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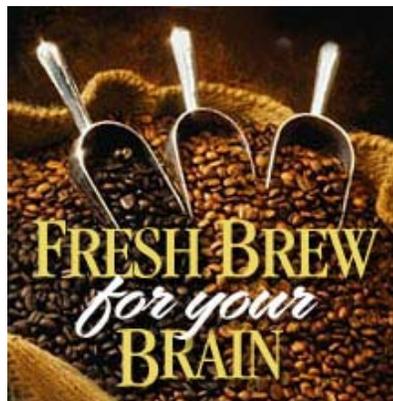
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We're off to see the Wizards. The wonderful Wizards of... Fort Wayne?

I threw out the first pitch today. A perfect strike!

Okay, okay, it was at the Ft. Wayne Wizards game – a minor league team.

Okay, okay -- a Class A minor league team.



I did not view them as the lowest level of professional ball players. I saw them as the stars of the future. Kind of like an entry-level salesperson.

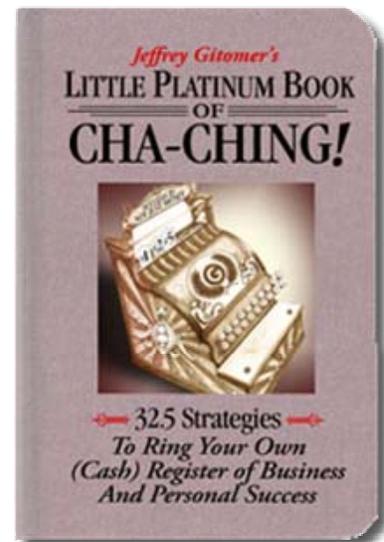
And just to keep things in perspective, Ft. Wayne has a huge baseball history. The Fort Wayne Kekiongas won the first professional baseball game ever played in 1871. The first night game was played in Ft. Wayne. And, if that wasn't enough, Alex Rodriguez hit his first home run at Memorial Stadium in Fort Wayne in 1993.

Before the game I got to talk to the Wizards manager, Doug Dascenzo. Doug was a 7-year major league player for the Chicago Cubs, Texas Rangers, and the San Diego Padres.

I asked him what his biggest challenges are when handling a team of young "wannabes." He said, "Each player is an individual and has to be communicated with individually. Heck, some players don't speak much English. And each player has a different skill level, and must be challenged to improve every day."

I asked him, "What's the toughest part of the job?"

"Getting my players to improve slowly rather than all at once," Doug said with an all-knowing smile. "They think because they've done something once or twice that they can go to the next thing. That's wrong thinking. There is no 'fast' way into the big leagues. Great players have to execute excellently and improve slowly for years if they want to play in the big leagues. Most of these kids have played baseball all their lives and still don't know enough to play major league ball. And add to that the personality trait of 'no patience,' and you have a team of



"I read almost the whole book in one night. It is without a doubt the best book in your series. I am implementing many ideas from the book, as it is full of fresh ideas straight from the turn of the century. You should be complimented for discovering such a great mentor as John Patterson. You brought his timeless ideas to life. Whether it was a fluke or not, I started this week with two sales and feel like I'm on a roll. Thanks for such an inspirational book! I am even going to start exercising as part of my sales training." -Bill Hall

potentially frustrated people.”

Kind of like salespeople.

Each player has his own strengths and weaknesses, and his own level of dedication and determination to make it in the big leagues. And each player has quirks and peculiarities. One of the Wizards burns his bats when he's in a hitting slump – trying to fire-up his hitting tools.

Baseball is full of characters, and superstitions. Kind of like sales. And the similarities between baseball and sales don't end there.

Practice has to be a daily occurrence. It's the only way to improve. Master the strategies and nuances of the game, so that making the right moves can be instinctive. More games are lost on mental errors than they are physical errors. Kind of like sales.

Here are some more sales balls – er, I mean baseball musts:

- Be your best every day.
- Learn new things every minute.
- Play to win every second.
- Dedication to excellence, achievement, and hustle.
- Love of the game. Otherwise don't play.
- Living the right kind of life off the field, so you can be your best on the field.

I asked Doug about the biggest challenge he gives his players. “I tell my guys to master three or four elemental aspects of the game each year. Then after three or four years, they have a skill set that will get them in the major leagues,” says Dascenzo. “But most young players want to master three or four elements of the game every week, and it's doesn't happen that way. They all know it's one step at a time, but they lack patience to get there.”

