My sweet mother turned 80 years old and was told by her doctor that she needed to get more exercise. So, she signed up for an aerobics class for seniors. Sure enough, she bent over, twisted and turned, jumped up and down, and sweat like a pig for over an hour. But by the time she got her leotard on the class was over!

“Puppies For Sale” – by dan clark

A store owner was tacking up a sign that read “Puppies For Sale” when a little boy appeared and asked how much he was selling them for. The owner assured the boy they were very good dogs and didn’t expect to let any of them go for less than fifty dollars. The boy reached in his pocket, pulled out some change, counted it, and replied, “I have $2.37 cents. Can I look at the puppies?” The man smiled and whistled, and out of the kennel came Lady, the mama dog, followed by five tiny balls of fur, one puppy lagging behind the others. Immediately the little boy singled out the limping dog and asked what the matter was. The owner explained that the veterinarian said it didn’t have a hip socket and would always be lame and slow. The boy got excited and pointed, ”That’s the puppy I want to buy.” The owner cautioned, “You don’t want to buy that dog. If you really want him I’ll just give him to you.” The boy interrupted, “I don’t want you to give him to me. That little puppy is worth as much as the other dogs and I’ll pay full price. I’ll give you $2.37 cents now and 50 cents a month until I have him paid for!” The owner countered, “No you don’t want him. He’s never going to be able to run and jump and play with you like the other doggies.” To that the little boy reached down and pulled up his pant leg to reveal a badly twisted left leg supported by a steal brace going down each side. The physically challenged kid looked up at the store-owner and replied, “Well sir, I don’t run so good myself and the little puppy will need someone who understands.” – (made into a film starring Jack Lemmon)
According to Dr. Albert Mehrabian’s extensive research published in his acclaimed communications studies, most of what we remember is emotional. His famous “Rule” states that words account for 7% of what we remember, tone of voice accounts for 38% and body language accounts for 55% of the message. Ninety-three percent of what goes on in the brain is dedicated to nonverbal communication & emotion. In Mehrabian’s diagram titled “Sources of Impression Formation,” he displays the major persuasive influences on attitude, behavior, and performance. Emotion clearly sits at the top of all things relating to retention, recall, and lasting impression. When you believe in yourself people feel it and see it and respect you!

When it comes to the Sales Process we know The Sale Does Not Begin Until The Prospect Says No. However:

* 44% of sales professionals quit after the first sales call;
* 24% quit after the second sales call;
* 14% quit after the third call;
* 12% quit after the fourth call.

That’s 94% of sales professionals that quit early! Absurd, when you realize that 60% of all sales are closed and made AFTER the fourth call!

When it comes to sales and customer service, we also know: According to the Bain Company, that in business, although it costs five to six times more to attract a new customer, most marketing efforts continue to be acquisition-oriented rather than retention-oriented. This is absurd when businesses can actually boost profits almost 100 percent by retaining only 5 percent more of their existing customers. A 2 percent increase in retaining current customers has the same effect on profits as cutting costs by 10 percent. Is this a tough assignment? Not when you acknowledge the 80/20 Rule where 20 percent of your customers are doing 80 percent of your business!
To guarantee that both your “Sales Process,” and “Persuasive Sales Presentation” are successful, commit to avoiding the:

“Seven Deadly Sins That Sabotage Sales”
– by dan clark

1) Don’t confuse activity with accomplishment. Putting in an eight hour day and not making a sale or progressing a prospect towards buying is a waste of precious time. Play golf and go to lunch with someone different every time!

2) Don’t misuse your allotted time and overstay your welcome. You must show up early and leave exactly when you said you would. Too many go into an appointment and “shoot the breeze” and then need to impose and go overtime to close the sale.

3) Don’t confuse the sales “process” with the sales “presentation.” Because 60% of all sales take place AFTER the fourth sales call, we better have done enough homework on our prospect to create a calculated four encounter plan that we can put in place that builds trust, loyalty, friendship and “Mutual Respect and Support” before the fifth sales call, which is really the only true sales call because the previous four interactions were considered the “process.” The fifth call is the official sales presentation with a previously and clearly stated intention that you are coming by to answer his final questions, pick up a check and close the deal.

