



# **Salesman Salesgun**

**A Step by Step Guide**

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## Table of Contents

Introduction	5
The Power of Positive	13
<a href="#"><u>The Opener (Pro Version)</u></a>	<a href="#"><u>17</u></a>
<a href="#"><u>Reading the Customer (Pro Version)</u></a>	<a href="#"><u>24</u></a>
<a href="#"><u>When and how to ask to buy (Pro Version)</u></a>	<a href="#"><u>31</u></a>
<a href="#"><u>Creating want in the customer (Pro Version)</u></a>	<a href="#"><u>36</u></a>
<a href="#"><u>Gaining commitment (Pro Version)</u></a>	<a href="#"><u>40</u></a>
<a href="#"><u>How to overcome objection (Pro Version)</u></a>	<a href="#"><u>43</u></a>
<a href="#"><u>Taking control (Pro Version)</u></a>	<a href="#"><u>52</u></a>
<a href="#"><u>Closing the deal (Pro Version)</u></a>	<a href="#"><u>55</u></a>

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## Introduction

Firstly, I'd like to thank you for investing in the Ultimate Sales Course. A lot of work has been put into this course in order to help you on your journey to sale's success. If you put to use the information provided I am 100% certain you will be successful.

You have already taken the first step towards being a better salesman by investing in the knowledge I am sharing with you. In order to succeed you have to put your mind to it, and work hard. I can only provide the tools to build success; I can not force you to use them.

The title good salesman has always held a sort of prestige to it. Very few people have been able to acquire that title.

You can't learn how to be a good salesman in college. In fact some of the best salesman I've met didn't even have a high school diploma. I find many college graduates stay away from sales because the playing field is level. A degree doesn't determine how much money you will make.

I can honestly tell you there is no better profession than a salesman. Have you ever worked a 9-5 job that you felt didn't pay you enough? I remember times when I'd work my butt off all week to get a measly \$400-500 check at the end of the week. The work didn't match my pay. When I would go to the boss and ask for a better position that paid more, there was always this college degree barrier.

With sales no one can tell you how much money to make. With some sales jobs you work your own hours. This is great, but I had a bad habit of working 1 day for about 8 hours and make a little over a thousand and disappear until the next week.

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Those one day work weeks are the best. I don't suggest you do that. Work hard everyday because it pays off at the end of every week.

Many salesmen have this belief that since they are selling a genuine quality product people will naturally buy it. It sounds good, but it just simply isn't true. You have to sell yourself as well as the product. People buy the salesman not the product. Most customers will remember a good salesman for years. I still run into customers from years ago that still remember me.

Psychology I would say is the biggest part of selling. Knowing how the mind works and reacts to certain things is a great asset to any salesman. I will discuss in this book different techniques to affect the subconscious of a customers mind. There are little things you can do that can have a powerful

impact on the customer.

For example when closing the deal did you know not having your own ink pen can jeopardize the deal?

Fear and uncertainty are a salesman's worst enemies. When I began sales many times I would be scared to ask the customer to buy. It is understandable for you to fear hearing the word no. Don't be discouraged by that. Every good salesman has had to deal with this fear. I have included ways to turn that fear into courage which will ultimately turns into a sale.

As a salesman you have to learn to love the word no. I'm pretty sure 90% of my sales start off with the customer telling me no. There was a saying we had at Kirby, "we can hear a thousand no's, but all we need is one yes". People's natural reaction to anything is to say no. The word no comes out a lot

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easier than the word yes.

Yes is a word that suggests commitment, and we all know people naturally have a fear of commitment.



Fear of objection comes from human insecurity.  
Remember back in school you had to wear the right

clothes if you wanted to fit in? The reason you didn't wear pink tube socks with green velvet jackets was because of the fear of objection. No one wants to feel objected in any form. It makes us feel bad about ourselves.

I will teach you how to overcome every objection a customer can throw at you. You will learn to love objection. I've been known to ask for more objections just so I can shut them down.

Once you get all the objections out the way there are no more excuses not to buy. People generally don't like to be sold. I don't know if it's human nature or just pure human stupidity.

I could be selling a cure for asthma to an asthmatic in dire need, and if he feels as if I'm putting on a sales pitch, he won't buy it. This is where the cut the crap technique is birthed from. It is more of a concept than an actual technique. It should be

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applied throughout every step when in the process of selling. I'll explain how to implement the cut the crap concept during your selling process.

