

Jim Meisenheimer

Screw The **RECESSION:**

**17 Ways To Get Sales Up
When The Economy
Is Down**



www.startsellingmore.com

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Screw the Recession 17 Ways to Get Sales Up When the Economy is Down

by

Jim Meisenheimer

13506 Blythefield Terrace
Lakewood Ranch, FL 34202

(800) 266-1268

jim@meisenheimer.com

<http://www.startsellingmore.com>

Introduction

The economy is in trouble. It's no secret the global economy is also in trouble. Lots of people want to peddle negative thinking. My advice to you is to steer clear of it.

This is no time for a pity party. It's time to take stock of yourself, your customers, your associates, and yes, even your competition.

This is not the first time in our country's history where the economy spiraled downward. It always rebounds. And unless history plays an unforgivable and an unforgettable dirty trick on us – it will rebound again.

It's no time to be reactive; it's time to be proactive. It's time to acquire new selling skills and also time to sharpen your existing selling skills.

It's time to read. It's time to plan. It's time to execute. It's time not to take no for an answer. It's time to dream large and establish written and clearly defined personal and professional goals that can see you through these challenging times.

Put the blinders on to minimize your interruptions and distractions and stay focused on your goals. Be positive and enthusiastic.

Be bold, brave, and courageous as you attempt to exceed your sales goals.

Go find your dictionary and remove these words immediately – can't, impossible, hope, discount, and commodity.

I expect this little book will give you some big ideas during these challenging times.

Jim Meisenheimer

In the words of Henry Ford:

"Don't complain, don't explain. Just deal with it."

1 - Mirror, Mirror on the Wall

Mirror, mirror on the wall - now I bet you're wondering where I'm going with this. Just give me a minute and I'll explain.

I am not telling you anything you don't already know when I say the economy is not in particularly good shape.

Everywhere you go people are talking about tough times. You see it on network news. You see it on cable news. And of course you see it in the headlines of your daily newspaper.

With all that as a backdrop, it is tough to be positive.

I have been a professional speaker for more than 20 years. One thing very few people know about me is that I had a tremendous fear of public speaking when I was a teenager. Obviously I got it under control so that I could go into the speaking and sales training business.

However, when I first started my business 20 years ago there was still some lingering anxiety. Not much, but it was still there.

Just before I would leave the hotel room to conduct a sales training program I would stand in front of a full-length mirror and give myself a 30 second pep talk.

I would stand tall, with my shoulders square, and say things like, "They're going to love you today." I would also say, "This just might be your best sales training program ever." And say, "You're going to help these salespeople to start selling more today."

You have to believe in yourself - I mean *really* believe in yourself - before you can expect your sales prospects and customers to believe in you.

Frank Bettger often said:

"People don't buy because they believe in your products; they buy because the sales person believes its products."

It's time to get excited about what you're selling. Mirror, mirror on the wall, who's the best sales person of them all?

2 – Let Your Fingers Do the Walking

Growing up, I remember hearing this famous ad for Yellow Pages: "Let your fingers do the walking."

Selling during challenging times means changing the way you sell. The automobile industry has been bludgeoned by this economy. Yet I can't help but notice that whenever I pass an automobile showroom I see salespeople sitting on their butts – doing nothing. Think about it – that's what we see them doing when times were good.

Well, for most businesses times aren't good. Sales prospects and customers are becoming extremely selective in who they do business with. It's time to get off your butt and let your fingers do the walking. Yes – it's time to start making more telephone calls. Not ordinary calls but extraordinary calls.

Start by calling your best customers. Call your biggest prospects. Call your small and medium-sized customers. Call your small and medium-sized prospects. Call your graveyard accounts – those customers who stopped doing business with you for whatever reason.

The more telephone calls you make, the higher your probability of selling success.

Please don't grab a few prospects and customer lists and start calling before you have prepared what you are going to say. Remember that your "voice is your second face," so it needs to be extremely professional. This is not the time for improvisation; it is the time for preparation.