4) Don’t be too informative. It’s boring. Be more persuasive, more emotional. Help them answer “why” so they can figure out that their “how to” is the solution you provide!

5) Don’t wear the wrong thing. No matter what you have worn during the four encounters during the sales “process,” when you schedule the fifth and formal sales “presentation,” it is critical for men to wear a coat and tie and women to be dressed to a professional tee! Psychologically this says you are a serious, polished professional and they should do business with you now!

6) Don’t “just wing it.” The shorter the appointment time slot the more prepared and calculated you must be!

7) Don’t be a weak or lousy presenter. The greatest skill a sales pro or leader can develop is the ability to deliver a polished persuasive presentation!
SALES AND CUSTOMER SERVICE
“It’s Everybody’s Business” – by dan clark

The only place from which a person can grow is where he or she is. We must go where they are physically and emotionally. Only there can we gently invite them to improve. As the country song says, “No matter where you go there you are.” This is the fundamental governing principle in sales and customer service, which also applies to leading, managing, coaching, parenting and friendship. Why? How? Four truths quickly come to mind: 1) Reason leads to conclusions but it is emotion that leads to action; 2) I can’t teach you and you can’t teach me, but we can learn whatever we want whenever we want. Only when the student is ready will the teacher appear; 3) No one likes to feel they are being sold, but we all like to buy, and we don’t buy because we understand, we buy because we feel understood; 4) Most important of all, wealth flows through you, not to you!

Feeling understood only happens when we believe someone has walked a mile in our moccasins and truly knows our preferences and pain. Instead of the old school thinking, “Build it and they will come” and putting a shingle out and expecting someone to track us down, we go to their turf, their neighborhood, their level of responsibility, and their world to connect in their physical and emotional space. For this reason, sales is everybody’s business, customer service is not a department – it’s a way of life, and in this light sales and customer service are not mutually exclusive, but rather simultaneous events that create what I call the “Circle of Influence.”

On the surface the Circle of Influence means what goes around comes back around. The deeper understanding is called “Psychological Reciprocity,” which begins when you make someone feel smart, talented and needed in your conversation, that in turn creates a subconscious moral obligation for that individual to make you feel equally smart, talented and needed before the conversation ends. When you compliment they compliment, when you listen they listen, when you serve they serve, when you trust they trust, when you’re there for them they will be there for you, when you’re loyal to them they will be loyal to you – and buy what you are advising them to buy!

On the surface a circle is an uninterrupted flow without beginning or end. The deeper understanding is that the flow began somewhere, sometime, by something in our cause and effect world in which we live. This is when our previously quoted truth: “wealth flows through you, not to you” comes to the forefront. A circle, like a flowing stream, is not one event, but rather hundreds of individual events put back to back to back, which at any moment can be stopped or have its course altered. This means that regardless of when you enter the Circle of Influence, you become the intermediary between the person or event that preceded you that connects him or her with the person or event that follows you. This makes you the “flow through” conduit making clear another sales/customer service truth: You can get anything in life you want if you’re willing to help enough other people get what they want.

- (more) -
(Sales & Customer Service Is Everybody’s Business - continued)

In Sales this means money never becomes the stumbling block that kills the deal. When price is the issue it means the presentation is weak and the relationship is non-existent. In Customer Service it means that regardless of how many sales you’ve had in the past or how satisfied your past customers were, everyday is a new day where you must re-sell yourself to your clients, re-sell your neighbors that you are a good neighbor, and re-sell your employer, co-workers, friends, spouse or significant other that you really do live with a commitment to integrity, service before self, and excellence in all you do. I learned in sports and business “No matter what your past has been you have a spotless future – there is nothing more insignificant than the halftime score – momentum is only as good as your next play – success is never final – you take care of your employees and they will take care of your customers.” To excel in sales, customer service, leadership, management, coaching, parenting, friendship and marriage you need only create a good, clean, pure, powerful, positive, productive circle of influence with as many people as possible. This is accomplished one person, at one event at a time. Let me illustrate with an incredible experience that began my long love affair with a luxury hotel chain:

