

FROM LEADING INDUSTRY EXPERTS

37

**BITE-SIZE  
SALES  
TIPS**

EVERY SELLER MUST KNOW

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Thank you for taking the time to download these sales tips. I know you will find them motivating and helpful. My name is Donald Kelly and I'm the host of "[The Sales Evangelist](#)" podcast ([subscribe here if you haven't already](#)). On the podcast, I interview top sales, marketing, and business experts on sales related topics that will help us all become better sellers. We have had many great tips shared, and insights offered over the course of the show's existence.

In an effort to pull some of the most memorable advices, we've extracted bite size tips from some of the most popular episodes and organized them into this easytoread guide for you. We hope you enjoy it as much we do and take some of the practical tips and apply them to your selling experience. Overall, we want to motivate, educate, and inspire you to go out and do BIG THINGS! (On the very last page you will see how I want to help you stay accountable.)

P.S.

Connect with me and continue the conversation by joining our private Facebook group, "[The Sales Evangelizers](#)" or like our Facebook page "[The Sales Evangelist](#)". You can also reach me on [Twitter](#) and [LinkedIn](#). If you know someone that can benefit from these sales tip, please share this with them. Thanks!

# CREATING AN ATTITUDE OF "SUCCESS"

WITH RALPH QUINTERO



Ralph Quintero is a serial entrepreneur and the founder of Bald One Media, The Great Business Project Podcast, and Happy Someone; Apps for Business expert; massive action taker.

## #1 TIP PEOPLE HAVE PROBLEMS THAT NEED SOLVING.

Sales representatives typically get a bad rap. When somebody says, "Oh he's a salesperson," people usually cringe. I don't look at it that way. I just look at myself as a problem solver. I have a friend who says I'm like the wolf from Pulp Fiction who cleans everything up and makes everything happy for everyone. That's the way I do sales. I was very good at determining what people's issues were and how I could pair them up with the right products to make them happy.

“ I've always been a natural salesperson. I enjoy helping people solve problems and I think that is the fundamental structure of sales. ”

## #2 TIP SALESPEOPLE CAN BE MADE.

I was having a lunch meeting today with a good friend and another business consultant who is working on a book about the fact that salespeople can be made. You don't have to be born a salesperson. We're all salespeople from the moment we come out of the womb and we start crying for food. We're selling! We're selling our parents on why they should buy us something. We're selling our teachers on why we deserve the grade we get. We're selling our coaches on why we deserve to be starters. Our entire lives are spent selling.

“ We're all salespeople from the moment we come out of the womb and we start crying for food. We're selling... Our entire lives are spent selling. ”

## #3 TIP YOU HAVE TO GET OUT THERE.

Numbers don't lie. A lot of times, salespeople just don't get out there. They're afraid of rejection. They may stay in the office longer. They may work the phone longer rather than being in front of people. If you make 10 calls and you convert on 2, or 50 calls and you convert on 6, or 100 calls and you convert on 10; it just doesn't lie. You have to get out there. The biggest challenge that most salespeople face is the challenge of not being out there enough and not continuing the hustle.

“ Everybody has their strengths and their weaknesses but at the end of the day, it's all about numbers and your conversion rate on those numbers. ”



## **THE SALES PROCESS BEGINS WHEN SOMEBODY SAYS NO.**

The sales process doesn't begin when you're showing something to somebody for the first time; it begins when somebody says no because that's when your true sales job begins. That's when you have to start explaining to them and convincing them why whatever it is you're offering, whether it's a product or a service, can solve the problem they may be having.

“ It begins when somebody says no because that's when your true sales job begins. ”



## **LOOK AT REJECTION AND SAY, WHAT'S THE WORST THAT CAN HAPPEN?**

We've all heard stories of people like Colonel Sanders who was rejected 1500 times before somebody licensed his recipe. Abraham Lincoln and all of these famous failures that were told that they would never amount to anything. Or Walt Disney being told that he wasn't imaginative enough. Go figure! Ultimately, most of the time what it comes down to is not much. You're not going to die. You're not going to go hungry. Your family's not going to leave you. You're not going to become homeless. The worst that can happen in the sales process is that somebody says no. If you can get to the basis of that "no," you can start chipping away and try to really figure out what the issue is.

