

From: Jeffrey Gitomer [gitomer@salescaffeine.com]
Sent: Tuesday, December 23, 2008 6:01 AM
To: Jane Schulte
Subject: Jeffrey Gitomer's Sales Caffeine issue 372



Issue 372

December 23rd, 2008

Publisher:

[Jeffrey Gitomer](#)

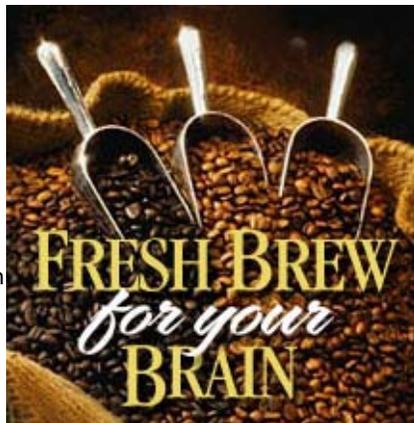
Producer:

[Gill Kilcoyne](#)

Not signed up yet?
 Then click here to
SUBSCRIBE

Business pioneers have wisdom that can impact your success.

As a student of business, sales, and personal development history, I will be sharing some ideas from people who have had an extreme impact on my thinking and philosophy. The first in the series is Bertie Charles Forbes (May 14, 1880 – May 6, 1954). He was the Scottish financial journalist and author who founded Forbes Magazine.

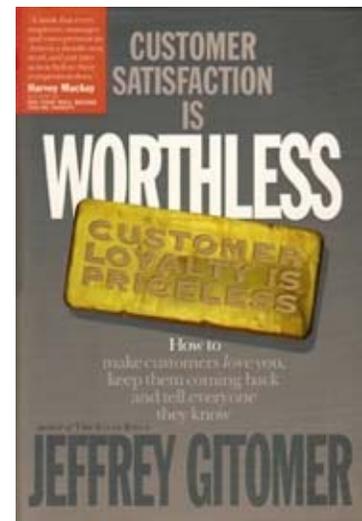


B.C. Forbes was born in New Deer, Aberdeenshire. After studying at University of Dundee, in 1897 Forbes worked as a reporter and editorial writer with a local Dundee newspaper until 1901 when he moved to Johannesburg, South Africa, and founded the Rand Daily Mail. He immigrated to New York City in 1904 where he was employed as a writer and financial editor at the Journal of Commerce before joining the Hearst chain of newspapers as a syndicated columnist in 1911. Forbes left Hearst after two years to become the business and financial editor at the New York American, where he remained until 1916.

He founded Forbes magazine in 1917, and acted as editor-in-chief until his death in 1954. Forbes published a number of books that contained his thoughts in the form of epigrams (short sayings or quotes).

Here are several of the more provocative – and keep in mind that most of them were written 75 years ago. It's amazing to me how simple truths can endure:

- A business like an automobile, has to be driven, in order to get results.
- A shady business never yields a sunny life.
- Better to be occasionally cheated than perpetually suspicious.
- Books are like a mirror. If an ass looks in, you can't expect an angel to look out.
- Difficulties should act as a tonic. They should spur us to greater exertion.
- Golf without bunkers and hazards would be tame and monotonous. So



"Jeffrey, I just bought your customer loyalty book. It is THE best of everything you've written. WOW!" -John

BUY the BOOK

would life.

- He best keeps from anger who remembers that God is always looking upon him.
- History has demonstrated that the most notable winners usually encountered heartbreaking obstacles before they triumphed. They won because they refused to become discouraged by their defeats.
- If you don't drive your business, you will be driven out of business.
- Jealousy... is a mental cancer.
- Many a man thinks he is patient when, in reality, he is indifferent.
- Real riches are the riches possessed inside.
- The bargain that yields mutual satisfaction is the only one that is apt to be repeated.
- The man who has won millions at the cost of his conscience is a failure.
- The truth doesn't hurt unless it ought to.
- There is more credit and satisfaction in being a first-rate truck driver than a tenth-rate executive.
- To make headway, improve your head.
- Turn resolutely to work, to recreation, or in any case to physical exercise till you are so tired you can't help going to sleep, and when you wake up you won't want to worry.
- What you have outside you counts less than what you have inside you.
- Vitally important for a young man or woman is, first, to realize the value of education and then to cultivate earnestly, aggressively, ceaselessly, the habit of self-education.
- Think not of yourself as the architect of your career but as the sculptor. Expect to have to do a lot of hard hammering and chiseling and scraping and polishing.