[Read the rest of this article here...](#)



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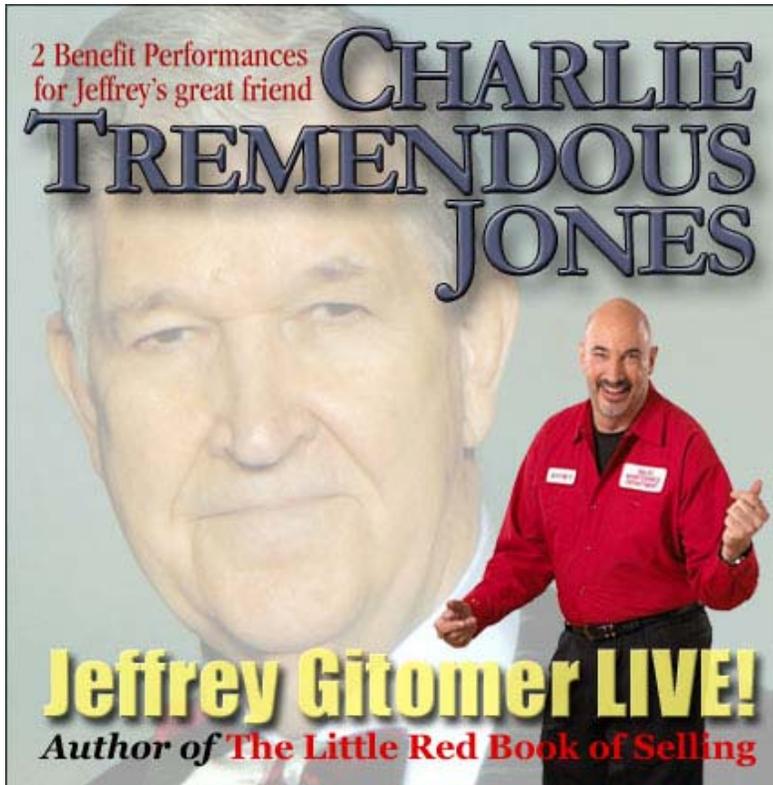
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“If you were a competitive athlete, you now have qualities and a wealth of experience that most people don't. You have self-discipline and dedication, your desire to win is high, and you're willing to give it everything you've got to play and win the game. ”

-From Jeffrey Gitomer's internationally syndicated column **Sales Moves**





2008 Tremendous Library Benefit
March 10th and 11th

Join Jeffrey as he honors his long-time friend and mentor Charlie "Tremendous" Jones at the 2008 Tremendous Jones Library Benefit in Lancaster, Pennsylvania and Summerdale, Pennsylvania on March 10th and 11th. All proceeds from these events will be donated to the Charles & Gloria Jones Library and the Charles T. Jones Leadership Library.

Here's Jeffrey's list of 11.5 characteristics of Charlie Jones:

1. He's so likable that he's lovable.
2. He makes you laugh and think at the same time.
3. His presentation skills are so excellent, that you're compelled to listen.
4. His concepts are transferable, so you can use them the minute you listen to them.
5. He reads to you, and talks to you, kind of like your mom or dad did -- only better.
6. His spirit is ever present. His spirit comes from his spirituality.
7. His honesty and integrity are silent, but evident.
8. He always has a song in his heart and on his lips.
9. He's not just smart, he's not just knowledgeable -- he's wise. And his wisdom has come from the books he has read and the people he has met.
10. He has learned that by giving one he receives ten. He looks at it as returning some of what you owe for the blessings you have received.
11. His loyalty to others -- including Gloria, his wife of more than 50 years -- is as genuine as his loyalty to himself.
- 11.5 He doesn't just teach it, he lives it.

Come discover why Charlie Jones is one of Jeffrey's most influential friends AND one of his mentors.

[Click here to view seminar details.](#)

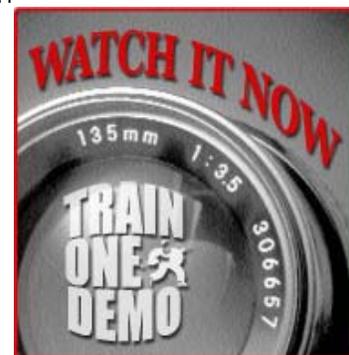
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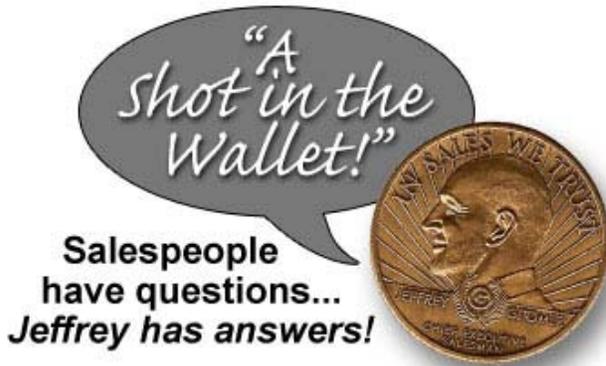
the same day!

