

HOW TO BE A

Sales Superstar

**Break All the Rules and
Succeed While Doing It**

MARK TEWART

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Advance Praise for
How to Be a Sales Superstar

“This book elevates the profession of sales to its rightfully esteemed level. It was inspiring and motivational and I highly recommend it. It should be required reading for anyone already in sales or considering it as a career.”

—Jim Connelly, author and keynote speaker,
the Napoleon Hill Institute

“The best way to sum up the information in this book is ‘It just works!’ I was very skeptical at first. The whole process put me way out of my comfort zone. We gave Mark Tewart’s sales and management techniques a try and wow! what a difference it has made. Our gross profits went up between 30 and 50 percent depending on the department. The best part is of that is that our sales also increased over 25 percent and continue to increase. This has been the best process we have ever implemented and I have tried many. I would recommend this book, Mark Tewart, and Tewart Enterprises to everyone, except my competition. Bottom line, it just makes lots of money.”

—Gary Minneman, General Manager, Sunshine
Toyota Battle Creek, Michigan

“Brilliantly written, completely engaging and one of THE most valuable books you will ever read (regardless of whether you are a salesperson or not). Mark delivers the essential guide for anyone who strives to be a superstar in their profession.”

—Peggy McColl, *New York Times* bestselling author,
Your Destiny Switch

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Foreword

Selling is an art form of the most elaborate kind and it requires professional drive, passionate persistence, and positive dedication to craft the skill. I truly believe in my heart that success does not come to you, you must go to it. The path is well-traveled, but we must take the appropriate steps that will take us where we need—and want—to be. Today's entrepreneur and salesperson must capture the drive to succeed and work hard to rise to the top of their profession.

Mark Tewart has compiled a treasure-filled road map to what it takes to become the ultimate salesperson. Study it and benefit from the expertise and experience he outlines. Apply relevant concepts to your life, and prepare your mind for what lies ahead. Remember your sales career truly depends on the energy and education you invest in yourself. This book is an invaluable tool that will help you toward your goals.

Congratulations on giving your career an instant boost.

Nido Qubein
President, High Point University
Chairman, Great Harvest Bread Co.

Acknowledgments

This book was written for all the salespeople who go out everyday and make things happen. My hope is that this book will propel many to become sales superstars. I know what it's like to put blood, sweat, and tears into a sales profession. Those tears can often be from pain as well as joy. My wish for you is that you have a lot more tears of joy than pain. I respect, honor, and give a salute to all salespeople who give their ethical best everyday.

I want to thank the team at Wiley for bringing this book to life. I especially want to thank Matt Holt for believing that this would be a significant project and not just another book on sales. Thanks to Christine Moore for her countless hours of editing and making me look good. Also, thanks to Christine Kim and the whole marketing department and anyone else I might have missed.

Thanks to my assistant, Jaclyn Moreland for finding all my mistakes and putting up with me, my businesses, and all my wild ideas and projects.

Thanks to Ellen Neuborne who acted as my coach, editor, and friend during this project. Ellen spent countless hours reading, reviewing, and coaching me and my writing.

Thanks to all the mentors and people I have learned from, too numerous to mention here. If I were to mention them all individually, it would fill up this whole book. I have never believed that anyone is truly a self-made person. We are all a collection of ideas, teachings, and experiences involving others.

A special thanks to my family for their love and support. Without my family, this book or nothing else I have ever accomplished could have happened. Thanks to my wife Kim, my daughter Erin, and son Jake. Thanks to my parents, Raymond (Jake) Tewart and Mildred (Millie) Tewart. I was lucky to have parents that always believed in and supported me. God blessed me with great parents. Mom and Dad, I miss you daily.

A special thanks to my brother Gary Tewart. A great brother and mentor, you taught me great lessons in both your life and your death. Gary, I miss you greatly.