[Read the rest of this article](#)



— CLICK ON THE BEST ANSWER —

How do you know when a prospective customer is ready to meet?

- [They ask about your schedule in the near future.](#)
- [They show interest in your conversation and want to know more about you.](#)
- [They ask questions about your product or service.](#)
- [You ask them for a meeting and they agree.](#)



Jeffrey's
SALES RANT

Jeffrey's Sales Rant is a clip from his [online training](#) video library.

[watch the rant now](#)
([you need it](#))

Requires [Flash player](#)



"The only four things wrong with customer service are: your perception of the customer, your attitude, what you've been trained to say, and the way you've been trained to say it."

-From Jeffrey Gitomer's best-selling book *Customer Satisfaction is Worthless, Customer Loyalty is Priceless*

FORWARD THE POLL TO A FRIEND
See if they get it right.

FORWARD THE WHOLE EZINE
They will thank you for it.



Jeffrey rides into FRISCO, TX

FEBRUARY 26
Managers and Business Owners

FEBRUARY 27
Public Seminar for Everyone

10.5 COMMANDMENTS of Sales Success

MARCH 12
Managers and Business Owners Only

MARCH 13
Public Seminar for Everyone

JEFFREY LIVE! IN PORTLAND, OR
SALES ANSWERS



LITTLE RED BOOK of SELLING
FREE ASSESSMENT

12.5 questions designed to let you quickly identify your knowledge gap and boost your sales.
Based on the principles in Jeffrey's classic best seller.

YES!
I want to test my knowledge



Jeffrey Gitomer's
TRAINONE



**Two Cities, Two Seminars Each!
 Could You Ask For More Gitomer?
 Frisco, TX February 26th & 27th 2009
 Portland, OR March 12th & 13th 2009**

Frisco & Portland – Managers and sales leaders, develop your personal plan to find and keep a winning, loyal, well-trained, and self-directed sales team. Topics Include: No one wants a manager, 8.5 qualities of a leader, keeping great salespeople, the test for leadership greatness and more...

Frisco – Join Jeffrey Gitomer, best selling author of *The Little Red Book of Selling*, as he presents The 10.5 Commandments of Selling from his New York Times Bestseller *The Sales Bible*. Learn the 10.5 commandments that will teach you how to sell any product or any service in any economy!

Portland – Join Jeffrey Gitomer, best selling author of *The Little Red Book of Selling* as he presents his *Little Red Book of Sales Answers*. Got a question you can't seem to find the sales answer to? Well now is your chance to ask the expert himself while learning other answers to help make you a SALES MASTER!

Click Here to Register NOW!

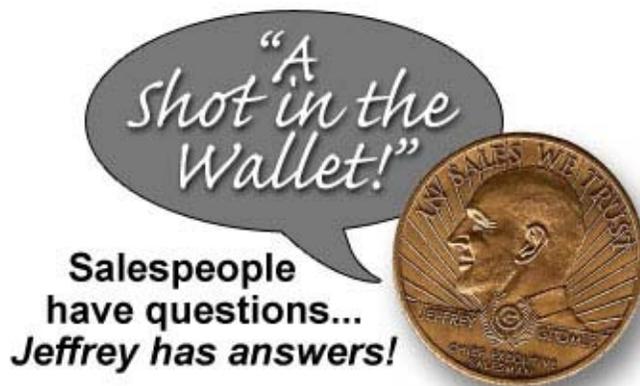
Frisco

www.gitomer.com/friscomanagers
www.gitomer.com/frisco

Portland

www.gitomer.com/portlandmanagers
www.gitomer.com/portland

If you would like to connect with my public seminar audiences, I recommend you inquire about the exclusive sponsorship opportunities I offer in each city. For details, call Sara or Heather at 800-242-5388 or email publicseminars@gitomer.com.