“ The worst that can happen in the sales process is that somebody says no and to me that's the most exciting part because you now have a starting point to begin with. ”



## **YOUR JOB IS TO: NUMBER ONE, ESTABLISH A PAIN POINT; NUMBER TWO, MAKE THAT PAIN POINT WORSE AS A SALES PERSON; NUMBER THREE, IS TO ACTUALLY OFFER A SOLUTION TO IT.**

It's a three-step process but it works. Could you imagine what would happen if a major storm rolled across South Florida and you didn't have shutters on your windows? Could you imagine a tree breaking your window and damaging everything you had inside your house? And then imagine that your insurance company wouldn't cover the things you had because you didn't know the kind of coverage you needed? I've established the pain point and I've made it worse. You're starting to process this at a completely different level because it's all about you. Then I can come in and say, "Thankfully, I work with a great company that actually protects homeowners against things like that." At that point, you're probably more likely to want to listen to what I have to say.

“ It's very simple and it's something that I've always taught every sales person that I've ever trained or worked with: Establish the pain point. ”



## **THAT PAIN POINT IS NUMBER ONE.**

Let's say you're working at Home Depot in the tool department. And somebody came in to buy a drill. You have two options. As a great sales guy, you go in and you show him the whole assortment of drills that you have and you're going through the features and benefits of each one. But ultimately, what happens is that you missed the pain point. Mark came in because he needs a hole. Mark doesn't need a drill. He may not actually not even need a drill. He may be able to open that hole with an awl and a hammer.

“ I may not have sold Mark a \$200-drill, but I sold Mark a solution that is going to work for him. I can guarantee that the next time he needs a tool, he’s going to come back and look for me. ”

## #8 **TELL STORIES AND DETERMINE PAIN POINTS.**

**TIP**

I’m a big consultative salesperson. I believe in the consultative sales method. I’m not a hardcore sales guy. I don’t follow the traditional sales process. For me it’s all about telling stories and determining pain points.

“ When you can develop that kind of rapport with a customer, and it may take the sales cycle a little longer, they tend to stick around for a lot longer. The lifetime customer value is significantly greater. ”

## #9 **CHOOSE TO BE HAPPY.**

**TIP**

What’s the alternative to being optimistic and happy? I don’t like it. I don’t even want to consider it and a lot of people live in that space. There’s no reason for you to live in that space. I’m of the school that you can choose to be happy. I’m a big fan of affirmations. I recite affirmations every single morning. I’ve been doing it for the last 25 years and it’s become a daily habit and practice that really helps me establish that positive mindset right from the get go. It comes through in everything I do. You have to be able to exude that level of enthusiasm if you want your customer to feel enthusiastic about whatever it is you’re presenting to them.

“ Happiness is a choice. There’s no real external factor to happiness. Happiness comes from within. It’s something you have to work at and practice. ”

## #10 **SAY YOUR DAILY AFFIRMATIONS.**

**TIP**

This week, my affirmation was... “I’m a wonderful person and I deserve to be happy.” That’s something that I actually shared with my Happy Someone Community. It’s something very simple but it gives me permission to be happy. It lets me know what my value is and it’s me telling myself that. As far as the business side... I say, “I attract success and prosperity with all of my ideas. Success and achievement are natural outcomes for me. Success and good fortune flow towards me in a river of abundance. All of my thoughts, plans, and ideas lead me straight to success. A successful business person lives within me and today that person is running my business.”

“ This week, my affirmation was... ‘I’m a wonderful person and I deserve to be happy.’ It’s something very simple but it gives me permission to be happy. ”

## #11 **WE CAN ALL BE HAPPY AND WE’RE ALL SOMEBODY. WE’RE ALL SOMEONE AND WE SHOULD ALL BE HAPPY.**

**TIP**

Early this year, my wife and I had a crazy thought. We actually thought that we could change the world one person; one smile at a time. It was so crazy

that it was right for us, for our kids, for our community, and for the world. We get this constant influx of bad and negative news. We wanted to create something that was the stark opposite of that. We wanted a lot of positive notes, affirmations, news stories, videos, songs, and things to help spread a positive, uplifting message. And it started with a simple smile. I am humbled by the rapid growth of the community.