Now here is the good news: You don't have to invent anything yourself.

My good friend Art Sobczak has done it all for you. All you have to do is invest a few bucks for a few good books. Doing this makes it a no-brainer for you.

When you get these books, start with table of contents and select those chapters that are most appropriate for what you are attempting to do.

Then all you have to do is study and prepare, study and prepare, study and prepare.

[Use this link to learn more about Art Sobczak's books.](#)

3 – Face-To-Face

Nothing is more essential to achieving stellar selling success than face-to-face selling. Don't fall into the communications trap wired with E-mails, voicemails, and the World Wide Web.

In every sales territory in North America you find daily distractions and interruptions. Many times they get in the way of personal sales calls so you must get face-to-face with your sales prospects and customers.

I'm reminded of a quote from Benjamin Franklin: "A small leak can sink a big ship." I have always shared the belief "What gets measured, gets done." So I think it's very important to keep track of your sales calls because so you do not sacrifice future sales.

I recommend creating a spreadsheet that includes columns for each of the 12 months. Use the rows to list your customers, starting with your largest and ending with your smallest. Then do the same for your sales prospects – largest to smallest. Think about how many times a year you need to have face-to-face time with your largest customers or prospects. Do the same for your medium-sized and smaller customers and sales prospects.

For example, if you want to see your biggest customers once a month, simply put a checkmark in each monthly column for that account. Each time you see a sales prospect or customer, circle the checkmark.

Doing this should force you to meet your commitments for face-to-face selling time with your large, medium, and small sales prospects or customers.

You should assume that most of your competition is not doing this. You should also assume that if you begin doing this, your sales productivity would skyrocket because indeed, "What gets measured, gets done."

Is there anything more important on a daily basis than sitting down and talking with your sales prospects and customers? If not, you need to become extremely disciplined and not allow anything to get in the way of your face-to-face selling time.

Face-to-face selling time just might be your highest priority. A mistake most salespeople make is scheduling your priorities instead of prioritizing your schedule.

4 – Promote Yourself

Self-promotion is good! A little known fact is that Harry Houdini was a master of self-promotion. Do yourself a favor and read everything you can on Houdini's life as a magician and as a master of self-promotion.

In the meantime, do not follow the competitive crowd. In fact, you should be doing the very things they are not doing, and here are some examples:

- **Write a book!** Writing a book is not as complicated as you might imagine. It is also not as expensive as you might think. Go to www.ELance.com and post a job to have someone write your book.

If you are a real estate salesman your book could be titled, "10 Ways to Spruce up Your Home Before You List it With a Broker." You can probably get somebody to write this book for you less than \$400. You can also probably get the book printed for less than \$1.50 a copy.

- **Create a distinct business card.** Create over sized business cards with your picture on it. You want people to say, "That's different!"
- **Issue a press release.** Go to www.prweb.com and do a press release on yourself. It could be to announce a new job, a promotion, a 5-year anniversary, a 10-year anniversary, or a 15-year anniversary. Then send all of your customers a copy of your press release.
- **Get your own URL.** If you don't own the URL with your name I suggest you go to www.GoDaddy.com and buy the URL with your name in it. Not only is it different – it's powerful!
- **Create an 'elevator speech.'** Whenever you meet somebody for the first time it's important for you to have and to deliver a 30-second elevator speech. You would be absolutely amazed at how many professional salespeople cannot answer the question, "What do you do?" in 30 seconds without saying "Ah" or "Um" once.
- **Design a creative E-mail signature.** If you do not have a creative E-mail signature, get one ASAP. You are probably sending dozens of E-mails every day to sales prospects and customers. Make your E-mail signatures compelling.

5 – Target Shooting

I have had the opportunity to go target shooting a number of times. In each case I was preparing for an upcoming elk or deer hunting trip. The ritual included cleaning my rifle, buying new ammunition, and going to a shooting range to zero in the scope and rifle.

