $5. Your First Test So, what's the first thing you might want to test? If you read and understood Chapter 37 Your North Star, you might have an idea: your testimonial, and rating
fields, and a checkbox asking for permission to use the testimonial on your website. If your company doesn't have a testimonial request form, and won't set one up, set up a personal one. You can do this easily using cloud services, and just send people to the
form. Having a systematic way to generate testimonials will not only give you a steady stream of testimonials, it will give you quotes to use in your sales literature, and a huge personal boost on those days when you need to know your client, and
thought of you." Ben described this process in The Closers - Part 2, and described a system for keeping in touch with a lot of people in a systematic way that still feels spontaneous. You simply make a list of categories, and add your contacts to the relevant categories, and add your contacts to the relevant categories. Then, when you find something useful, you make copies of the clipping, and send its of categories.
with hand-written notes in your down time. Ben: I used this technique a lot, used to just pull out articles and send them to the people I know. In fact, that's what I was doing one day, looking through the Wall Street Journal for articles I could clip and send to people. I came across an ad that said something about
up. In it was my first encounter with what is now The Closers Part 1. It was poorly written, there were pages upside down. It was horrible. The guy who worked in a print shop. So, when the owner went home at night, they sneaked into the facility
and printed 500 copies. They didn't know how to bind them, or how to proof read and so on. When I flipped through it, the pages shot all over the office. I bundled them up in an elastic band and threw them in my briefcase, and forgot about it again. A few weeks later I sat on an airplane, and opened my briefcase, and there sat this raggedy-looking
La Guardia airport, I dialed the number in the back of the book, and I said, "Hi, I just finished reading The Closers." The guy said, "Hi, Mr. Gay, how are you?" I said, "I'll be honest with you. We printed 500 copies of
that book. We ran one ad in one newspaper on one day. We sold one book. So, if you've read The Closers, your name is Ben Gay. I said, "I'll buy all you have, how many do you have?" He said, "Like I said, we printed 500..." But I edited it, and went on to sell millions of copies all over the world. If I hadn't been clipping that wouldn't have happened.
You wouldn't be sitting here reading The Closers Part 3 if I hadn't been going through the newspaper clipping and posting things out. But this is one place where modern technology does help. Working the old system, clipping and posting things out. But this is one place where modern technology does help. Working the old system, clipping and posting things out. But this is one place where modern technology does help. Working the old system, clipping and posting things out. But this is one place where modern technology does help. Working the old system, clipping and posting things out.
interested in other things I just didn't know about. Paul: Yes, technology, and particularly autoresponder email services, make this tactic more relevant than ever. With the right service, you can set up triggers and workflows that allow your users to self-identify their categories, and to opt in or out of different message threads. It's very powerful, and
most people don't do it because of the work it takes up front to set it up. But if you are one of the few who will take the time to do it, it's a simple and effective way to build rapport with customers and clients, and to have them start to think of you as a friend. Once you have set up your lists, all you need to do is take a photo of an article, or copy a web
page link, and email it to the category list. So, you don't have to hand write the notes any more. Get Snipping Start your own list system. Think about how you might categorize people's interests, and set up tags or groups for them. Then start adding people to those lists. Whether you do this online or offline is up to you. While online communication is
much easier, as more day-to-day contact happens online, the power of offline increases. As people's inboxes become more crammed, and they receive less paper post, you might find that sending a handwritten note with a clipping is more personal and effective. If you do choose an online system, make sure you have people's permission to contact
them. You can't just collect business cards, or scrape email addresses from websites, and start spamming them. Ideally, use a list service with a double-opt-in, that requires them to click a confirmation link in an email before adding them to your list, and provides a simple way of opting out or managing subscriptions. See TheClosers3.com for current
recommended services, and how to set up your system properly to avoid falling foul off CANSPAM laws. 50 Where Everybody Knows Your Name Paul: When Ned takes Ben to the restaurant, this is a technique. It's a variation of another technique called Success by Association. Success by Association, is where you hang out with a well-known person,
celebrities, or successful people. Because you're seen with them, people assume you're a celebrity, or successful, and treat you with respect, and that makes a big impression on the person. It's a
technique we use all the time in sales. Ben: One of my favorite stories, which is allegedly true, but I can't vouch for that, is about John Rockefeller liked the young man went to him to ask him to invest in his company or idea. Rockefeller liked the young man, but the investment itself was too small for him to be bothered with. He said,
"I'm not going to invest, but I'll tell you what I will do. I will walk slowly across the floor of the New York Stock Exchange with my hand on your shoulder. Deep in conversation." The young man allegedly later said, "I didn't really understand that. But we did. When I got back to my office, I was oversubscribed." Now, I'm not sure if the details are
exactly true, but I've been telling it that way for years. Personally, when I meet people we're good friends. In some areas of the world, and specifically in sales, that actually means something." If it doesn't, here's what to do. I learned this
from working with Earl Nightingale. His voice was heard all over the world on training materials. So, to me, Earl Nightingale was a big deal. My career took a positive turn September 16, 1965 when I attended a Holiday Magic presentation. Zig Ziglar and I joined the company on the same day at the same meeting. He was 18 years older than I was, so
he got off to a little quicker start. What was handed to me by Bill Dempsey, my sponsor, was an old beatup copy of Napoleon Hill's Think and Grow Rich, and an old scratchy record of The Strangest Secret, recorded in 1956, which still sits in my office to this day. (The book was stolen long ago, so I have a newer copy now) But Earl played such a part
in my early development. I listened to The Strangest Secret every day. So, I went out into the world assuming everybody knew Earl Nightingale. After all, everyone in our company did. When I left Holiday Magic, Earl asked me to come run his company, and I declined. Then, he asked me to help him build a distributor organization like Holiday Magic's.
