
BE A SALES SUPERSTAR



21 Great Ways to Sell More,
Faster, Easier in Tough Markets

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Unbreakable Laws of Business Success*

An Excerpt From

*Be A Sales Superstar:
21 Great Ways To Sell More, Faster, Easier in Tough Markets*

by Brian Tracy

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Preface

This book is for ambitious salespeople who are eager to increase their sales and boost their incomes immediately. It is written for those who are, or intend to be, in the top 10 percent of their fields in selling. Every idea is aimed at the sales superstars of today and tomorrow.

Salespeople are primarily motivated by two things: money and status. They want to be paid well, and they measure their success by the size of their incomes relative to others'. In addition, they want to be recognized and appreciated for their efforts and for their successes. This book will show salespeople how to make quantum leaps in both areas.

Most salespeople have never been professionally trained in selling. Fully 95 percent of salespeople can increase their sales with additional knowledge and skill. Sometimes you are only one skill away from becoming a sales superstar. This book will help you to identify that skill and begin the process of mastering it.

Occasionally, I begin a seminar or talk by asking, “How many people here today are in sales?” Invariably, only a few hands go up. I pause and wait for a few seconds and then I ask, “Who here is *really* in sales?”

Suddenly, they get it. More and more hands go up until almost every hand in the room is raised. I then go on to say, “That’s right. Everyone is in sales, no matter what you do. Your entire life is a continuous process of communicating, persuading, and influencing other people. The only question is, How good are you in these areas?”

Your ability to “sell” others on your ideas will determine your success in your life and career as much as any other factor. If your income and success actually depend on selling, what you will learn in the pages to follow can change your life.

I wrote this book to give you, a busy sales professional, a handbook that you could refer to quickly to pick up key ideas and techniques that would immediately increase your effectiveness and boost your results. As it happens, more than 4,000 books on selling are available today and almost all of them are valuable and worthwhile.

What makes this book different?

The answer is that this book is short and straight to the point. In 144 pages, you will learn twenty-one of the most important principles for sales success that

I have discovered in the training of more than 500,000 sales professionals in twenty-three countries. Each of these strategies is tested and proven to work. Any one of these ideas can boost your sales and income immediately.

When I began selling, knocking on doors, going from office to office, cold-calling, I learned a concept called the “Winning Edge Principle.” This is one of the great insights to success in every area of life, including selling.

The principle says this: *Small differences in ability in key areas can lead to enormous differences in results.*

Small improvements in important sales skills, such as prospecting, making persuasive presentations, overcoming objections, or closing the sale, can lead to huge increases in sales results. This book is designed to show you specific techniques that will enable you to make those jumps in performance, to give you the “winning edge.”

Here is another key idea for success: *Your weakest important skill sets the height at which you can use all your other skills and determines your income.*

In other words, if you are poor in a key skill area such as prospecting or closing, that one weakness alone will determine your sales results and how much you earn. A single deficiency in your ability can hold you back from succeeding, no matter how good you might be in every other area.

Put another way, your *strengths* have brought you to where you are today, but your *weaknesses* are now holding you back from progressing further and faster.

This book is designed to give you sales tools you can use to overcome any critical weakness you may have—first, by identifying it and second, by giving you practical exercises you can apply immediately to strengthen yourself in that area.

This book deals simultaneously with both the *inner* game of selling, the mental component, and the *outer* game of selling, the methods and techniques of actually making the sale. When you begin to improve in both areas together, both your sales and your self-confidence will increase at a rapid rate.

Only small differences in attitude and ability separate the top salespeople from the average. When you learn and apply the twenty-one great ways to be a sales superstar, you will quickly move to the top of your field. Your future in selling will become unlimited.

BRIAN TRACY

Solana Beach, California

February 2002

1

Commit to Excellence

Make it a life-rule to give your best
to whatever passes through your hands.
Stamp it with your personal character.
Let superiority be your trademark.

—ORISON SWETT MARDEN

Optimists, people with high expectations of eventual success, are *ambitious*. The more optimistic they are, the more ambitious and determined they become. Ambition is therefore the most important single expression of optimism, and it is the key quality for the achievement of great success in sales or in any other field. Ambition is so important to goal setting, courage, and persistence that having this one quality alone can almost guarantee that you will overcome every obstacle and difficulty that stands in your way.