“The world needs a lot of happiness right now... Together we can all make a difference and we can all be happy someone’s.”

## #12 **SURROUND YOURSELF WITH WINNERS AND POSITIVE PEOPLE.**

**TIP**

If you’re hanging around with other salespeople that are complaining about their numbers and moaning about how bad things are; that’s the world you’re going to live in. You want to surround yourself with winners and with positive people who are going to lift you higher. If you want to soar with the eagles, you shouldn’t hang out with the turkeys. Jim Rohn used to always say, “You become the average of the 5 people you hang out with the most.

“I knew that I had to change and spend the bulk of my time with people who were going to elevate me and allow me to get to where I needed to go. That fundamental change made a huge difference in my life.”

## #13 **TAKE. MASSIVE. ACTION.**

**TIP**

It’s worth repeating because it’s that important. We have red rubber bracelets that everybody on our team wears and they say, “Take Massive Action.” We have signs all over the office that say, “Take Massive Action.” We have screensavers on our computers that say, “Take Massive Action.” They’re the splash screens on our phones because that’s how we remind ourselves that big things can happen by taking massive action. Wake up every day and be determined to take massive action. If you come up with an idea, do something massive about it right now. Tell somebody about it. Write a post about it. Incorporate it. Patent it. Trademark it. Do something big that’s going to lead to the next step and the next step and the next step. And ultimately, it will let you achieve what you’re dreaming about.

“Big things can happen by taking massive action.”

# THE ART OF SELLING

WITH JEFFREY GITOMER



Jeffrey Gitomer is the author of The New York Times bestsellers *The Sales Bible*, *The Little Red Book of Selling*, *The Little Black Book of Connections*, and *The Little Gold Book of YES! Attitude*

## #1 NEVER DOUBT YOURSELF.

TIP

It's a matter of what your home environment is. If your parents keep telling you you're stupid, eventually you're going to think you're stupid. If you aren't blessed with that background, then wake up and do something positive every day. Stop exposing yourself to dumb things like news programs and violence. Don't have a drink at the end of the day. Just go to sleep and think of all the positive things, then wake up and read or wake up and write.

“ I knew what I was capable of doing. I knew I was a smart guy and knew my parents were smart people. I never doubted myself. I still don't. ”

## #2 PEOPLE DON'T LIKE TO BE SOLD, BUT THEY LOVE TO BUY.

TIP

Well, just look at it from the perspective of you as a customer. When you go to buy a car, do you want to be sold that car or do you want to buy that car? When you go into a department store, do you want to be sold a pair of pants or do you want to buy a pair of pants? And once I had sort of discovered what happens in the world versus what people do in the world, I trademarked that phrase.

“ People don't want to be sold. If you bought a car in the last 2 or 3 years, you did internet research so you wouldn't have to deal with that car sales guy. You walk in better prepared than he or she has ever been. ”

## #3 IF YOU WANT TO CREATE A BUYING ATMOSPHERE, THEN YOU BETTER BE ASKING QUESTIONS RATHER THAN TELLING FACTS AND STUPID THINGS AND TRYING TO CLOSE THE SALE.

TIP

What is assertive or what is aggressive? An aggressive salesperson tells you everything. An assertive salesperson asks you everything. And I think that that's a better definition of it.

“ I don't care about satisfied customers. I only care about loyal customers. Because half of your customers are never satisfied but they'll buy from you again. ”



**DETERMINE WHAT THEIR MOTIVE AND URGENCY FOR BUYING IS. AND YOU DO THAT BY ASKING QUESTIONS.**

If somebody comes in and says, "I need a suit or clothes," the first thing I want to find out is, what's it for? Is it for going to work every day? Is it for going to a dance or a party? What's the deal? How am I going to use it? What's the value to them? Then I'm going to show them some things that I think will work for them. If I deal with someone in a corporation that has a budget to spend, but is not the decision-maker, I want to talk to the guy that makes the budget; he can add a zero to it.