"The real reason I wrote is to tell you the questions worked from last week's lesson. I sent the six questions to one of my Value Added Resellers - they used one - and we are in the process of getting back a \$63,000 deal that we nearly lost to the competition. I must tell you I am having such a blast with my TrainOne sales training every week. I wish I had more business associates participating so I can get other feedback and share ideas. In some ways, I almost want to keep it a secret though! Fun stuff!"

-Lori



www.gitomer.com/lancaster
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Jeffrey,

I am in the specialty maintenance product industry. I sell lubricants, drain products, housekeeping, and industrial chemicals. I have been assigned a territory with zero customers and need to ramp up fast. Oh, and did I mention the job is straight commission? While networking is preferable to cold calling, what is the best strategy to hit the ground running in order to makes sales NOW and over the long haul?

Thanks,
Bill

Bill,

Identify your top ten local customers. Call each of them and tell them that you want to work in their place of business for half a day, so that you can learn first hand what your product does and how it benefits your customer. In exchange for working there, all you want is a one-minute video of the company president saying how great you are. Not just you, but the products. This will get you the knowledge that you need and it's likely that your top ten customers will refer you to other customers. DO NOT ask for the referrals, just offer your services. The referrals will just show up. A five-day investment will offer a lifetime of return.

**Best regards,
Jeffrey**

Jeffrey,

My company is in the business of selling digital advertising space on our own custom designed kiosks. I have a salesman that is having difficulty closing ad sales and asking for the business. We are getting the appointments and his sales presentation/pitch is pretty good (I think), but he just can't close the deal, not to mention his sales process is pretty lengthy. Do you have any advice, hard and soft closing techniques, or any other sales tools that you could send my way?

Thank you for your time,
Scott

Scott,



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-Jeffrey Gitomer

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If the sales presentation is lengthy and closing is difficult, then you have to change what you're doing from the outset. People do not want to see your stuff. They want to see their stuff. I think if you walk into the sale with an example of what the prospect's ad will look like (in other words, you pre-prepare an ad), your selling time will go down and your close ratio will go up.

Best regards,
Jeffrey



Effective Delegating

by: Jane Schulte

"No man will make a great leader who wants to do it all himself, or to get all the credit for doing it."

Andrew Carnegie, business tycoon

One of the most effective tools in time management that exists is delegation. Learn to teach, delegate and trust the process. It is well worth the investment! If you want to live a fulfilling life, you need to free up some physical and emotional energy to pursue the things that matter most to you.



Look at your current responsibilities and identify what you are most passionate about and what you are best at doing. For all of those items that are not on this list, decide what you can drop all together and what you can delegate. Work should always be done by the lowest competent level. In other words, you should ask yourself with every project, "Does this *really* need to be completed by me? If not, then who?" Determine the next level down and ask the same question. Continue going down the ranks of those over which you have authority to delegate until you stop at the individual who is the lowest, but is still highly capable of handling that particular task.

There are many reasons why people do not delegate. Here are three typical reasons:

1. It would be quicker to do it myself (short-term thinking).
2. I can do it better myself (perfectionist thinking).
3. I don't have anyone I can trust to delegate it to (requires an investment in training/mentoring).

But think of delegating this way: By being willing to allow others to learn and take charge and trusting others, you can generate some incredible learning and advancement opportunities for individuals with less knowledge and skill while maximizing your productivity and job satisfaction. Success does not just add to your achievements, it also multiplies them. The absence of effective delegation will slow down your



Your Success Strategies.

I'm 26 years old and am one of the youngest sales reps for my company. My secret? I have a mentor. When I joined the team my sales were so-so. The top sales guy, Tom Hood, asked me if I wanted to eat lunch with him one day. We talked for a bit and he asked me what I wanted from the job. I told him I wanted to be living comfortably, debt free. He explained what he does and how he does it and that he would teach me how to get my goal. He showed me that sales is helping people. He showed me that everyone was a sale whether they knew it or not. He put me under his guidance without me even asking. Within six months, I was the number two salesman in the company, just under him. After the 8th month, I was the number one salesman! He wasn't angry, he was happy. I could tell he genuinely wanted to help. He had passed the torch to me. Now, it's my turn to help the newbies that come in. I didn't ask for a mentor, but I got one!
-Daniel

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!



progress faster than anything else. If you want to leverage your time, delegation is essential. It is also called 'letting go!'

Take this quiz. If you answer "yes" to several of these statements, you are a candidate for learning to delegate:

1. Most nights and weekends I take work home.
2. It always seems like I have more to do than my subordinates.
3. I do not have time to do much planning.
4. I have problems meeting deadlines.
5. I am a perfectionist and pride myself in doing everything perfectly.
6. I wish I had more time for family, recreation, and vacations.
7. I rarely ask for opinions from subordinates.
8. I have difficulty trusting subordinates to do things right.
9. It is hard for me to accept ideas from others.
10. I secretly feel that letting go of tasks makes me less important and/or that I have less of a handle on things.