These shooting ranges are generally noisy places so wearing protective ear covering is a must. I used to go to a range, whose name I've long forgotten, in Wisconsin. It was about a 30 minute drive from my home, making it very convenient for me.

The range had about 25 shooting stations. Each station included a chair and a sandbag to allow you to steady the hand holding your rifle.

The routine was always the same. An employee would shout, "Cease fire," and all weapons were laid down and unloaded for safety reasons.

If this was your first round of firing your weapon you would staple your target, on a post, about 100 yards out. If you had already fired, this was the time to see how well you did.

If you stop and think about it nowhere else can you find 25 people as focused on a bulls eye the size of a quarter. Amazing – simply amazing the focus these people had on their targets.

Imagine having this kind of focus as you work your sales territory on a daily basis. Imagine blocking out all interruptions and distractions to stay focused on your sales prospects, customers, and their customers. Nothing would get in your way of achieving selling success.

You can do this, you know. But you have to put blinders on to avoid the distractions and interruptions. You have to be like the shooter at the shooting range. All thoughts and all actions are focused on just one thing – the bulls eye.

Establish goals, personal and professional, that keep you focused.

6 – Note What's Noteworthy

Nothing drives me crazier than a waiter not writing down my order for dinner. You see, I am a diabetic and have to watch what I eat. I try to avoid breads and rich sauces that make my blood sugars take off to levels where they should not be.

In the case of this restaurant analogy I am the customer and the waiter is the salesperson – plain and simple.

In this example we are at opposite ends of the spectrum. The waiter, by not taking notes, wants to impress me, the customer, that he's quite capable of taking our orders without taking any notes.

That makes him feel good but it always makes me feel itchy and skeptical.

When you are talking to a sales prospect or customer in his office and you want to make them feel good, I encourage you to take notes.

Let me state this another way for you. For the last 20 years I have been a professional speaker doing sales training programs throughout North America and Europe. When I am talking to a group - and it doesn't matter what size - it makes me feel mighty good when I see people taking notes on things I just said.

Here is the translation. It all boils down to something being noteworthy. As a professional speaker, when I say something noteworthy people in the audience usually respond by taking notes. **It's true!**

I am convinced all servers in restaurants would impress their customers by taking notes. I am also convinced there would be far fewer mistakes and thus increasing the probability for larger gratuities.

Throughout your sales calls make note of what is noteworthy. Not only will you impress your sales prospect or customer with your attention to detail, you will also be able to retain more of what they said during the call.

So if you want to get it right the first time – take good notes.

If you want to impress people with your photographic memory – do not take notes. You will, however, regret you didn't.

7 – For Pete's Sake Be Different

It is quite befuddling to me why so many salespeople go out of their way to be ordinary in front of their sales prospects and customers - and trust me, it is easy to become ordinary. All that is required is no attempt on your part to be different.

To not market yourself as extraordinary is amazing – even borderline stupid. Salespeople often wonder why the selling/buying conversation always detours to pricing. Pricing becomes the default topic when there is nothing else to talk about.

To differentiate yourself from your competition:

1. Dress for success – buy half as much and spend twice as much on clothing.
2. Out read your competition – books, magazines, and *The Wall Street Journal*.
3. Be ultra enthusiastic on every sales call.
4. Create and deliver an elevator speech that grabs your prospect's attention.
5. Ask open ended questions that you have prepared, word by word.
6. Take risks, take chances, and go out on the limb once in a while.
7. Know how to ask for the order – word for word. Don't practice on your sales prospects and customers. Rehearse this often in your car as you're driving from account to account.
8. Do not settle for referrals. Ask your happy customers for introductions.
9. Send anniversary cards – find out how long they have been doing what they are doing.
10. Get your senior management involved with the senior management of your biggest prospects and customers. This is a no-brainer!
11. Whenever you go on vacation send postcards to your 10 largest customers and your 10 largest sales prospects. At a time when very few people in business feel recognized and appreciated your postcard screams to your customers, "You matter."
12. Listen to educational, informational, motivational, and inspirational CDs everyday. **You are never be too busy to get smart!**

8 - Skip the News

Reading the headlines of any daily newspaper is enough to make anybody **sick to his stomach**.

