

THE ULTIMATE TRAINING RESOURCE
FROM THE
BIGGEST NAMES IN SALES

MASTERING
THE
WORLD
OF
SELLING

ERIC TAYLOR & DAVID RIKLAN
Foreword by JEFFREY GITOMER

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Mastering the World of Selling

The Ultimate Training Resource from
the Biggest Names in Sales

ERIC TAYLOR
DAVID RIKLAN



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This book is dedicated to *our families*: our wives, Michelle Riklan and Clare Taylor, and our eight wonderful children, Joshua, Jonathan, Rachel, Kelly, Mark, Zachary, Luke, and Jake.

Acknowledgments

Each and every one of us wants to increase sales and revenue for our associated business. In our journey toward optimum sales results, we frequently find that reaching our goals is a team effort. We rely on others to provide quality products for us to sell, enhanced by attractive marketing materials and superior customer support.

Similarly, the writing of this book was also a group effort. This book was truly created by a dedicated team that spent countless hours writing, revising, and updating. It could not have been created alone.

We'd like to acknowledge each and every author who contributed to this book—in fact, there would be no book without the inspiring wisdom and words of each of our contributing authors.

In addition to all of the contributors to the book, we would like to thank all of the amazing individuals at John Wiley & Sons, Inc., who enthusiastically brought this project to life, including Matt Holt, Shannon Vargo, Beth Zipko, and Lauren Freestone.

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Finally, heartfelt thanks to our friends and family, who have provided much-needed support, encouragement, and patience throughout the process. A special thanks to our wives, Michelle and Clare, who are a continual source of motivation for everything that we do.

Foreword

I have been a student of sales since November 11, 1971. I was listening to a brand-new technology called a cassette tape when a guy named Jay Douglas Edwards uttered the sales tip, “If the customer says, ‘Do these come in green?’ you say, ‘Would you like them in green?’” And I thought—cool.

That’s the day I realized that there was a science to selling. I wanted to learn more.

I have read all or portions of hundreds of sales books over the past 40 years, but most of what I have learned has come from the spark of an idea gleaned from a book and then somewhat altered once I got out into the field and had to actually apply the strategy. Kind of like you.

All sales books—as well as sales experts—offer some form of valuable information. As a student, it’s your job to determine how that information fits into your skill set, environment, marketplace, and customer interactions.

Mastering the World of Selling is loaded with sales experts and business experts offering some of their best ideas and their best strategies and their best tips and their best information.

Eric Taylor cold-called me in 2002, claiming he could put on a public seminar in my home state of New Jersey. He told me that he would fill the hall with people and sponsors and was willing to pay me a fee in order to make that happen.

I had worked with many public seminar promoters, most of whom had failed miserably, and at the time it was my decision not to work with any public promoter, but rather to do the seminars myself. But there was something about Eric that I liked—his spirit, his ideas, his self-confidence, his ability to convey a message; so I decided to say okay.

Eric filled the hall that day, and my new friend Matt Holt—an editor from John Wiley & Sons, Inc.—came to see me.

Matt has risen much higher in the company and is publishing this book along with his talented editor Shannon Vargo. (It all comes full circle.) Eric filled the hall again in 2003, 2004, 2005, 2006, and 2007. In 2008, we did an event called “Jersey Boys” where I partnered with two other sales experts who had grown up in New Jersey like I had.

Eric Taylor has done it again, this time with David Riklan, the founder of SelfGrowth.com. Eric is a world-class student, participant, and all-around father. In compiling this twenty-first-century best-selling sales book, he has used his connections, his wisdom, and his moxie to create a book that contains way more than reading material. Study it, highlight it, implement it, and bank it.

How to read the book: Learning sales skills is a matter of understanding, adoption, application, and a bit of tweaking. I have found that unless the tip or strategy is comfortable to me, I won’t use it. It has to fit with my personality and be in the framework of my comfortable conversation and ethics.

As a reader myself, I am challenging you to look at the ideas you encounter here with an open mind and strike from your mind the phrase “I know that.” Most salespeople already know everything; the problem is that they don’t do it. Rather, ask yourself, “How good at that am I on a scale of 1 to 10?”

Then ask yourself:

How does this information apply to me?

Do I agree with this?

Am I comfortable with this?

Does it fit my personality?

Is this me?

If the answer to all of those questions is yes, then ask yourself the following questions:

Is this in the best interest of the customer?

Will this lead me to a long-term relationship with the customer? And finally the true self-test question:

Will this make my mother proud?

This book is all about what is working now. It looks at business, sales, service, and personal development for the second decade of the twenty-first century. The messages offered are from experts in their field who have actually used these methods and strategies to build their own success. And your job is to adopt them, adapt them, and turn them into money.

—Jeffrey Gitomer, author of *The Little Red Book of Selling*

Introduction

“Nothing happens until somebody sells something.”

—Arthur H. (Red) Motley (1900-1984), Master Salesman

Everyone Sells

Since you most likely sell something for a living, you know the value of self-improvement and building your sales skills. Like you, we are selling in the trenches every day, fighting to gain more market share and to keep our existing client base. Just one good idea from the hundreds in this book can give you a competitive advantage and repay your investment many times over.

The goal of *Mastering the World of Selling* is simple, clear, and focused; we want this book to become your ultimate sales resource.

This book was created to help you to sell something better . . . faster . . . smarter . . . and with more profit!

What’s in This Book for You?