Although they didn't have the mark-up in the product to build a multilevel organization, I told him I could help him build a distributor network where distributors could sell and make a good commission. I wrote up some scripts that I thought were good, and then I went out around Sacramento California, where I lived at the time, making appointments.
I walked in like a regular salesperson, had to get past the gatekeeper to sit down with various people. One was the head of a large dental operation. I walked in and sat down. I didn't make a big deal of the fact I had been a big deal in that town for a long time, just acted like a regular salesman off the street. I talked to him about Earl Nightingale, and
gave him the presentation. He said, "I really appreciate this, but I don't understand how playing bird calls?" He said, "Bird calls?" He said, "Well, you keep talking about nightingales, What's this nightingale thing?" I thought I was sitting next to the only person on Earth who hadn't heard of Earl Nightingale. I later
discovered he was not a cult of one. I was the cult of one. I was the cult of one. So, I changed the lead sentence was, "Of course, you've heard of Earl Nightingale, the most listened-to radio voice in the world. Heard daily on over 750 radio stations in the United States and
Canada." To which everyone then replied, "Oh, of course." So, we were over the, "why are we playing birdcalls?" objection. So, if we've met, and you decide to drop my name, you might want to use something similar, and say, "Of course, you've heard of Ben Gay III, he's sold more books on selling than anybody else on the planet." Otherwise, you
might find your audience asking you why you're talking about backrub. I've used it with many people. I opened the first toll-free call center in the world in Shingle Springs California, a little town in 1976. The National Communications Center, 96% of Americans didn't know an 800 number
was toll-free. They used to yell and talk fast, because it was long-distance. We would say, "Calm yourself. This call is toll-free number was. They would have to pay $1000 per line per month in advance. Now, you can get a toll-free number for a few dollars a month, but
back then, it was expensive. I had to timeshare, and everyone would use the same number and differentiate by operator numbers on your ad or business card. The operators would have a catalog with the company names, and handle the calls. The way we got that known during sales presentations was by saying, "Of course, you've heard of the
National Communications Center. We're the largest national toll-free answering and order-taking service in the world." No-one would question our credentials. It happened to be true because we were the only national toll-free answering and order-taking service in the world. The first time I used that line, we had around three clients. But that was
still three more than anybody else. Building Credibility There are two take-aways here. First, if you're going to drop somebody's name to build your credibility, use the "Of course you know," lead, and explain their credentials. Second, if you're going to have business lunches with clients, make it a habit to frequent the same establishment, and build
relationships with the staff there. Paul: When you go to a business lunch, make sure you always over-tip, Even if you're getting discounts because they know you, always over-tip the wait staff. I always take my clients to the same two restaurants, and I always over-tip the wait respectively. Even if you're getting discounts because they know you, always over-tip the wait staff. I always over-tip the wait staff.
going to get good service. 51 Selling the Pen Paul: In the movie The Wolf of Wall Street, Jordan Belfort says, "Sell me this pen." The first thing to understand is, it's a trick question. Most salespeople will start trying to sell you how great the pen is. What you need to do is start asking questions, like,
 "What kind of pen do you need? What do you want to do with it?" You must find the needs of your customer. That way, you don't end up trying to sell them a ball-point when what to your customer is looking for, so you can match your offer to his needs. Second,
they focus the customer's attention on those needs, and put him in a buying mood. You're highlighting a problem he has, and then helping him solve it. When the customer asks you a question, such as, "What color would you like?" or, "Do you
want it in black?" That way, you're not shutting down the possibility of a sale, but identifying the customer's criteria. Selling the Pen Online But that's offline. You can't ask questions, or triggers, in your headlines. Then you can give a little information,
and ask another question. Give the reader a choice, and present the next piece of information tailored to their answer. Instead of creating a long sales letter, you can cut the content down into chunks, and ask a question at the end of each. That allows your reader to choose their own path, and access the information they need, in the order of
importance to them. You can take this approach to streamline the buying process, and let readers skip over the parts that don't interest them. Or. You can still present them with all the same information, just framed to match their needs. Continue Reading... Get YOUR Full Copy of The Closers - Part 3 from TheClosers3.com NOW. The Closers - Part 1
Get your copy now The Closers - Part 2 Get your copy now How to Develop Sales Closing Power! Get your copy now Success I.A.O.: Get Your Copy Now
```