The concept in itself is actually quite simple, but very powerful. Simply put it's about getting straight to the point and using as few words as possible.

Many salesmen have this idea you have to use small or fluff talk when selling to a customer. I too had this belief when I started selling. Half way through my sales pitch I'd know their whole family by name, their occupations, and the last time they took a family vacation. I was practically part of the family.

The problem was when it was time to buy I still wasn't getting the sale. Becoming friends with the

customer doesn't hurt the sale; it just doesn't help it as much as many believe.

The truth is the only person who can make you a better salesman is YOU. I'm going to provide you with the information you need to know in order to be successful. It is ultimately up to you to put the information to use.

You don't have to be some flamboyant smooth walking slick talking person in order to be an effective salesman. Being yourself along with a positive attitude is good enough to be the ultimate salesman.

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## The Power of Positive

Before you step foot in a house, pick up a phone, or start writing a sales copy, the first thing you need to possess is a positive attitude. A good salesman starts off everyday with a positive attitude. Rookie salesmen tend to downplay the importance of it. I know when I began my sales journey I did.

Soon I realized a pattern with the successful salesmen. They always had a big Kool-aid smile on their face and were always overly positive. Maybe there was a reason behind the unusual amount of fun we had at the morning sales clinics.



I remember when I first started the vacuum salesman gig. One particular day the actual distributor Mike (the owner of the company) was running a van. We were knocking on doors for about 4 hours with no luck.

There was this one salesman named Juan in the van with us. This was only his second day in the field. Many of us in the van were tired of knocking on doors and ready to give up, but not Juan. Juan was ready to go knock on every block. In fact he couldn't wait to hop out the van to go knock on a row of houses.

I heard his door pitch, and horrible would be an understatement. At the door he did everything they taught us not to do, not to mention his attire was "street like" and unprofessional. I thought to myself there is no way this guy is going to knock himself in a house, let alone make a sale.

It was down to just me, Juan, and Mike in the van.

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Everybody else was out knocking on different blocks. Mike stopped the van and said, "Alright which one of you wants to do this block." Juan hopped out the van like greased lightning and went running down the block to the first house.

As me and Mike pulled away he leaned towards me and said, "Juan's going to get in a house and sell". I couldn't believe my ears. How could this be? Could everything I believed about what makes a good salesman wrong?

By the end of the day Juan had not only knocked himself into 2 houses, he sold 2 vacuums. That night I stayed up thinking about what had occurred. I still couldn't understand how to my knowledge I was the perfect salesman. Maybe the reason I wasn't knocking myself into houses was me, not because I just happen to get the unlucky houses

every time.

I talked to Mike the following day. I asked him how he knew Juan would knock himself in and sell, when he obviously was doing everything wrong. Mike looked at me and said, "I knew Juan was going to sell because he stayed positive".

At that exact moment I had gained one more piece to the good salesman puzzle.

I decided to incorporate a positive attitude in everything I do. This is a key component of the ultimate salesman. No good salesman goes into a selling day with negativity. Unfortunately life does happen. Clear your mind of all the problems in your life before it's time to start selling. I'm not saying don't face your problems; just face them after you've made all your commission for the day.

I wish I could explain the phenomena of being

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positive. Maybe one day I'll take that trip up a big mountain and meet with the spiritual guru and be enlightened on the subject. Until then I'll just continue to be positive and watch it work its magic. If you are planning on being an ultimate salesman remember to shake off the negative before starting your day.

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<a href="#">Gaining commitment (Pro Version)</a>	40