It is all doom and gloom. It is all negative. All the stories seem to be about bad people doing bad things.

There is coverage about the war in Iraq. There are pictures and stories about the war in Afghanistan. There are more pictures and stories about the goings on in Africa. There are stories about the tyrants running countries like Cuba and Venezuela.

It is not much better reading *The Wall Street Journal* – that's enough to make anyone financially depressed.

It is hardly any better - in fact, it may even be worse - when you turn on your T.V. for the morning or evening news.

What I'm about to suggest is easy to say and very hard to do – because old habits do not die easily.

Being an entrepreneur or a professional sales representative is not easy work - in fact, it is downright challenging - especially during these times when the U.S. economy is down.

In sales you have to be positive. Your outlook has to be positive and your expectations for achieving success must also be positive.

When everyone else is crying in their soup, salespeople have to be smiling at their sales prospects and customers. You have to be above the doom and gloom. Ask yourself the following questions:

- Do you derive any wisdom or inspiration from the news you read in newspapers or see on T.V.?
- Does the news make you want to sell more when the economy is down?
- Does the news pick you up and motivate you throughout the day?
- Does the news give you ideas on how to start selling more today?

If hearing and seeing the news is not helping you in your work – skip the news. That's right – skip the news for a while and wait until it gets better!

9 - Transform Your Selling Skills Convert Weaknesses in to Strengths

Dull saws don't cut as much wood as sharpened ones.

Do not become lazy. The more selling experience you have, the more complacent you are likely to become. It's only natural. Try to avoid becoming too comfortable with your selling skills - especially during turbulent economic times.

Rank yourself from 1 to 10 for the following:

- Attitude
- Confidence
- Enthusiasm
- Achieving goals
- Managing time
- Communicating effectively
- Identifying sales opportunities
- Assessing sales opportunities
- Analyzing behavioral styles
- Presenting solutions
- Overcoming obstacles
- Securing commitments
- Measuring results

You will not be a 10 in every category. There are probably one, two, maybe even three areas of weakness that are holding you back. It is time to make changes.

Two excellent sources for new selling ideas should be utilized on a monthly basis:

- The official website for Jim Meisenheimer, www.startsellingmore.com. At this writing there are 150 pages of content available to you on this site, with one to two new pages being added every week.
- An article directory, www.ezinearticles.com. This site currently hosts 98 of my sales articles on their website. You can do a search on any one of the above sales categories and be pleasantly surprised at all the articles you can read and download – for **FREE**. This is an excellent website and resource for entrepreneurs and professional salespeople.

Resist the temptation to be too busy to get smart!

10 - Keeping Tabs on Your Sales Prospects and Customers

Keeping tabs on your sales prospects and customers has never been easier.

Years ago, if you wanted to keep tabs on sales prospects, customers, and even your competition, you hired a clipping service. A clipping service scours newspapers and magazines and clips the relevant articles featuring the companies you identified.

Today it would be almost impossible to hire a clipping service that would not do the clipping electronically. Now you can do the same thing at zero cost, with zero time investment, and get the latest updates on breaking news for your sales prospects, customers, and competitors.

Here's how it works. Go to this website www.google.com/alerts.

Using their quick fill form you can create an alert by topic, company name, or an individual's name. Now you can easily keep tabs - and I mean literally keep tabs - on your prospects, customers, competitors, and even your own company. It is a good idea to create a Google alert using your own name to keep tabs on what is being said about you.

As an example, suppose you create a Google alert for 'Bill Anderson' and you also create a Google Alert for 'Apple Computer,' who happens to be your biggest sales prospect.