Jeffrey,

I was able to see Jeff at one of his speeches in New York not too long ago and thought you were truly "one of the best." It was inspirational to watch you perform. Afterwards I was ready to sell my butt off! Here's my question. Around the holidays is it inappropriate or appropriate to

**TO THE CUTTING EDGE of
 PERSONALIZED ONLINE
 SALES TRAINING.**

TrainOne features the exciting, interactive training modules of the all new Learning Management System. These modules are engaging, easily transferable, and 100% geared towards YOU. Founded by Jeffrey Gitomer and driven on the principle of sales education with real-world, measurable results, TrainOne gives you information and answers you can take into the street and turn into money

the same day!

"I do like the training and I would recommend it in a second. The best thing about the training is that it's nothing you don't already know. Its things you know, you just don't think about. I love to sell and I love building relationships and would tend to be anxious and just jump on the phone to make sales calls. The training has helped me focus and prepare. Even if it's just a follow up call or a howdy call, I now stop to plan the direction of the conversation. This helps me stay focused and results in much more successful conversations." -Barry Cowling



give customers holiday gifts or to bring gifts in to give them right before you are about to sit down and discuss with them their plans for how they are going to spend their money with YOU (the salesperson) next year? Is there a right way and a wrong way to do this?

Rachel

Rachel,

I believe it's inappropriate timing. I admit to gift giving -- but more as a relationship tool than a selling tool. Giving a book about something they're interested in is great. A signed book is better. A book for their kid or grandkid is best. If you have a relationship, you know their names and ages. Go to Books of Wonder in New York City on 18th and pick up signed copies of future treasures.

**Happy Holidays,
Jeffrey**

Jeffrey,

Many of your sales ideas seem to be geared towards a salesperson making a presentation to a company official, hence learning all you can about that company. What advice do you have for realtors who would like to take their business to the next level?

Anonymous Submission

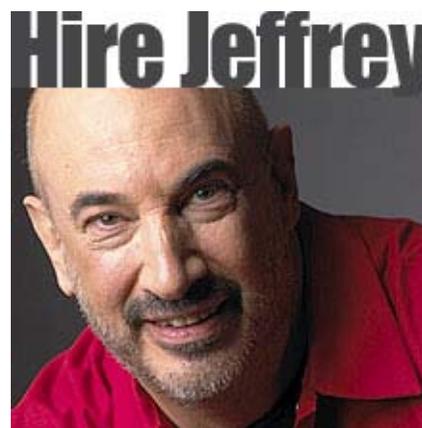
I love it when real estate people ask me an obvious question, especially those that have been in the business for an extended period of time. I'll ask you a question that applies to every business person in every sector, whether you're a single real estate broker or the CEO of a company with 100,000 employees. If you've made more than 100 sales in the past four years, why are you not keeping in touch with each one of those customers each week? You sell a home and then you run away looking for more listings. If you're looking to get to the next level, read or re-read Acres of Diamonds -- every new customer you're looking for is right in your own backyard.

**Best regards,
Jeffrey**



Effective Email Communication
by: Jane Schulte

"When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion." -Dale Carnegie, author/speaker



Speaking and training worldwide more than 150 times a year, Jeffrey provides answers, informs, challenges, and inspires sales forces and upper management for hundreds of the largest and most successful companies. You and your people want someone who can make a difference. **The difference is Gitomer.**

[Click here to hire Jeffrey for your next event.](#)



Your Success Story.

Your books and your e-zine have completely changed the way I do business. When I'm in a meeting, many times I think, "What would Jeffrey say?" I have become much better at building trust, uncovering real needs instead of just trying to sell my product, and proving the value of my service. You have made me a real, lifelong student of sales and I definitely see a big difference in my career. Thank you!

Christy

Effective communication is the key to success in any thing you do. Whether you are communicating internally or externally, with clients, subordinates or colleagues, it is imperative to make sure you are clear, concise, kind and considerate.

An email is a business correspondence and needs to be treated as such. It is also a permanent document and one that can be easily forwarded to hundreds of people.



Having to read an email that is full of typographical errors, slang and/or acronyms is painful. It is important to draft your email correspondence as if you are writing a letter on company stationery or an internal memorandum. Proper use of the subject line, greeting, body of the email and closing are necessary. Spell check does not replace proofreading as it is not very effective in picking up grammatical and punctuation errors.