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<a href="#"><u>Taking control (Pro Version)</u></a>	<a href="#"><u>52</u></a>
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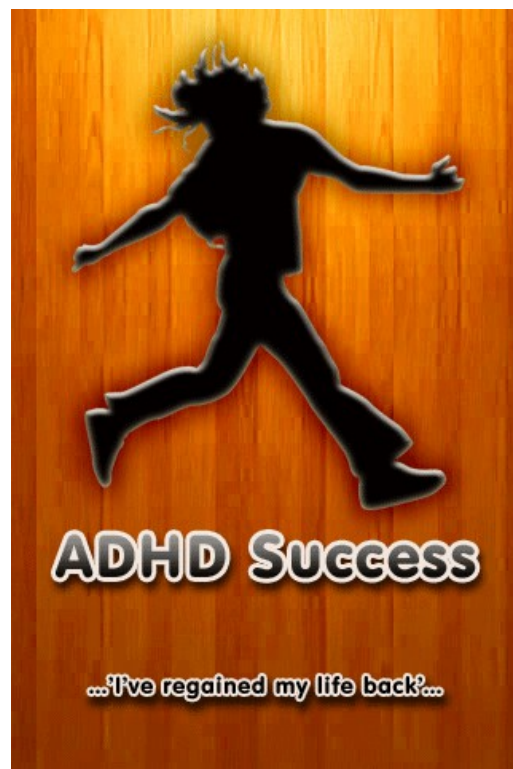
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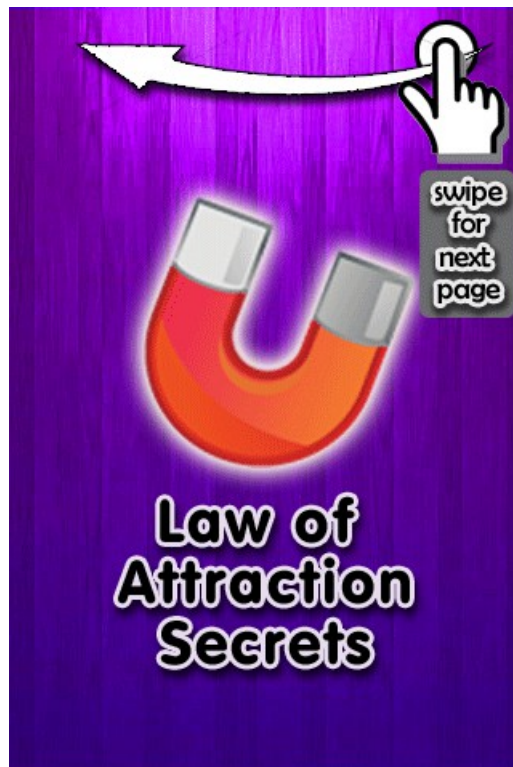
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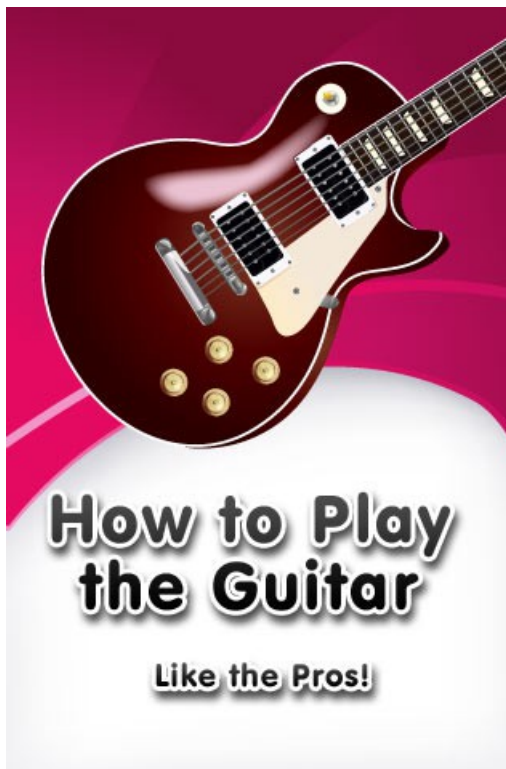
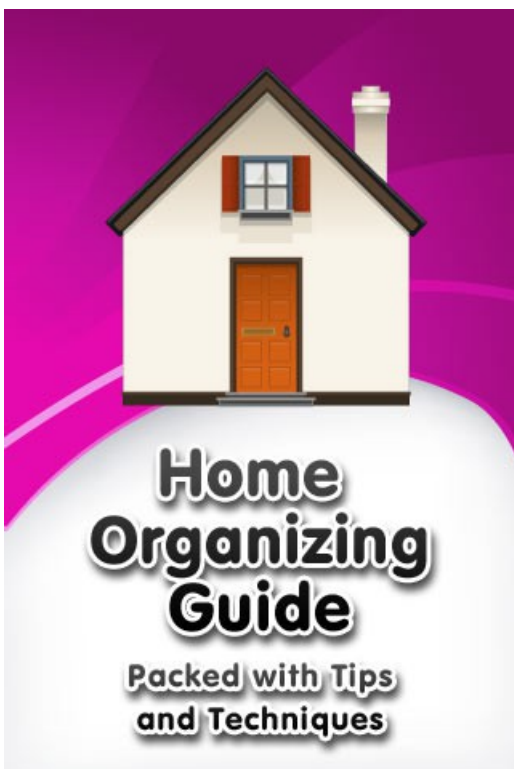
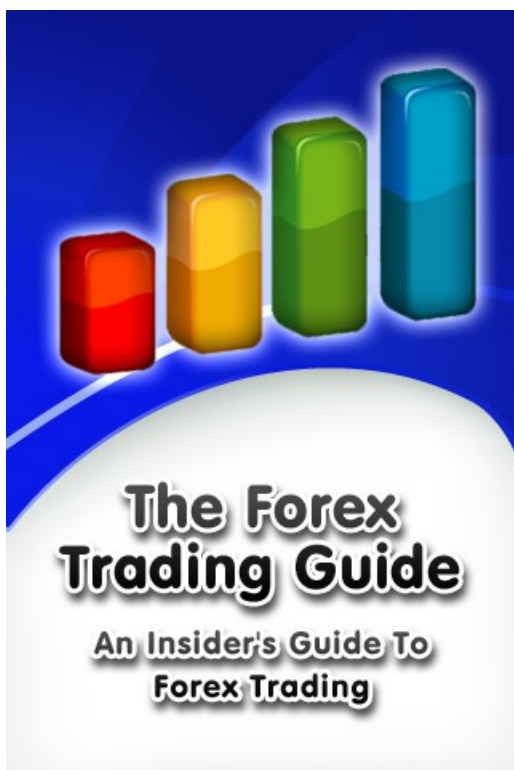