Any time something is written about Bill Anderson, and in this case Apple Computer, you will receive an E-mail with a link to what was written. Can you see the potential of using this? As far as I know there are no limits on how many Google alerts you can set up.

Google alerts are E-mail updates of the latest relevant Google results (e.g., web, news) based on your choice of query or topic. It is like having your own personal clipping service.

You can use Google alerts for other things – let your imagination run wild.

This is the best way to know exactly what happens, when it happens. This is a no-brainer!

11 - Conduct Quarterly Business Reviews

When the going gets tough, the tough start measuring. What gets measured, gets done - and it is true!

When the economy gets shaky everybody gets loosey-goosey. Companies want higher sales and customers want better deals.

One of the best ways to avoid any sudden surprises with your largest customers is to schedule quarterly business reviews with them.

These quarterly business reviews can differentiate you from your major competitors and present an opportunity for you and your customers to put all issues and opportunities on the table for discussion.

Do not make your business review too informal but do not make it too formal or structured. Be sure to ask questions such as:

1. What are the biggest challenges your face in growing your business?
2. What are your priorities for the next year, related to our product line?
3. What do you like most about working with our company?
4. What, if anything, would you change about working with our company?
5. What qualities are you looking for in your new suppliers?
6. Describe any changes to your decision-making process for your current suppliers.
7. What would it take to win your Supplier of the Year award?
8. What new projects, related to our product line, are on the drawing board?

These questions will get your biggest customers talking. The more they talk about you and your business, the more you will learn. Every business relationship has challenges but putting them on the table and talking about them is always better than pretending they don't exist.

Nothing in life is perfect; however, asking these questions can only make things better for you and your customers.

12 - Follow-up, Follow up, Follow up

Selling in a recession usually puts salespeople in a scrambling mode. This usually means lots of little things do not get done, and this is a big mistake.

In sales, little things mean everything - especially after your first meeting with a new sales prospect.

Your abilities count but your visibility counts even more. You need to do things that make you more visible.

If you do not already have a specific follow-up system after all first call visits, you should consider the following:

The first follow-up. Make it a point to send an E-mail within 24 hours of your first visit. It should be a simple "Thank you" E-mail. You can thank your sales prospect for anything except his time. Everybody else does this and that is exactly why you shouldn't.

Thank them if they showed you their facilities. You can say, "Thank you for introducing me to your boss." "Thank you for showing me the plans for the new project." It is important that you be very specific. Avoid generalities!

The second follow-up. Send a handwritten personal note three days later. What you say in this note will depend upon your particular situation. Your handwritten note can confirm the second meeting date and time, if they agreed to see you again.

A well-written handwritten note has staying power. Do not be quick to dismiss the power of a handwritten note. Your handwritten note is more significant today because so many people are communicating via E-mail – losing the personal touch.

The third follow-up. Send another handwritten note 10 days after the first meeting, along with a relevant article. All you need to say in the third follow-up note is "F.Y.I. – thought you'd might like to see this."

This three-step follow-up system says a lot about you. It says you care! It says you are professional. It also says you are very attentive to detail. It also says you are different from most other sales people on the planet. Being different makes it easier for you to distinguish yourself from your competition.

13 - Ask for Introductions - Not Referrals

Most salespeople do not like making cold calls. Yet most sales organizations do, in fact, expect their salespeople to make calls on new sales prospects – cold calls. If you have happy and satisfied customers you do not have to make any more cold calls.

Through conducting thousands of sales training programs I know that most salespeople do not specifically know how to ask for referrals. Most are truly feeble attempts at best and often sound like this: "Do you know anyone else who might be interested in our products?"

The happy customer says, "I can't think of anyone right now, but if I do, I will call you."

Does this sound familiar? How many times have these customers called you with referrals?

Let's establish this fact. It's critically important that you know how, word for word, to ask for referrals.

You can also stop asking for referrals and start asking for introductions.