“THE RITZ CARLTON”

When I was staying at a fabulous Ritz Carlton Hotel in Naples, Florida, I went into the lobby restaurant to have a business meeting with a friend. As we sat down, the waitress asked our names and where we were from. We ordered from the menu, and I asked for a Diet Coke. I like Diet Pepsi as well, and had the waitress explained that they didn’t serve Coke, I would have willingly accepted Pepsi. But she had been trained to deliver “customer delight” and “to go beyond” the expected and never say no when she could say yes. Unbeknownst to me, she asked the manager to go down the road and buy a Diet Coke from a different restaurant and bring it back to me. When he appeared at our table with a thirty-two-ounce “to go” cup, he smiled, called me by name (he had gotten it from the waitress), asked me how my stay was going, and thanked me for my business.

It was obvious that the waitress understood mutual respect and support, treating each table differently according to special individual needs. Knowing our need to focus on wants, she interrupted our business meeting only about a quarter of the times that she interrupted the social lunches going on around us. She called everybody by name, smiled all the time, and went out of her way to create a positive aura at each table she served.

Unveiling even more amazing acts of “customer delight,” this Ritz Carlton had apparently trained its employees to take notes on what I liked and disliked so they could improve service each day. The first night they delivered a fruit plate to my room. The second night they not only brought me more of the foods I had eaten, but they also had noticed the color of my dress shoes sitting on the floor and had left a polish kit matching them. They also noticed that I had taken an extra pillow out of the closet to use in bed and that I had used an extra bath towel. That night when I returned to my room, the extra pillow was already set up, and there were two extra large towels in the washroom. Needless to say, I was delighted and committed to stay there again and again! (more) -
Ritz Carlton actually publishes a list of service and high expectations that each employee is required not only to memorize but also to subscribe to as a way of thinking and acting to assure that all hotel guests get (accomplish) their desired results. According to the company’s website, “The Ritz-Carlton Hotel Company aims to succeed in one of the most logistically complex businesses. Targeting primarily industry executives, meeting and corporate travel planners, and affluent travelers, the Atlanta-based company manages twenty-five luxury hotels that pursue the distinction of being the very best in each market. It does so on the strength of a comprehensive service-quality program that is integrated into marketing and business objectives.

Hallmarks of the program include participatory executive leadership, thorough information gathering, coordinated planning and execution, and a trained workforce that is empowered ‘to move heaven and earth’ to satisfy customers. Of these, committed employees rank as the most essential element.

Key product and service requirements of the travel consumer have been translated into Ritz-Carlton Gold Standards, which include a credo, motto, three steps of service, and 20 ‘Ritz-Carlton Basics.’ Each employee is expected to understand and adhere to these standards, which describe processes for solving problems guests may have as well as detailed grooming, housekeeping, and safety and efficiency standards. The corporate motto is ‘ladies and gentlemen serving ladies and gentlemen.’ To provide superior service, Ritz-Carlton trains employees with a thorough orientation, followed by on-the-job training, then job certification. Ritz-Carlton values are reinforced continuously by daily ‘line ups,’ frequent recognition for extraordinary achievement, and a performance appraisal based on expectations explained during the orientation, training, and certification processes.

To ensure that problems are resolved quickly, workers are required to act at first notice—regardless of the type of problem or customer complaint. All employees are empowered to do whatever it takes to provide ‘instant pacification.’ No matter what their normal duties are, other employees must assist if a fellow worker requests aid in responding to a guest’s complaint or wish. Much of the responsibility for ensuring high-quality guest services and accommodations rests with employees. From automated building and safety systems to computerized reservation systems, Ritz-Carlton uses advanced technology to full advantage. For example, each employee is trained to note guest likes and dislikes. These data are entered in a computerized guest history profile that provides information on the preferences of 240,000 repeat Ritz-Carlton guests, resulting in more personalized service.

The aim of these and other customer-focused measures is not simply to meet the expectations of guests but to provide them with a ‘memorable visit.’ According to surveys conducted for Ritz-Carlton by an independent research firm, 92 to 97 percent of the company’s guests leave with that impression.” Let us never forget that the only place from which a person can improve is where he or she is. We must go where they are physically and emotionally for only there can we gently invite them to buy, grow, follow our counsel, obey our financial advice, and do what we know is best for them.