Thanks,
Mark R. Tewart

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1

Sales is Not a Dirty Word

“Daddy, I Want to be a Salesperson”

The odds are pretty good that you never said this as a kid. Most kids want to grow up to be policemen, firemen, professional athletes, singers, actors, lawyers, and doctors. Not too many kids grow up dreaming of being a superstar salesperson. I have never witnessed children playing car dealership. When you were a child, what did you want to be when you grew up? How did that turn out for you? Many college graduates don't even wind up in the field that their degree is in. The good news is that the profession of sales can wind up being a lot better than your childhood dreams.

Most people back into sales as a career rather than choose it. Although that's not ideal, it's certainly okay, as that's the way that I and many others became salespeople. I call people like myself who have found themselves in sales careers *reluctant salespeople*. When you started your job, you probably weren't calling all of your friends and jumping up and down shouting that you had just gotten a position in sales.

Even though you picked up this book and maybe even bought it, there is a good possibility that you may not be that excited about sales at this moment. Not very many people are. Every year, polls and studies list sales as one of the least desired career paths. Very few colleges or technical schools have courses for selling. Most businesses don't offer formalized ongoing education for their salespeople.

The common frame of mind that salespeople share is that they are supposed to be naturally talented or self taught. Salespeople are continually hired and fired based upon the results they produce, and little to no effort is made to improve them. The motto, "Hire in masses and fire their asses" is still the prevalent, though ignorant mentality today. Salespeople are hired everyday without any type of screening, testing, or cogent analysis of their capabilities or talent for sales.

Here is the reality: Selling can, and *should*, be one of the noblest professions you can choose. Yes, that's right; I used the word noble. Among the definitions of noble in Wikipedia is the following: "Having honorable qualities; having moral eminence and freedom from anything petty, mean or dubious in conduct and character." Shouldn't that be part of the definition of salesperson? Shouldn't that be the norm, rather than the exception? Why wouldn't anyone aspire to be that person, and to have that description as part of their career? For all the titles I have—author, speaker, trainer, consultant, and entrepreneur—I am first and foremost a salesperson, and I always will be. I am proud of this title, and you should be as well.

Nothing Happens Unless Someone Sells Something

The world as you know it exists because of sales. If someone, somewhere, somehow is not selling every single day, you wouldn't have food to eat, a car to drive, or a house to live in. We can live a day without the skills of a lawyer, or even a doctor but you can't live even one single day without the skills of a salesperson.

Selling is one of the most important functions in our society. Capitalism and the advancement of any society are dependent upon sales. Everyone

is a salesperson, and everyone sells everyday. In case you don't believe me, consider the following: If you are a parent, you sell "finishing dinner" to kids through the reward of dessert. If you are in a relationship, you sell your girlfriend on watching football in return for a nice dinner out. If you are in a career or have a job, you sell your boss on the effectiveness and productivity of what you do. If you don't have a job, you sell the person you interview with for a job that you are the best choice out of all the other applicants. Everyone is selling something everyday.

As a matter of fact, if you want to see fantastic sales skills in action, just watch kids. They are the best salespeople on earth. Kids understand the importance of selling the moment they arrive on the scene. They sell their tails off, and keep selling. If you watch kids, you'll notice that they ask directly for what they desire. They have not yet been programmed to think that this is somehow wrong or selfish. Kids rarely take no as a final answer, and they think about how to construct alternative persuasive arguments when their initial requests are refused. They try to create leverage in their urging through win-win questions and arguments. They believe strongly in what they want and believe that they deserve it. Usually it's parents, teachers, and other adults who try very hard to express to children that they shouldn't be selling. You were probably reprimanded, scolded, and scoffed at for most of your early selling efforts. Eventually you got the message loud and clear that selling was bad and something to be ashamed of. Managers and owners of businesses wonder why most people stink at selling; it's because they have been conditioned *not* to sell.