Ambitious people have one remarkable characteristic in sales. They dream big dreams. They have high aspirations. They see themselves as capable of *being the best* in their fields. They know that the top 20 percent of salespeople make 80 percent of the sales, and they are determined to be among that top group.

Ambitious salespeople are optimistic about their opportunities and possibilities. They are absolutely convinced that they can achieve their goals by selling substantial amounts of their products or services. And they are completely determined to do it. The only question they ask is, How?

Perhaps the most important step you can take in the field of selling is to commit yourself to personal excellence, to becoming one of the best in your field. Resolve today that you are going to join the top 20 percent in your industry, and then the top 10 percent, in terms of sales and earnings.

Here is an insight that changed my life when I was twenty-eight years old. After years of hard work and struggle, it suddenly dawned on me: *Everyone who is in the top 10 percent today started in the bottom 10 percent!*

Everyone who is doing well today was once doing poorly. Everyone who is at the top of your field was once not even in your field at all. Everybody who is at the front of the buffet line of life started at the back of the line.

Now, here is the question: How do you get to the front of the buffet line of life, where all the good stuff is waiting for you? The answer is simple. It consists of two key steps: First, get in line! Second, stay in line!

It is absolutely amazing the number of people who want to get to the front of the buffet line of life—who admire or envy the people who are already up there enjoying the best that life has to offer—but don't get up and get in line themselves. They don't realize that life, like a buffet, is *self-serve*.

The way that you *get in line* is by making a decision that you are going to be excellent in your field and then by taking action to learn and apply whatever knowledge and skills you need to get ahead.

Once you get in line, the way that you then get to the front of the buffet line of life is to *stay in line!* Once you have made the decision to be among the very best in your field, get in line and stay in line. Keep putting one foot in front of the other. Keep developing new skills and acquiring new knowledge each day, each week, each month. Keep improving at your craft of selling. Keep moving forward.

The good news is the buffet line of life and success never closes! It stays open and continues to move twenty-four hours a day. If you get in line and stay in line, if you start moving and refuse to quit, nothing and no one can stop you. You must eventually get to the front of the line in your profession. You

must eventually become one of the most skilled and highest paid people in your field if you make a total commitment to excellence and then never go back on your commitment.

Here is the turning point in your life: *Make a decision!* The dividing line between success and failure is contained in your ability to make a clear, unequivocal decision that you are going to *be the best* and then to back your decision with persistence and determination until you reach your goal.

The world is full of people who are wishing, hoping, and praying for their lives to be better, but they never make the kind of *do or die* decision that leads to great success.

Just as you become what you *think* about most of the time, you also become what you say to yourself on a regular basis. You should repeat to yourself, over and over again, the words "*I'm the best! I'm the best! I'm the best!*" until they come true in your life. And they surely will.



ACTION EXERCISES

Make a list of all the things you do each day that contribute to your sales. Describe in detail the sales process from the initial prospecting to the completed sale and the satisfied customer.

Review this list and give yourself a grade from one to ten in each skill area. Have your boss evaluate you as well.

Then ask yourself this question: "What one skill, if I developed and did it consistently in an excellent fashion, would have the greatest positive impact on my sales?"

This is the key question for moving ahead in the line. Ask your boss. Ask your coworkers. Ask your customers. But find out the answer. Then, set the development of this skill as a goal: write it down, set a deadline, make a plan, and work on becoming better at this key skill every day until you master it.

2

Act As If It Were Impossible to Fail

Courage is resistance to fear,
mastery of fear—not absence of fear.

—MARK TWAIN

Fear, uncertainty, and doubt are, and always have been, the greatest enemies of success and happiness. For this reason, top salespeople work continually to confront the fears that hold most salespeople back. The two major fears that stand as the greatest obstacles on your road to success are the fear of *failure*, or loss, and the fear of *criticism*, or rejection. These are the major enemies to be overcome.