- (END) -
The following is a quick checklist of five fundamental things that all sales professionals need to know & do, regardless of your industry or the product and service you sell, regardless if you are a beginning rookie or a seasoned vet - especially when the market tightens up and recessionary times get us down. I call it:

"FIVE FUNDAMENTALS OF HIGH PERFORMANCE SALES" – by dan clark

1. It’s location, location, location - but not of property, of yourself. You must be visible at your community schools, sporting and arts events, and special occasions. It’s volunteer, volunteer, volunteer, get involved, make a difference, give more than you take!

2. Create a wall chart grid set up with a specific time management daily and weekly calendar based on fixed and variable slots to measure how you are exceeding company quotas so you qualify for every sales bonus and incentive trip offered. Itemize this calendar grid chart into planning time, preparation time, prospecting time, sales processing time, and presentation time knowing the average number of presentations you must make before you close a sale. Set only one goal in each area at a time, focusing on what you can control and letting go of what you can’t.

3. At the end of your sales process (how ever long it took) which culminates in your official sales presentation where you dress up, schedule an official office visit, ask for the sale and close the deal with signatures, make sure you have in place a great, non-threatening, low/no pressure decision-making process. In the absence of a quality decision-making process, the decision degrades and disintegrates to the lowest common denominator, which is always price. Because nobody wants to be “sold,” the goal is to get them to “buy,” and the decision to buy is made in the “diagnosis” where price is never mentioned and competition is never present.

4. Ask for the names, physical addresses, and email addresses of five of this new clients friends and fellow businessmen and women whom they believe would benefit from your program, products and services. Get this client to personally phone the customer (even if he is in the hospital) and encourage him to set up an appointment with you where you can explain your point of view, products, services, processes, and system of success.

5. Phone 20 past clients daily to let them know you are thinking about them and available to help in any way. Research so you can mention something about their personal lives and ask for their loyalty, their repeat business, and for one referral. Follow up the call by sending the twenty individuals corresponding personal handwritten “Thank You Notes” simply stating that you appreciate knowing them and working with them. Anyone who has ever given you a referral also gets a phone call every other month to say hello and check in on any new prospects they have. And because these special individuals are visible influencers in your area, each of them receives a unique and beautiful calendar every holiday season - one that is artistic and posh enough to hang up, which keeps your name ever present before them.
"Dan Clark is one of the great teachers of our time and is a world-class talent on taking people from where they are to where they want to be. Having Dan as our Closing Main Platform Speaker at MDRT speaks volumes of the high respect we have for this man and his message."

Phillip Harriman, President
Million Dollar Round Table

"Dan, you certainly made quite an impression at our Worldwide Harley Davidson Dealer Strategy Meeting in Orlando. To put it simply, we were blown way! You left the crowd of 1600 dealers wanting more, as was evidenced by the spontaneous standing ovation you received. I've never seen our people so positively affected by a speaker before. We have already scheduled you for a repeat performance!"

Andy Smith, Vice President
Harley Davidson

"The spontaneous standing ovation at the conclusion of each speech is an indication of how well you were received. You have spoken four times to three different divisions of IBM in the last five months. Wow! We will use you again and again and recommend you to meeting planners everywhere!"

Ron Gibbons, Vice President
IBM North American Sales

"REASON LEADS TO CONCLUSIONS BUT IT IS EMOTION THAT LEADS TO ACTION"
"DAN’S PROVOCATIVE QUOTES & INSPIRING STORIES ALTER ATTITUDES FOREVER!

NOW IS THE TIME TO POSITION YOUR SELF IN THE MARKETPLACE!
NOW IS THE TIME TO BUILD DEMAND FOR YOUR PRODUCT AND SERVICE!!
NOW IS THE TIME TO SHOW WHAT YOU WILL DO THAT YOUR COMPETITORS ARE NOT WILLING TO DO!!

"Pain is a signal to grow, not to suffer. Once we learn the lesson the pain is teaching us, the pain goes away."