Here is the situation. You are sitting face-to-face with a happy customer. You know he is happy because he just told you *why* he is happy. There is no better time to ask for an introduction.

It might sound like this.

"Your business is like my business - it depends on meeting new people. Would you be kind enough to introduce me to one or two people like you, who might have an interest in hearing about the work we do?"

Ask him to call these people for you right now.

There is no harm in asking, is there? Be sure you rehearse this several times before trying it on one of your happy customers.

It works - which means no more cold calling for you. Yippee!

14 - Start Keeping Score

If you want to play ball, you had better know the score. Like a professional athlete, you must know all your stats for the selling game that you are playing.

The fact is, most salespeople do not pay attention to the details of the business. That sloppy approach to management and individual self-awareness creates an opportunity for you - if you develop a spreadsheet mentality for your business.

Circle **Y** for yes or **N** for no.

- Y N** Do you have a spreadsheet for key selling activities?
 - Y N** Do you know exactly how many names you have in your Rolodex?
 - Y N** Do you know what percent of your time is allocated to customers and prospects?
 - Y N** Do you know your closing ratio percentage?
 - Y N** Do you know your average selling cycle time?
 - Y N** Can you recite your 10 best questions without saying, "Um?"
 - Y N** Do you know your current sales increase percentage versus the prior year?
 - Y N** Do you know your sales dollar variance compared to the prior year?
 - Y N** Do you know how many sales calls you made last year?
 - Y N** Do you know your average dollars per sale?
 - Y N** Do you know your performance ranking in your company?
-

A sage once said, "The best way out of a hole is to stop digging." Efficient measurement is the first step to effective management. Getting to the top requires a bottoms-up approach. You can dominate your market if you master what can be measured.

I am not a numbers guy, but I know my numbers! And so should you!

15 - One More Sales Call

Before we moved from Libertyville, Illinois to Florida, my wife, Bernadette, and I had dinner with two of her girlfriends. We were in a nice restaurant and the ladies ordered cosmopolitans and I had a martini. We were chatting when the drinks arrived.

Bernadette's girlfriend Daphne said excitedly, "I can't believe I just remembered to tell you something!"

Daphne went on to explain that she wanted to tell me about a very special woman for the longest time – but she always managed to forget but now she remembered. It must have been the Cosmos!

She told me about Judy. Judy was a sales representative for a division of Baxter International. Judy was a working single mom and the number one sales rep in her division for the last three years.

Because of the work I do, I always enjoy hearing selling success stories. I am now getting interested in Judy.

I asked Daphne how she managed to do it. How did she manage to be the top salesperson three years in a row?

Daphne said that at the end of the day, no matter how tired she was, how much she wanted to race home to be with her child, no matter what else was on her mind, she always made one more sales call.

One more sales call.

Think about it – I know I have and still do.

16 - Show Me Your Teeth

I just love the movie Jerry Maguire. It was funny and of course has some memorable lines, like "Show me the money!"

Most salespeople are in sales because they want to make more money. Sure, there are other aspects of the job that they enjoy, but the ability to make money based on your effort and success is a powerful motivator for most successful salespeople.

How would you like to feel more welcome everywhere you go? I am sure you are thinking *Who wouldn't?* It is easy - once you discover the secret.

Some people are always smiling, and personally, I envy them because by nature I am a serious person. I can't help it; it is the way I am wired.

Nothing warms up another person to you better than a big smile. Have you ever noticed that some of the top salespeople in your company are the ones who are always smiling?

Some of the most sullen and most sour facial expressions I have ever seen completely disappear with a genuine smile.

You can always tell whether you are smiling or not by just looking at the person you are talking to - if they are smiling, it is because you are smiling.

If they are not smiling, it is because you are not smiling and that is your cue to give your sales prospect or customer the best smile you are capable of.

So if you 'Show me your teeth,' I will show you a pathway to making more money. This business of smiling will also improve your relationships with family, friends, neighbors, and associates.