The first step in the journey to becoming a sales superstar will be to eliminate this conditioning. Whether you are someone who is considering sales for a career, a struggling salesperson, a salesperson looking to reach another level of success, or a sales superstar who wants to see if I am "spilling the beans" to your secrets, reading this book and utilizing what you learn will change your life.

I bet you have heard everyone of these phrases many times over: "I hate salespeople." "Salespeople are greedy." "Salespeople are pushy." "Salespeople just want your money." "Salespeople are all liars." "Salespeople are just uneducated pond scum that could not get jobs doing anything else." In the same vein, consider the following movies and plays that you may have

seen or read: “Death of a Salesman,” “Boiler Room,” “Tin Men,” “Cadillac Man,” “Wall Street,” “Glengarry Glenn Ross,” and “Other People’s Money.” What images and emotions do you conjure up about salespeople and selling in general? They’re not very positive, are they?

I would like for you to try to name one play, movie, TV show, or book where a salesperson is portrayed as a good person, or someone to be admired. I bet you can’t do it. The first part of becoming a superstar salesperson is to understand the negative conditioning you and the rest of the world have been subjected to about sales. When too much garbage bombards your mind, your mind becomes garbage. You must drain your brain of the negative information that you have been sold and the lies that you have been told in regards to selling. And isn’t there a bit of irony in the fact that you and the rest of the world may have a bad image of selling because of what you have been *sold*, and more importantly—what you have *bought*?

Many sales careers are stalled or derailed because salespeople never identify and get rid of the negative clutter in their brain about sales. If you are trying to be a successful salesperson, but your imagery, emotions, and teachings are in conflict with your mission; you will either fail or become a mediocre, frustrated, and unhappy salesperson. In other words, you will have joined the ranks of 90 percent of salespeople. I have seen a myriad of business cards with creative titles that try to eliminate identifying the person they represent as a salesperson—marketing director, customer representative, customer relations counselor, and new accounts manager. If you can’t admit to being a salesperson or be proud to be a salesperson, you can’t be a successful one. If you are a salesperson, try putting the title “Proud to Be a Salesperson” on your business cards. Let people know you are pleased with your title, and not ashamed. You will stand out in the crowd by doing so. Similarly, I have had numerous salespeople—through telemarketing or face-to-face selling—start off by telling me that they are not trying to sell me something. That’s a part of their pitch. They are liars, however, because they are, and *should*, be trying to sell me something. Let me give you a tip: It’s okay to sell something, and it’s okay to declare it.

I can count on my fingers and toes the so-called sales gurus and trainers who wanted my company to sell their sales seminars because they didn’t feel comfortable selling themselves, and they would rather have someone else do the selling. The truth is that they didn’t believe they could

do what they were teaching. You must embrace selling as something you should do, want to do, and can do and not run from it. You must be able to embrace whatever it is that you are selling. A business professor from Carnegie Mellon once told me that the sales course he taught through an entrepreneur program was the one course he was sure every attendee would eventually use. Therefore, he thought it was the most important. Ask any successful business owner the key to their success, and if they don't tell you that it's the ability to sell, then they just haven't realized it yet.

In his best-selling book, *Rich Dad Poor Dad* (TechPress, 1997), author Robert Kiyosaki recounts how after his college graduation, his so-called "Rich Dad" and mentor had counseled him to take a job in sales with a company that offered a good sales training program. His advice was that sales would be the most important tool that Mr. Kiyosaki would use being an entrepreneur. Meanwhile, Mr. Kiyosaki's own father—the so-called "Poor Dad" who was a college professor and administrator—was shocked at the idea, and thought that this was beneath his son. The Rich Dad had a less formal education than the Poor Dad, but he had experienced far superior results in the business and financial world. Much like myself and many other salespeople, Mr. Kiyosaki backed into sales. His initial thoughts and feelings were that sales might be beneath him or a waste of his college education.