The following is a to-do list for delegation:

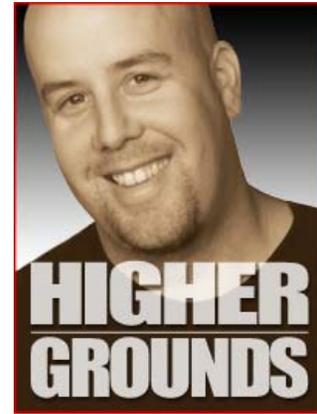
1. Select the right person for the job.
2. Start with small tasks and build up to larger ones as the person develops their skills.
3. Provide enough information.
4. Delegate the entire job and give the person full authority.
5. Focus on the results, not the process.
6. Delegate through dialogue.
7. Establish deadlines and accountability.
8. Establish follow-up dates.
9. Give positive and corrective feedback.
10. Provide the necessary resources.
11. Offer guidance and advice without interfering.
12. Establish parameters, conditions and terms up front.
13. Provide back-up and support as necessary.

Once the project is completed, give full credit and recognition to the person who gets the job done. If the delegate is unsuccessful, take the brunt of the blame yourself rather than using him or her as a scapegoat. Learn from the experience so you can delegate more effectively, and provide more training or delegate the next project to a different person.

What if you do not have subordinates? Perhaps you are reading this and thinking, "there is no one under me." If you have no one to delegate to, that is a temporary situation that exists while you are building your career. Take time now to review each of your tasks and projects daily to make sure they are actually necessary and then work on effectively managing your time by using the organizational ideas in this book. That will increase your productivity, allowing you to quickly and easily move up the chain of command.

Whether they are purposely using this tool or it has become an engrained subconscious habit, successful people effectively DELEGATE!

*Jane Schulte is Executive Vice President and COO of PRISM Title & Closing Services, Ltd. (www.prismclosings.com) located in Ft. Wright, Kentucky. This is just one of the tools taught in her latest e-book, **WORK SMART, Not Hard!** [Click here](#) to purchase a copy.*



**The Virtues of Business, Virtue Six
by: Brian Parsley**

The sixth virtue of business is *Be Grateful*. Gratitude is the most important virtue and the parent of all other virtues. When you think about gratitude you may think of what you appreciate or value in yourself, others, or things. However, gratitude goes beyond appreciation. Gratitude is best reflected in how you act toward and respond to others.

I recently returned from Malaysia and Singapore. I had the distinct pleasure of flying Singapore Airlines, an airline that changed my perception of air travel. Singapore Airlines makes you feel appreciated and valued as a customer and a human being. Even in economy, you're treated like royalty. I observed how the flight attendants interacted with the passengers and...

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Baltimore, MD	03/18/08
Milwaukee, WI	03/20/08
West Palm Beach, FL	03/21/08
Somerset, NJ	04/23/08
Somerset, NJ	04/24/08
Toronto, ON	05/12/08
St. Louis, MO	09/02/08



A Colorful Path to Success

Jeffrey's *Little Red Book of Selling* began his Little Book Series™. And chances are, if you are reading this issue of *Sales Caffeine*, you already own that book. This week you can add to your *Little Book* collection with autographed copies of Jeffrey's *Little Black Book of Connections*, *Little Green Book of Getting Your Way*, and *Little Gold Book of YES! Attitude*. All for \$49.00. If you need a copy of *Jeffrey's Little Red Book Of Selling*, we have those too!

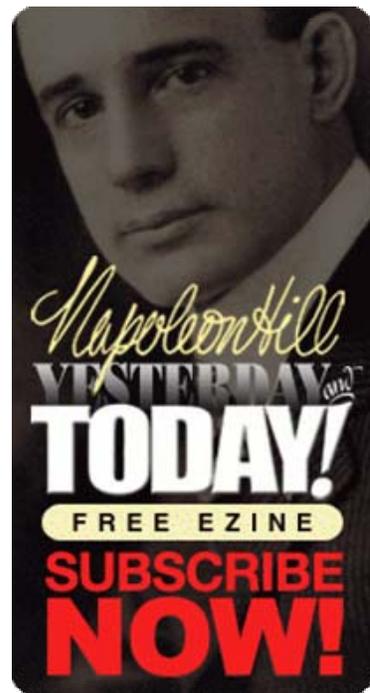
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A friend is one who knows all about

you and still respects you.

A true friend is a priceless gift. When we reveal our hopes, our dreams, and our deepest secrets to others, and they still like and respect us, such people are to be cherished. All too often, the only reason others wish to spend time with us-to be our friends-is because of what they perceive we can do for them, not the other way around. A real friendship is reciprocal, one in which each friend benefits equally. You can earn the friendship of others by being the kind of person who deserves respect from friends. When others look up to you, it should make you even more conscious of the responsibility you have to treat them with the same respect you would like them to afford you.

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