When you're smiling you will be more welcome everywhere you go.

17 - A.B.A. – Always Be Asking

These are not desperate times we're living in – but they are extremely challenging. This is no time to be weak of spirit and lacking in authentic enthusiasm.

Joseph Mancuso wrote a book titled, "Winning with the Power of Persuasion." He said the most powerful three letter word is the word 'ask.' He also said that most children ask about 60 questions a day. After they graduate from college, they tend to ask two questions per day and one of them is "When do we eat?"

Imagine taking 26 letters of the alphabet from a game of Scrabble. Also imagine putting these questions into a little pouch and taking them with you on every sales call.

The 26 letters of the alphabet are the tools you use to secure commitments from your sales prospects and customers. All salespeople have equal access to the 26 letters of the alphabet. Use them judiciously and wisely.

I believe the road to selling success is paved with really good open ended questions. The more you ask, the more you get. Quite simple, isn't it? Things you can ask for include:

- Ask for the next appointment.
- Ask for the gatekeepers help.
- Ask for the names of the decision-makers.
- Ask for an organizational chart.
- Ask for a demonstration.
- Ask for the order.
- Ask for more business.

Always be asking . . .

Bonus Selling Resources for You

A short while ago I released an eBook titled, **“57 Sales Tips to Reinvent And Distinguish Yourself From Your Competition.”**

Here are five “Sales Tips” from this new Ebook:

1. The Ultimate Business Card

The first idea is so good your first reaction to it will be to think it's "Impossible." The idea is to write a book about the expertise you have in the work that you're doing.

The goal is to write a book that solves customer's problems. If you have been in sales for any length of time, you probably have a lot of experience solving problems.

Writing a book makes you an expert. Writing a book totally differentiates you from your competition. Writing a book creates an incredibly strong first impression with your new sales prospects and existing customers.

This book or if you prefer booklet gives you instant credibility. In fact writing a book is not costly relatively easy to do. Imagine giving these books out as a business card.

Imagine autographing each book with your prospects name, a short note, your signature, and the date. You can wager almost any amount of money and bet that no other salesperson has ever given your prospect an autographed book written by the salesperson.

Okay that's the idea and here's how to get it done. First buy a copy of Dan Poynter's book titled, "The Self-Publishing Manual." This book has everything you need to self publish your first book.

Now, I haven't lost my marbles - trust me. Actually you can write a book without having to write the book yourself. Go to this website: <http://www.elance.com> .

At this website you can post a job. For example, you could say I'd like a 100 page book on (Insert the subject.) If you sell real estate you could post the job saying you'd like a 100 page book, original material, covering "The 27 Little Things Every Home Seller Must Do To Get Buyers Interested."

When you post this job you also say that all rights revert back to you. You can suggest a timeline and a budget.

You'll be amazed at how many people will bid on your book. Five years ago Bernadette, my wife, had a very successful garage sale before we moved to Florida.

I had an idea to write a book on garage sales. Bernadette was not interested in writing the book and neither was I - but I still thought it was a great idea.

Three weeks and \$400 later I had a book titled, "No-Brainer Garage Sales."

Don't be too quick to pooh-pooh this idea. You can also team up with three or four other sales people in your company and share the expenses.

What you say and how you look create a first impression when you meet a sales prospect. The book you give him creates a lasting and powerful impression.

2. Article Directories

You might not be aware of this but there is an unbelievable resource waiting for you on the Internet.

Articles are a quick and easy way to catch up on a variety of subjects. Type in any keyword phrase on the Google search page and you'll find a gazillion resources - however not all of these resources will be articles.

There are article directories just waiting for you. One of my favorite article directories is <http://www.ezinearticles.com>

To give you some idea how big these article directories are let's examine the ezinearticles.com for a minute.

This directory has 30 different categories. Here they are. The business category has 40 sub categories which are also listed below.