Equally as important is the message the reader receives. Because an email can easily be misconstrued as to its meaning and tone, it is important to take the time to construct it so that a clear, friendly message is sent. Using all capital letters is considered raising your voice; using acronyms and all lower case letters is considered juvenile and unprofessional. Not having the proper greeting and closing is considered rude. People can form all kinds of opinions of you from your email exchanges without you even being aware.

The best way to determine whether your communication sets the proper tone and provides complete information is to proofread it as if you are the recipient. Putting yourself in the receiver's shoes for a minute and allowing yourself to think about the message and feel its tone will allow you to construct better emails. In addition, think about whether you have any questions after reading it. The goal is always that the reader has no additional questions after reading your email so you can avoid multiple exchanges in an attempt to clarify what you could have already set forth in the initial communication.

Other email pitfalls to AVOID are:

- Sending the email to the wrong person or not including all parties. If you are drafting a lengthy email, leave the To: section blank until just before you are ready to send and then carefully include the proper individuals.
- Forgetting to attach the attachment. As soon as you refer to an attachment, go ahead and attach it at that point rather than waiting until you complete your draft which increases the likelihood of forgetting.
- Including information in an email that you would not want anyone but the recipient to see. Remember that email can be forwarded to anyone. Leave editorial and unpleasant comments out as you do not know where your email could likely land and the written word cannot be retracted.
- Sending an email while angry. Use the 24 hour rule I speak of in my book. Draft your email and then let it sit as a draft until your cooler head prevails. There is a very good likelihood that you will re-draft it the next day.

Email is a great tool and time saver. It can be your best friend or worst enemy. Use these tips to make it your ally.

Jane Schulte is Executive Vice President and COO of PRISM Title & Closing Services, Ltd. located in Ft. Wright, Kentucky. For more info,

Each week, we feature a salesperson's success story. Please send your stories to



gill@gitomer.com. If your story is published, we'll send you a free Sales Caffeine mug!

From Simon & Schuster
The First Ever V-BOOK™
 Experience Jeffrey's
 classic **Little Red Book**
 now on MP3 Audio,
 Digital Video or a
 full-screen DVD –
 All in the same
 package!

Jeffrey's Upcoming Public Seminar Schedule

Oklahoma City, OK	01/28/09
Anaheim Managers	02/19/09
Anaheim, CA	

visit www.primsclosings.com. This article is an excerpt from her latest book, WORK SMART, Not Hard! Get your copy now from amazon.com



Something old and something new to help you have your best year ever!

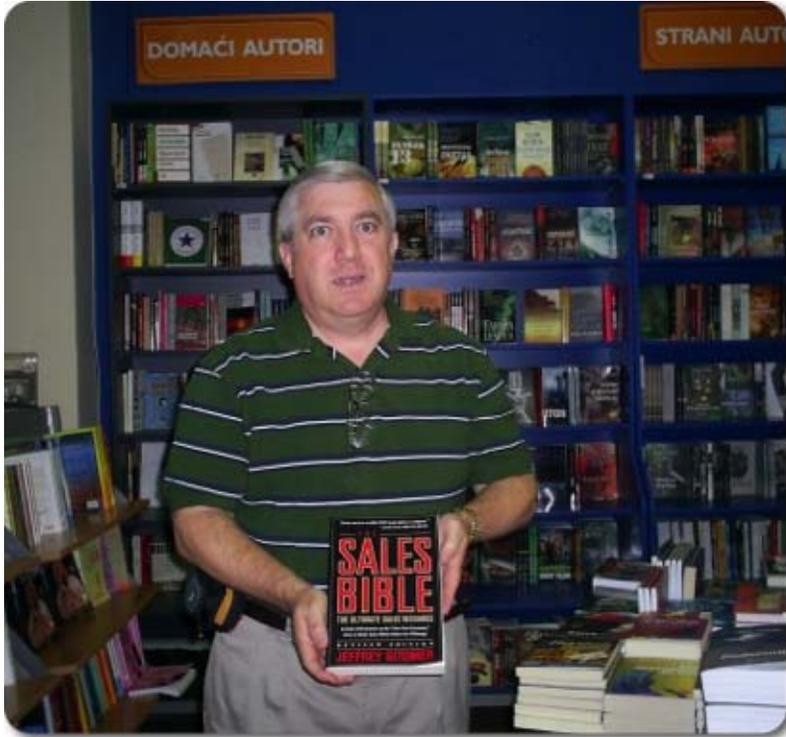
"If you want to learn something new, all you have to do is study something that was written 100 years ago." -Jeffrey Gitomer