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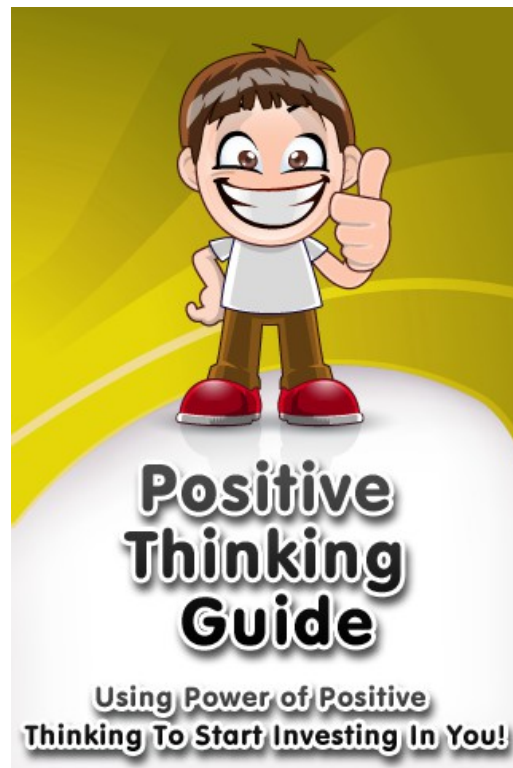
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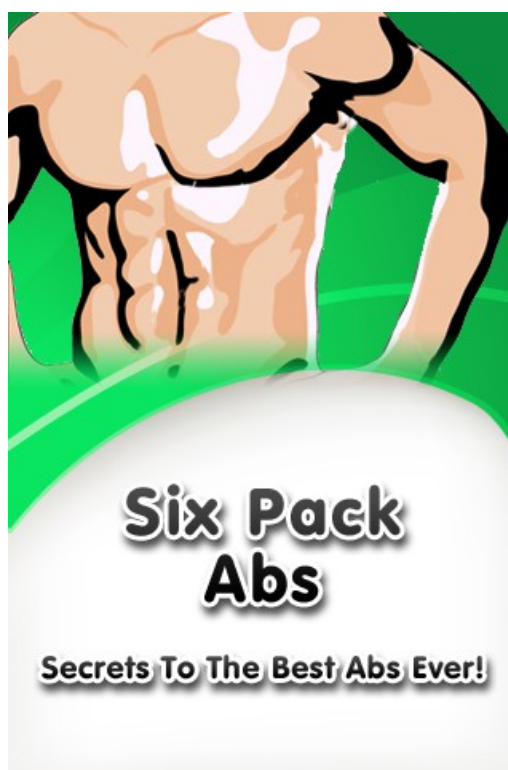
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