As it happens, it is not the actual failure or rejection that hurts you or holds you back. It is the *fear* of failure or rejection that stops you from acting. It is the anticipation or expectation of failure or rejection that

paralyzes you and blocks you from doing what you need to do to achieve your goals.

The truth is that everyone is afraid of something, and often, many things. Everyone you meet is afraid of failure and rejection in some way. The difference between a hero and a coward is that the hero is brave just a couple of minutes longer. The average person moves away from and avoids the fear-causing situation. A brave person forces himself or herself to confront the fear and do what is feared anyway.

Glenn Ford, the actor, once said, *"If you do not do the thing you fear, then the fear controls your life."*

Ralph Waldo Emerson said his entire life was changed when he read the words *"If you would be a great success, make a habit throughout your life of doing the things you fear."*

The fear of failure, the major obstacle that holds you back, is felt in the solar plexus and experienced as the feeling of "I can't!"

You can neutralize this feeling by repeating the opposite phrase, "I can! I can!" over and over. Even more effective for neutralizing the fear of failure is to say to yourself "I can do it! I can do it!" over and over, until you actually believe it.

Whenever you repeat the words "I can do it!" your fears go down and your self-confidence goes up. When you repeat to yourself the words "I like myself! I'm the best! I can do it!" you boost your self-esteem and self-image to the point where eventually you feel

unstoppable. You create within yourself the mind-set of a high performance salesperson.

Then, as Emerson said, “Do the thing and you will have the power.”

Here is a key point about fear of any kind. Instead of waiting until you feel courageous enough, do the thing you fear, and the courage will come afterward. As Aristotle said, “Act as if you already had the quality you desire, and you shall have it.”

ACTION EXERCISES

Identify the one great fear that holds you back from throwing your whole heart into becoming a big success in your field. There is always at least one fear lurking in the back of your mind.

Now imagine that you do not have this fear at all. Imagine that you are totally unafraid in every part of your sales work. Imagine that you are guaranteed complete success in everything you do. How would you act or behave if you had no fears at all?

Whatever your answer, from now on act as if it were impossible to fail, and it shall be! Fake it until you make it.

3

Put Your Whole Heart into Your Selling

You are never given a wish
without also being given the
power to make it come true.

—RICHARD BACH

Top salespeople believe in their companies. They believe in their products and services, and they believe in their customers. Above all, they believe in themselves and their ability to succeed.

Your level of belief in the value of a product or service is directly related to your ability to convince other people that it is good for them. Selling has often been called a *transfer of enthusiasm*. The more enthusiastic and convinced you are about what you are selling, the more contagious this enthusiasm will be and the more your customers will sense it and act on it.

Human beings are primarily emotional in everything they do and say. This is why *caring* is a critical element in successful selling. You've heard it said that people *don't care how much you know until they know how much you care*. What we also know is that the more you love your work, the more caring you will be. The more committed you are to your company and to your products and services, the more you will naturally and honestly care about your customers. The more you honestly care about your company and your customers, the more concerned you will be about helping customers to make a good buying decision.

Since you become what you think about most of the time, you should repeat the words "I love my work! I love my work! I love my work!" over and over. The more you say these words to yourself, the more you will like yourself as a salesperson and enjoy your selling activities. The more you enjoy your work, the better you will do it and the more committed you will be to your customers. Selling will become easier and easier and more rewarding in every way.

My favorite affirmation, which I still use continually, is "*I like myself and I love my work!*" I use these words to get me up and going in the morning and keep me going throughout the day. The more I repeat them, the better and more confident I feel about myself and everything I am doing. Try them yourself and see.

All top salespeople like themselves and love their work. And their customers can feel it. As a result, their customers want to buy from them, buy from them again, and recommend them to their friends.



ACTION EXERCISES

If you want to feel enthusiastic, act enthusiastic! Imagine that your products and services were the very best quality and the very best priced in the entire world. How would you behave in every customer interaction, all day long?

Put your whole heart into your sales work. Imagine that you were being videotaped and that this video was going to be shown nationwide as a shining example of an outstanding salesperson in action. How would you treat every customer or prospect? Whatever your answer, practice that behavior every hour of every day.

this material has been excerpted from

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