This week's deal includes wisdom from the business pioneers Jeffrey admires. The deal includes the late, great Earl Nightingale's **The Strangest Secret** audio CD, Jeffrey's **Little Platinum Book of CHA-CHING** based on the success principles of John Patterson, founder of The National Cash Register Company. We are also including Jeffrey's teleseminar **How to Have Your Best Year Ever!** to start your year off with a little extra PUNCH! **All for \$39.00 (a \$89.00 value)**

[Click here to buy now!](#)

	02/20/09
Frisco Managers	02/26/09
Frisco, TX	02/27/09
Charlotte Managers	03/05/09
Charlotte, NC	03/06/09
Portland Managers	03/12/09
Portland, OR	03/13/09
Cincinnati Managers	03/19/09
Cincinnati, OH	03/20/09
Jackson, MS	03/24/09
Des Moines Managers	04/16/09
Des Moines, IA	04/17/09
Topeka, KS	04/24/09
Omaha Managers	04/28/09
Omaha, NE	04/29/09
Denver Managers	05/14/09
Denver, CO	05/15/09

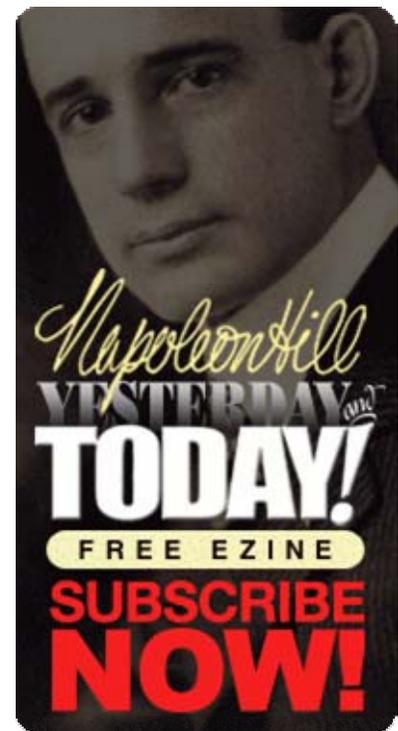




"Serbia is transitioning from a communist government to a Socialist government and now to a Federation where government is starting to convert business to private enterprise. What a perfect place for Jeffrey's Sales Bible!" -Chuck (Novi Sad, Serbia 9/08)

If you see Jeffrey, or Jeffrey's books
SEND US A PHOTO to ezine@gitomer.com.
 If we post it, we'll send you a Sales Caffeine mug.

SIGN UP TO RECEIVE
Sales Caffeine
EVERY WEEK



Try telling your boss about the things you like, and see how willingly he or she will help you get rid of the things you don't like.

In recent years, great strides have been made in overcoming the traditional adversarial relationship between workers and bosses. At last we're learning that when we focus on better serving our clients and customers, everybody wins. When you begin to focus on what's good in your company instead of what you don't like, you will be

amazed how quickly you will have more responsibility, and soon you will be teaching your employees how to do your old job.

[To subscribe to Napoleon Hill Yesterday and Today click here](#)



For a printer friendly version of this ezine (without graphics), please go to our printer friendly page at www.gitomer.com/salesMagazine/PrintableEzine.html?key=ajcdMibak3NOViQAsAjOVO%3D%3D

© 2008 All Rights Reserved - All great salespeople-and those striving to be great salespeople-should read this ezine. Don't even think about reproducing this document or its contents without written permission from Jeffrey Gitomer. But feel free to forward this or email it to all of your friends. For reprint permission, please call 704/333-1112.

*Not signed up yet?
Then click here to*
SUBSCRIBE

Sales Caffeine is a weekly email distributed by TrainOne.com and Buy Gitomer, Inc.

310 Arlington Ave. Loft 329 Charlotte, NC 28203 704/333-1112

[Subscribe](#) [Unsubscribe](#) [Edit Your Profile](#) [Forward](#)

This email was generated by [Jeffrey Gitomer](#)