I have witnessed situations like Mr. Kiyosaki's time and time again. Years ago, as a general manager at an automobile dealership, I had a salesperson with tons of talent and potential quit his sales job with our company. The reason he quit his sales job was to take an entry level position with a rental car company. He informed me that he wanted to use his college education. Although I am sure that the company he went to work for is a fine company that provided him with many opportunities, I was positive that this young salesperson was simply embarrassed to be a salesperson, and believed that it was beneath him. The prospect of being a rental clerk was more exciting to him than being a salesperson. The truth is that he probably learned more about the business world and used more of his education in six months of selling cars than he might ever use in the rental car business.

I see more people in sales than in any other profession who are only in selling "until something else comes along." Sometimes I believe there are more admitted career cab drivers in New York and Los Angeles than there are admitted career salespeople. If you get into a sales career "to check it

out, you will check out.” In other words, you will fail due to a lack of commitment. If you want to do more than “check it out,” somewhere, somehow, you must truly commit to sales as a career. You must understand that selling is not a low-level profession. Being a salesperson puts you at the top of the heap, not the bottom.

“Sales” is Not a Dirty Word!

You must be proud of what you do. You must morally, ethically, mentally, and emotionally “buy into” sales as a fantastic career. Selling is not something you can do half-assed or with unenthused commitment. The good news is that there are very few professions that can provide you with as much fun, freedom, excitement, adrenaline, competition, income, and wealth potential as sales. I have spent a lot of time and ink in the beginning of this book discussing the mindset of acceptance and exuberance for selling. The reason for this is because without your total mental and emotional commitment, everything else I share in this book will only lead to mediocrity or failure.

This book is not about how to be good at sales. This book is not about how to be better at sales. This book is about how to be a Sales Superstar. This book is about how to make huge incomes from your sales efforts and get rich. If you don’t believe in this premise, do not read the rest of the book. There are tons of sales books that will gain you mediocrity; I only want superstars. Life is too short to aim low and live a daily uninspired existence that is average and frustrating.

Secrets Sales Superstars Don’t Want You to Know

Selling is both the highest and lowest paying profession on earth. Unfortunately, the majority of salespeople are in the low end. The good news is that if you do the exact opposite of what 95 percent of salespeople do you will

succeed and can become wealthy in doing so. Let's look at what it means, by definition, to be different in your approach or viewpoint.

Contrary: Opposed, opposite in nature, altogether different.

Contrarian: A person who takes an opposing view, especially one who rejects the majority opinion as in economic matters.

Several Native American tribes such as the Cheyenne, Crow, and Iroquois had warrior sects called Contraries or Contrary Warriors. The Contrary Warriors were different from their peers in their nature, often acting in direct opposition to the conventional tribe wisdom. Despite their controversial actions, they were thought to be very wise warriors, and were said to act like lightning in a storm. The Contraries became one with the sacred power they most feared. They liberated themselves from conventional and hallowed fears. As you look through history, you will likely make the same observation of most successful people. Successful people, like the Contrary Warriors, think for themselves and don't blindly follow the teachings and thoughts of the masses.

I have been in sales for most of my life and have spent a lot of time, money, and effort to study superstar salespeople and entrepreneurs. Because of what I have studied, learned, and taken action on, I have had a lot of success and made quite a bit of money in sales. I have often found that superstar salespeople take a Contrarian approach to sales and their business. Following the masses seldom leads to success in sales, just like following the masses seldom leads to success in any endeavor. When everyone else in the marketplace buys stocks, real estate, or anything else in false exuberance, the Contrarian investor patiently waits to pounce on the opportunities created when the market turns and winds up picking the bones of the dead carcasses from the ignorant masses. When the world was busy buying tech stocks and looking to get rich quick, the "Oracle of Omaha" Warren Buffett refused to follow the trend and buy businesses he did not understand. No matter how much the so-called experts blasted him as being a "has-been" or out of touch, he took the Contrarian Approach. Mr. Buffett stayed invested with companies such as Coca Cola and Dairy Queen, instead of the sexier tech stocks that most people thought would

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