“ I'm never going to ask somebody what their budget is because everybody has a budget mentally and they're willing to exceed that. ”



**YOU HAVE TO GO OUT TO MAKE THE SALES YOURSELF SO THAT, IF YOU DO HIRE SOMEONE TO MAKE SALES, YOU'VE SET A STANDARD AND YOU CAN TRAIN THEM EASILY.**

If you're a business person and you opened up a business and relied on somebody else to make sales for you; that's a bad reliance. So I relied on myself to make my own sales in all the businesses that I've ever owned. And that's the key.

“ I am my own sales guy, every time. ”



**TRY YOUR BEST TO GET TO THE NEXT LEVEL.**

Everything doesn't play out the way you want it to. You can't tell me one thing that has played out the way you wanted it to. You have an idea. You have a desired outcome, not a goal... a desired outcome and you get to that outcome however you possibly can. Try to have a positive outcome. Try to hit some modicum of success. If something happens along the way, then your resilience kicks in. How do you react, respond, and recover from it in order to put yourself in a winning position?

“ I don't think you need to fail in order to succeed, but it can't hurt you. ”



**TRAIN YOURSELF TO HAVE A POSITIVE MENTAL ATTITUDE.**

I did that in the 70's when it didn't really count, but it stayed with me. I wake up in the morning and I read or I wake up in the morning and I write. Most people wake up in the morning and watch some stupid television show. I don't care about the television. It's all the same crap, just a different day.

“ Your attitude stays with you. ”





**YOU HAVE TO FEEL LIKE YOU HAVE PUT IN HALF A DAY BY 8 O'CLOCK IN THE MORNING."**

That's a have-to. Because if you do, you'll feel great about the rest of the day. Yesterday, as an example, I had to give two talks; one at Steiner Sports and one for the New York Yankees. So I'm up at quarter to five in the morning checking my slides, making sure everything's okay, and I have an end-product. My seminar at Steiner started at a quarter to nine and I'm working at it until 8:44 and I'm on it. And that's how you deliver a good talk.

“ I face salespeople that already know everything. And my job is to be one notch better than them... or two. I tell them one to make them feel good. ”



**THERE ARE NEW WAYS OF PROMOTING YOURSELF AND PRESENTING YOURSELF IN THE MARKETPLACE AND YOU HAVE TO BE AVAILABLE.**

Well, one of the things that happens is that people have a way... and they get comfortable in that way. And you know the way is changing. The guy that's comfortable right now in sales may have seven Twitter followers or may have never tweeted. You can't be doing that in this world.

“ Your customers have to make certain that they can find you and like you and deal with you in a much different way. ”



**START TO PUT YOURSELF OUT THERE IN THE MEDIA AND JUST GO SLOW.**

The easiest thing to do is: register your name on a ".com" and if it's taken, put some little thing in the front of it like, "I am" or "The Great" or something like that and start a website. You should start a blog as well. You should have a platform on each of the four major social media. You should have a blog to start out with and you need to be able to devote some time to it.

“ Maybe just take away your TV time and devote yourself to social media and a blog. ”



**IT TAKES HARD WORK.**

Well, think about it from the perspective of, you wake up in the morning and you get to work "on time." What does that really do? Why wouldn't you wake up in the morning and have a 7 o'clock appointment in the morning with one of your customers for half an hour or 45 minutes at a Starbucks and then go to work? At the end of the year, you will have met with 250 customers. What's that worth?

“ Most salespeople are not willing to do the hard work that it takes to make sales easy...They don't understand where the value of it is. They don't understand how they win with it. They're just lazy. ”

## #12

TIP

### **THE ASSESSMENT, FIRST HAS TO BE: ARE YOU LOVING WHAT YOU DO?**

I think that most of the people that are lazy, are lazy because they don't love what they do. Are you loving your opportunities? Are you loving your customers? Are you loving your work environment? Because if that's not pleasant, then it will manifest itself in laziness. You don't really have that passion for it.