- Over 400 sales tips from the top sales training companies in the world.
- More than 85 powerful sales articles you can use for sales meetings, to prep for a sales call, or to coach your sales team.
- Detailed profiles and contact information to over 150 of the world’s greatest sales training resources.
- Access to hundreds of products and services, online resources, associations, and sales communities you can learn from and contribute to.

The current economic climate has created new opportunities but has also made the competitive landscape fierce. Whether you are just starting your sales career today or have been closing complex sales transactions for decades, this book has sales answers that can help you sell more.

Selling is one of the most rewarding and noble professions in the world.

Thank you for investing in this book and in your sales success!

Mastering the World of Selling enables you to sell more, more easily.

Your Past and Present Hold the Key to Your Future

Where are you going?

No, I'm not asking where you are going on your next appointment or where you are going out to dinner. And I'm not asking where you are going when you get to the mall. I'm asking "Where are you going in life?" That's a pretty big question because it's about your future.

Did you miss your quota last month? Last year? How come? Blaming it on the economy again? Blaming it on the competition again? What is a quota, anyway? A quota is a goal that someone else sets for you. I'm asking: What have you set for yourself? When someone gives you a quota, why not double it? That way you'll make the number with ease. It's all in how you look at things.

Guess what? You create barriers or you jump over them.

Once a year I try to predict the future. I do it on the anniversary of the beginning of my writing career. This week marks my fifteenth anniversary. It's always a cause for deep reflection because writing and being published is the fulcrum point of my success. It's not only about how I've made a name for myself, it's also about the legacy that I will leave salespeople worldwide—and, of course, my children and grandchildren.

Writing is about more than creating new sales information each week that salespeople like you can benefit from. It's about being self-disciplined so I can clarify my own ideas, which form the basis for the speeches that I give and the books that I write.

If you really want to know where you're going, you have to understand where you've been and recognize where you are. Where you've been, or the past, provides you with knowledge and experiences, successes and failures, as well as opportunities and obstacles. Where you are, or the present, is what happened during the past 30 days, what's happening today, as well as what's going to happen within the next 30 days. Where you'll be, or the future, is a combination of your experience, your being open to opportunity, your goals and dreams, your tolerance for risk, as well as your determination and focus.

Let me clarify that and break it down into three-and-a-half easy-to-digest categories.

1. Once was.
2. As is.
3. Can be.
- 3.5 Become.

Once was is the history of your life. It's the sum total of your knowledge, your wisdom, your experience, your victories, and your defeats. If you look closely at the history of your life, you can see some things that you wanted with all your heart but you didn't get. At the time you were devastated but in retrospect it seems silly that you ever wanted those things. You can also see some things that you were given or that you earned, but once you got them, you quickly lost interest. More importantly, you see the things you loved and how they have affected you. You look at the risks you took and think that if you had the opportunity to take them again, you might not. And all of that brings you to as is.

As is is where you are today. Are you where you want to be? Are you happy with your lot in life? Are you blaming your lack of success on someone else? Have you found what you are looking for? Do you even know what it is?

Some of us haven't found what we are looking for, but that doesn't mean to stop looking. I didn't start writing until I was 45 years old. If you're younger than that and you start writing tomorrow, in 10 years you'll be ahead of me.

I'm teaching my granddaughter to write. She'll be 50 years ahead of me.

As is provides you with your greatest single opportunity. It's about how you decide to invest your time and money. The time to take action is now. The time to take a risk is now. The time to go for what you want is now. The time to educate yourself and study is now. If you do, you may be able to achieve the success you are looking for later.

Many people think that once they're done with high school or college, they have essentially finished their studies. That may be okay if you aspire to ask clients "Will that be paper or plastic?"

Success doesn't simply show up in the now. Success comes as a result of hard work and focus in the now. It's what you are willing to "do" in the now. But that elusive brass ring you are looking for lies within. It's the can be.

Can be is full of dreams, full of goals, and full of serendipity. Some things are not goals. Some things just evolve. And in that evolution, you can find what you really love. If you love something you don't have to make it a goal. Instead, you just work your butt off, and it becomes reality.

What you can be is going to be a result of your hard work, your positive attitude, your passion, your focus on achievement, and your drive not to let little things stand in your way—even if it means risking what you've got.

Many people in their struggles will come to me and say, "Jeffrey, you don't understand." And then they go on to say something about their personal situation, their money, their luck, their spouse, or their kids.

I understand just fine. People are afraid to risk what they have in order to go for what they really want. The worst part of not risking is lamenting—lamenting that you didn't try it, that you didn't go for it, or that you should have done it.

Maybe it's time for you to read or watch *The Wizard of Oz* again and see how it relates to your life. Remember what Dorothy's companions were searching for? Courage, brains, and heart. You've always known the formula—you just haven't used it. And with very few exceptions, you're not in Kansas anymore.

And when you combine once was, as is, and can be, the sum of that is what you will become. One of the most valuable lessons I have ever learned was from a friend, Dr. Paul Homoly, who said to me "Make all decisions based on the person you would like to become." That wisdom is so powerful that I think of it every day. It's been a big part of my success. It makes me think "long term" as I decide. It makes me think "best" as I decide. Perhaps you can use it in your quest to be your best.

Allow me to throw some words at you: Educate yourself, try your best, risk failure, seize the opportunity, develop self-discipline, dedicate yourself to becoming a winner, and make a commitment that it's for you first and everybody else second.

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