"It is not enough to say I will do my best. We must succeed at doing that which is necessary."

"Crisis does not make or break the individual - it just reveals the true character within."

"Wealth flows through you, not to you. You can get what you want in life if you are willing to help enough other people get what they want."

"Pressure is not something that is naturally there. It's created when you question your own ability. When you know what you can do, there is never any question."

"Pain is a signal to grow, not to suffer. Once we learn the lesson the pain is teaching us, the pain goes away."

dan clark

"It is not enough to say I will do my best. We must succeed at doing that which is necessary."

winston churchill

"Crisis does not make or break the individual - it just reveals the true character within."

dan clark

"Wealth flows through you, not to you. You can get what you want in life if you are willing to help enough other people get what they want."

dan clark

"Pressure is not something that is naturally there. It's created when you question your own ability. When you know what you can do, there is never any question."

dan clark
“Don’t even consider hiring Dan Clark to speak at your event - - UNLESS you’re looking for a speaker who will REALLY customize his message, understand your audience and their needs, use humor to reinforce powerful principles, rivet your audience’s attention on practical ideas that improve their lives, and leave a lasting impact. The choice is yours. Get some ordinary speaker, or get a unique blend of power, passion and principles. I saw Dan Clark speak to 8,000 people at a corporate event and then watched the audience give him a well deserved long, cheering standing ovation!” - Joel Weldon, Hall Of Fame Speaker

**MASTER MOTIVATOR/ EXPERT IN CHANGE**

We’ve all heard, “Think outside the box.” What if the answers are still in the box? Most are looking for new answers when what we need are right answers. Everything you need to take it to the next level is already inside of you and your organization. Change from the outside-in is reactive and creates pressure. Change from the inside-out is proactive and creates power through stretching. You must stretch before you strengthen, as all the strengthening occurs in the area past the point of discomfort. Solutions come when we focus on purposes instead of just setting goals. Once we answer Why, figuring out the How-To is simple. One moment in time really can change forever; challenges prove what we’re made of; adversity introduces us to ourselves!

**NOTED AUTHORITY ON TEAM BUILDING**

Dan played American football for 13 years & learned it’s not all about team – teams lose. Companies are going bankrupt as you read this and they have a team. It’s about winning. There is no “I” in team, but there are two “I’s” in winning. The first “I” represents Independent Individual Preparation - a commitment to Clarity, Character, Confidence, Consistency, Change, Cause & Chemistry. The second “I” represents Interdependent Collaboration - a commitment to Contribution, Cohesion & Conclusion. In this context it IS about team, but because it’s what you do when the coach is not around that makes you a champion, the teams that win have the greatest number of “I Players” on them who live all of these Ten Commitments in their personal and professional lives!

**HIGH PERFORMANCE SALES TRAINER**

Do you strap into a fighter jet or do you strap the jet onto you? High performance flying & living is about feeling, intuition, & emotional connection. Selling is everybody’s business. In tough times everybody must be a producer. Because it’s not what you do, but who you do it with, and we like to do business with winners, there is a sales Process that builds credibility where trust is earned, and a sales Presentation when you close the deal. By avoiding the Seven Deadly Sins That Sabotage Sales, you will make your co-workers and clients feel like they belong to one family, and that loyalty is a two way commitment that you will buy, and I will provide extraordinary service so you always leave saying, “I like me best when I’m with you I want to see you again!”
“Dan Clark is an International Speaker, New York Times Best Selling Author, Athlete, Songwriter, Philanthropist, Adventurer, Screenwriter, singer, he’s everything! Achievers North America & Achievers Europe named Dan one of the Top Ten Speakers In The World. He’s funny, he’s inspirational, he’s changing the world one story at a time!”

Larry King, CNN

“So far we’ve hired Dan Clark six times to speak to all of our divisions and at an international customer event in Italy. No one is better than Dan at taking his audience on an emotional roller coaster ride and customizing his remarks around our needs. Dan is unmatched by any speaker in the industry. We’ve laughed and cried at every speech and recommend him to everyone!”

Amy Hawkins, Events at Georgia Pacific