“ So I can't make a person be more passionate, but I can certainly challenge a person about the love of their job or career and ask them to assess it. ”

## #13

TIP

### **TAKE REJECTION AS PART OF THE PROCESS.**

You're going to get rejected seven or eight out of ten times. A lot of people don't like that rejection. A lot of people don't understand that "no" leads to "yes". So I'm looking at it from the perspective of, "Okay, what can someone do from an encouragement perspective to encourage themselves?" Because that's the whole deal. If you've ever seen an athlete talking to themselves, they're not telling themselves that they're going to drop the ball or make an error. They're telling themselves they're going to get over the plate, make a great play, win the game, crush the other guy, or whatever it is. You can learn a lot from athletes.

“ Self-talk equals positive performance if you do it right. ”

## #14

TIP

### **SELF-ASSESS YOURSELF.**

Where are you on a scale of 1 to 10 on the things that you're capable of? On the relationships that you built with customers? On the love of your job? On your own personal brand? On all the things that you need to do that are really foundational to your own success?

“ You're going to find holes in the wall. You have to plug those holes up and you have to do them fast. Your competitors out there right now are trying to kick your butt. ”

# LEARN HOW TO BECOME AN AGILE SELLER

WITH JILL KONRATH



Jill Konrath is a speaker, trainer, sales thought leader, and author of SNAP Selling, Selling to Big Companies, and AGILE SELLING



**GET UP TO SPEED ON ANYTHING SALES-RELATED, AS FAST AS HUMANLY POSSIBLE, SO YOU CAN BE EFFECTIVE IN YOUR JOB.**

I write books about challenges I see. One of the biggest challenges I see right now is how difficult it is to stay on top of everything. Of all the things I am, that I've never even recognized about myself, is that I am a rapid learner. I know how to help people learn new stuff, faster. That is a skill; a meta-skill. So, AGILE SELLING is really about how to get up to speed on anything sales-related, as fast as humanly possible, so you can be effective in your job. It's about the mindset, skills, and the discipline of being an agile learner so you can be highly relevant to your prospects and customers.

“ AGILE SELLING is about the mindset, skills, and the discipline of being an agile learner so you can be highly relevant to your prospects and customers. ”



**UNDERSTAND YOUR BUYER. KNOW MORE ABOUT YOUR BUYER.**

Understanding buyers is the missing link. So many people in companies, when they're brought on board or when they work for the companies, they're told that it's about their product and service. They actually believe that when buyers make decisions, they make their decisions based on the product or service they sell for the company and that they're doing business with the brand or pricing. Research in sales success and buyer decision-making shows that the buyer today is making their decision based on very different criteria. In fact, one of the key factors they're making their decision on is their experience with the salesperson. So, if they are looking at doing something different and a salesperson comes in and has ideas for them, shows them some things that they didn't know, or helps to make suggestions to help them achieve their objectives, their respect for that person and their credibility of that person are huge compared to somebody else who's talking about their stuff. "Let me tell you what our company can do." "Let me give you a demo." "Let me do a PowerPoint on what our company does." They're making a decision on what it's like to actually work with you. They have choices and they know they have choices. So, if you think about it, the more you know about your buyer: what's on their mind, what their trying to achieve, what plans they might have in place right now to achieve their objectives, the obstacles and challenges they run into, the processes that they're using, and the financial metrics that are important; the more you can come to them with the ideas, insights, and information they need in order to effectively do your job and meet their objectives.

“ Understanding buyers is the missing link... the more you know about the buyer, the more you can come to them with the ideas, insights, and information they need in order to effectively do your job and meet their objectives. ”

## #3 **YOU NEED TO BE AGILE.**

**TIP**

You need to be agile with all the changes that are going on. It's important, not just for people who are new in selling, but it's crucially important for those who are long-term sellers. The reality is that most people are on cruise control these days. Research shows that even within 3 weeks of being in a new job, salespeople will have "the way" they work with people. So, we have a huge group of salespeople out there who are doing what they've been doing for many years but are seeing less and less results. The need to change and learn more information about the buyer, their market, their world, and all that kind of stuff is huge. A lot of salespeople haven't grown, changed, or done anything. The first part is on the imperative for being agile and for constantly learning and growing. An agile seller thinks differently than anybody else who's out there.