You can find anything about anything on a website like <http://www.ezinearticles.com>

Here are a few other article directories you may want to take a look at:

<http://www.ideamarketers.com>

<http://www.selfgrowth.com>

<http://www.evancarmichael.com>

<http://www.expertarticles.com>

Sending copies of relevant articles to your sales prospects and customers says a lot about you. It also says you cared enough to send an article - and don't forget to include your business card.

3. Dress For Success

In sales first impressions are lasting impressions. You have to look good and of course you have to sound good.

Unfortunately appearance matters. And today with very casual dress codes you have to be very careful. In a recent Wall Street Journal article it was noted that only 6% of all American workers wear a tie everyday.

The casual dress codes today complicate the appearance factor. I suggest dressing up rather than dressing down. The best advice I've ever seen on buying clothes, and I wish I could remember the author's name but I can't, "Is to buy half as much and spend twice as much."

Naturally, good clothes look better and wear longer. In fact good clothes don't need to be dry-cleaned as often.

It's a small point especially for the gentlemen, but the color of your belt should match the color of your shoes.

Another small point is to keep your shoes shined - especially the heels which can get scuffed with all the driving you do.

Another small point is about shirts. Most shirts on the rack in department stores tend to be oversized which makes me feel like I'm walking around in a billowing hot-air balloon.

So during the last 20 years I've ordered custom shirts which fit me like a glove. The Custom Shop used to have stores all over the country. Now I buy from them online.
<http://www.customshop.com>

If you want to look fit and trim you have to be fit and trim. You are a walking billboard on every sales call. When you look in the mirror what do you see?

Remember what you see is what your sales prospects and customers see.

Clothes don't make the person but they sure do influence first impressions.

4. Dragon Systems

One of my biggest personal regrets in life is letting a well intentioned high school guidance counselor talk me out of taking Typing 101. I'm sure he thought he was doing me a favor because he had visions of me going to college and succeeding in business, where somebody else would be doing my typing.

Boy was he dead wrong about that. As a result I'm not the fastest typist in the world. Now I'm also not the slowest.

Since then I have learned how to type 175 words a minute. I mean, I'm lightning fast. I'll bet I can type faster than you regardless of how fast you type.

Remember the title of this report is "57 Sales Tips To Reinvent And Distinguish Yourself From Your Competition."

Being extremely productive is one of the ways you can distinguish yourself from your competition. Even if you can type 75 to 80 words a minute you might want to consider this resource which would allow you to double your typing speed.

For only \$199.99 you can purchase **Dragon Naturally Speaking 10**. The number 10 is significant because this is the ninth version of this software. I've been using it since version 1 which was clunky and hard to use.

Version 10 on the other hand is easy to use. You can use it in all the popular applications and you can use it with your e-mail program too.

If you'd like to be productive here's the link: <http://nuance.com/naturallyspeaking>

5. The Pricing Game

Nobody wants to talk about pricing but most salespeople always do. I used to do that, but not anymore. The more you talk about pricing the lower it usually gets. So I prefer not to talk about pricing as much as other people do.

Depending on what you're selling and how your company is organized you probably get involved in doing quotations, RFQs, and sales proposals.

This next sales tip is about the numbers in these documents. For example somebody's ordering 10 different products and the total cost is \$13,045. So in an attempt to give the customer a break your sales proposal shows an even \$13,000.

You may not realize this but those three zeros are an invitation to negotiate. Never, never, never, never invite your sales prospects and customers to negotiate.

Instead use a very specific number such as \$12,977.

If you happen to be face-to-face with a sales prospect or customer and they ask, "Can you do any better on this pricing?" You could respond, "Look at the pricing; we've already sharpened our pencil for you."

When you use specific numbers many times you won't be asked for a better price because these numbers scream lots of thought went into this pricing.

Selling is getting tougher and tougher day by day . . .

Are doors to sales opportunities being closed?

Need help?

Want a boost in your sales productivity?

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Let's start selling more today and everyday . . .

Jim Meisenheimer