“ The reality is that most people are on cruise control these days. ”

## #4 **PICK UP NEW INFORMATION FAST. PICK UP SKILLS FAST.**

**TIP**

The faster you can learn stuff, the more quickly you'll be productive in getting results. Nobody ever told us that there was a way. Look at people's study habits when they're kids, it's that awful. It goes into adulthood and we take those study habits with us and we are not good learners. Learning skills is different from learning information.

“ Most of us suck at learning stuff because we don't know how to. ”

## #5 **BE INQUISITIVE. WHAT ARE ALL THE THINGS THAT COULD BE IMPACTING YOUR ABILITY TO GET IN THE DOOR?**

**TIP**

If you're an experienced sales professional take a look at where you are running into bottlenecks. What things are slowing down for you? Where are you struggling? For example, "Was I not getting enough meetings set up?" That's a whole area of study. You could take a look at another area of study that might be, "Are initial meetings converting into second meetings?" Research shows that executives, as buyers, say that very few of the salespeople who call on them are prepared for the meeting. I think they believe that less than 15% are prepared for the meeting and only 7% of executives will schedule follow up meetings with the person that they met with. So, there's a huge failure rate from first meeting to a follow up meeting. If you're being honest with yourself, ask where you are running into trouble. Are they not calling you back after that first meeting? Do they sound interested but then it just sort of goes nowhere? The real question becomes: Where am I running into bottlenecks? Where are things slowing down? It's about being honest with yourself and then stepping back and saying, "Okay, here's where I'm having trouble. There are better ways out there. I personally have the ability to get better and to fine tune my skills but I don't know stuff." So, you have to say, "Well, what don't I know? What could be getting in the way? What sends you into a research project?" You have to analyze and figure out where there are some shortfalls and where you might need some more knowledge.

“ It's about being ruthless with yourself. It takes time at first and it's uncomfortable when you learn new things. You're out of your bailiwick for a while...but the reality of it is, if you don't do it, everything will get harder in the future because our buyers are so discriminating. ”

# #6 **BORROW A BRAIN.**

**TIP**

It's one of my favorite all-time strategies. There are times in our life when we really don't know how to do certain things. Sometimes it's all too frequent. We don't know how to think a different way because our own experience and knowledge base doesn't give us what we need. The first time I borrowed a brain I felt so stupid doing it. I was actually a new sales representative and I've been training under this wonderful guy (Jim Ferrell) who was so good with his customers. They just loved him to death and he was a top representative. Then, I was out on my own and I got asked a question by a customer and I was stumped. Jill Konrath did not have the ability to answer that question sufficiently. In a panic mode, I thought to myself, "Well, what would Jim Ferrell do in this situation?" Suddenly, by asking that question, I got a whole new idea. "Well, Jim would handle it this way." I didn't even know how to handle but just by changing it and saying, "What would Jim Ferrell do?", I could tell what Jim Ferrell would do in that situation. So, I just did what Jim Ferrell would do and it worked. That was the first time I discovered that I could borrow somebody else's brain. I didn't even have to know them well and that's the beauty of this.

“ If you borrow somebody else's brain, your own brain expands its capability to come up with new options. ”

# #7 **KNOW THAT YOU ARE THE DIFFERENTIATOR. YOUR ABILITY TO LEARN FAST IS CRUCIAL TO YOUR SUCCESS.**

**TIP**

People don't realize that it's really about them and not just about being nice and developing relationships. It's about them being "idea" people who are constantly focused on helping their customers achieve their objectives and bringing them ideas, insights, and information. That's what matters today and in order to do that successfully, you got to learn how to learn fast.

“ People don't realize that it's really about them and it's not just about being nice and developing relationships. It's about them being "idea" people who are constantly focused on helping their customers achieve their objectives and bringing them ideas, insights, and information. ”

# THE POWER OF BELIEF

WITH LIN HART



Lin Hart is a speaker, the author Reginald F. Lewis before TLC Beatrice: The Young Man before the Billion-Dollar Empire

## #1 TIP BE MORE THAN AN OUT-OF-THE-BOX THINKER.

I heard people talk about success and their pursuit of things they claim they would achieve. But in many cases, those beliefs were not sustainable in the sense that the person didn't have equipment to get the job done. I've always described Reginald as someone who had a sustainable belief and the inevitability of his own success. He never doubted for a minute that he was going to be successful in spite of those shortcomings I mentioned. It didn't matter what other people said or thought. The stereotypes of the day or racism didn't matter. Nothing was going to stop him. There was a lot going on in this country that would have deterred anybody, let alone an African-American, to achieve the kind of success that he achieved. Reginald was truly one of these out-of-the-box kind of characters. There were always discussions about people who are out-of-the-box thinkers. I've always said Reginald Lewis would be more than that. He never saw the box. When you talked with him he was always upbeat about what he was going to do and I'd say, "How can you do that? You don't have connections. You don't have a lot of money. Your grades are just average." But he was exceptional because he was able to overcome that.

“ There's always discussions about people who are out-of-the-box thinkers. I've always said Reginald Lewis would be more than that. He never saw the box. ”



## DISCOVER YOUR PASSION. DISCOVER WHAT LIGHTS YOUR FIRE.

It's not a scientific thing. It's an observation. It's what I've seen and learned over the years. I believe all of us were born with certain instincts -- the instinct to survive. Embedded in that is an instinctive desire to be good at something. Whether it's good at sports, good at walking faster than anybody else, or speaking better. I think those things are innate. The trick is to find out what lights our fire. Whether you call it drive, or as I choose to call it passion, that's the key that propels us to where we want to go in this life. So even with those instincts, without having that passion or something that lights your fire so to speak, you never get the right fuel mixture to get what we call "drive." Something that I noticed in Reginald Lewis very early on was that his passion to be successful was evident even though those of us who saw him would say, "We don't see how that happens for you." We're all born with certain instincts, but we have to discover the thing that lights our fire and that requires a certain amount of determination. Once that's determined, I think we put ourselves on a path to having, not just success but, extraordinary levels of success which is what he had. Discovering what it was that he could pursue with an extraordinary level of energy and intensity -- that was his passion and he discovered that. Now he's become a lawyer/businessman. Nothing ever deterred it. So the drive comes from the other components that we discover along the way.

“ We're all born with an instinctive desire to be good at something...The trick is to find out what lights our fire. ”



**LINE YOURSELF WITH PEOPLE WHO ARE TRYING TO ACHIEVE SOMETHING.**

One of the most important things is this question of: “Who are your friends and what are they all about?” My friends come from a mixed bag. I grew up in the city of Baltimore so I had friends across the spectrum; guys who are not so honorable, guys who work hard, and guys who were exceptional. But I found out that when I lined myself with people who were trying to achieve something, there were rewards in that for me. That may not play well for everybody but that’s just my take on it.

“ Sometimes the people you surround yourself with have a lot to do with how you turn out. ”



**ACCEPT THE FACT THAT CHANGE IS DIFFICULT AND IS NEVER FREE.**

There is no straight line to success. I’ve looked at stories of people who have been successful and rarely have I found someone who didn’t have to overcome obstacles, bumps, and disappointments. Reginald had his share of those. With that is this thing about the sustainable belief and finally, I think, and this maybe one of the most important things, is the fact that people have to understand when there’s a need to change. Change of direction or a change of plan because of the fact that there’s no straight line. The problem for a lot of people is that people are reluctant to deal with change because they are fearful of the outcomes after those changes. I’ve accepted

the fact that change is difficult and is never free. If you think about the resources that a person brings to their job, whether it’s a salesperson or a businessman in another line of work, you only have certain things that you can invest. You can invest your time, your capital and your money. But when you make significant changes in your life, business, or game play you will rarely have to spend some of those. Getting over the hurdle of dealing with the fact that change is difficult and that it’s not free sort of frees you up to make the kind of big gains and big wins that people look for.

“ There are times where you have to make big changes because they’re necessary and sometimes they’re not big, they’re just more changes, but you can’t be afraid to do that because that’s part of the equation to success. ”



**DO SOME SELF-ANALYSIS AND ASK YOURSELF, “AM I REALLY DOING WHAT I COULD BE GOOD AT? AM I REALLY DOING WHAT I WOULD ENJOY DOING?”**

I’ve always found that I was most successful when I found something that I loved doing, really loved doing it. That I was willing to do for free except I was charged with finding a way to get paid for it. I found that in my darkest hour, I was trying to figure out what I needed to do, whether it’s a job, career, or direction. I tried to make sure that whatever I was doing was going to take me in the direction of something that I could feel good about, something meaningful. I was proud to do it and felt good about it. So a lot of times when people are dealing with their successes, or their failures, the real question is: “Are you in the right gate? Are you where you should be?” Oftentimes people are in places, not because it was their choice but, because they were looking at the career for just the money, or adulation that might come from people who say look you are whatever, a lawyer, a doctor, or whatever, when they really didn’t want nor belong there.

“ Sometimes the people you surround yourself with have a lot to do with how you turn out. ”

## #6 **Do THE DEEP-DIVE.**

**TIP**

It's important to do something that I would refer to in my story called the deep-dive. The deep-dive is understanding your business at a granular level as opposed to a surface level. Sometimes people are in the right place but they're floundering and not succeeding at the level they want to. They haven't really invested the time to understand the business, to do that deep-dive. Sometimes it's the missing ingredient for a lot of people who are struggling. It takes a lot of work to understand your business, your customer, and how to run it. That requires a deep-dive which is something that Reginald Lewis was very, very willing to do. To go deep in his understanding of every component of the business -- products, services, distribution, whatever it took. He was willing to invest more time, more effort, and understanding of the level of detail that was required to put together a successful venture.

“ The geniuses understand something that most of us take a long while to get at, and that is that granular understanding and appreciating the fact that details do matter. ”

## #7 **KNOWING YOUR DETAILS MAKES YOU SUPREMELY CONFIDENT.**

**TIP**

Knowing your details does something else for you too. It can make you supremely confident. I think a lot of people show their lack of understanding in what they're doing and it comes through in the business they're doing. If you're not sure or uncertain of what you're doing and don't have the command of your facts, then that causes people to look at you a certain way, and Reginald understood that. You could sit there and be supremely confident in knowing that you know more about this than anybody else. That is one of the great things about being a speaker. People always asked, "How can you get on stage and not be nervous?" Well, I was supremely confident that, since I was talking about my life and my own life's experiences, that I was the most knowledgeable person in the room about the topic. So, why wouldn't I be confident? I know my life in some detail and background. I always felt that since I've lived this experience, I should be confident enough to deliver it and Reginald was that way.

“ I think a lot of people show their lack of understanding in what they're doing and it comes through in the business they're doing. ”

## #8 **DO NOT PUT LIMITATIONS ON YOURSELF.**

**TIP**

A lot of people had issues with Reginald Lewis because he didn't like his business to be described as a "black business," and he took some criticisms over that. Achievements could be disparaged by just putting on label on them. People would make judgments based on the label. In my situation, I never felt bad or somehow less than adequate about my race, but I did



sense that there were people who would quantify in these certain terms. That would put limitations on you psychologically if you allow that to happen.

“ The most impactful limitations you will ever face, will be the ones you place on yourself. ”



## **BEFORE YOU START SELLING STUFF, SELL YOURSELF.**

Every purchase I've ever made began with a rapport, or at least my thoughts about the person who was trying to service me. If that didn't come off right, it was very difficult for us to take the next step. Reginald was a great relationship-builder. He was a guy who was a charmer in many ways.

“ You can sell a product or you can sell a service but before you do anything, you have to sell yourself. ”

BAM! You read it all. Now, the key question is, “What are you going to do about it?” Nothing will happen until you apply this stuff. As I stated on the first page, I want you to stay accountable for what you learned. How? Click on my email address ( [donald@thesalesevangelist.com](mailto:donald@thesalesevangelist.com) ), send me an email, and do the following:

1. Say, “Hey, hey, hey Donald, I love these sales tips from the experts”
2. Tell me ONE thing you learned and how you will apply it

I will personally respond and follow up with you regarding your implementation. Deal? Well, I'm excited for you! Now, go evangelize about these tips on social media give me a shoutout on [Twitter](#) or [Facebook](#) and [join our private Facebook group](#), which I organized for sellers like you.

Lastly, remember to go out and do BIG THINGS!