

Richard Gee

From: Jeffrey Gitomer [gitomer@salescaffeine.com]
Sent: Wednesday, 14 January 2009 1:08 a.m.
To: richard@richardgeewiz.com
Subject: Jeffrey Gitomer's Sales Caffeine issue 375

Jeffrey's Little Teal Book of Trust is Here
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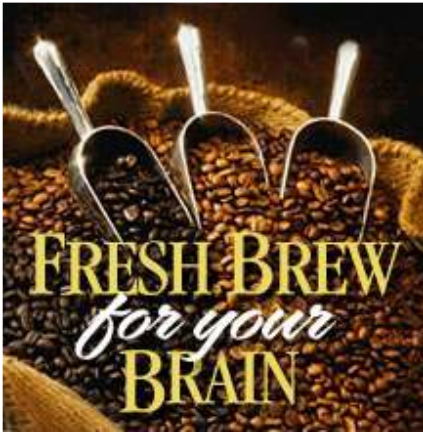
[Jeffrey Gitomer](#)

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Are you a sales rock star, or just a member of the band?

When you hear a boss talk about their BEST salesperson, they often refer to him or her as a "rock star."

It's the highest praise your boss can give someone on your team. Every salesperson aspires to be referred to in that manner, but very few make the grade.

Many have the talent. Many get to the top of the charts for a month or two. Many make it to number one, and then burn out. What's your rating on the top 100 chart?

If you're a rock star, it means...

- You have superior talent – you can play, and you can sing.
- You can harmonize with everyone else in the band.
- You write song lyrics that others identify with.
- Your fans don't just like you – they LOVE you!
- You have a confidence, a swagger.
- You are a leader. At least of your own band.
- You are respected by your peers as a talented player.
- People write about you.
- People will pay to see you play.
- People want (and will pay for) your autograph.
- You have proven yourself over time with consistent quality.

It also means...

- You know the business of rock and roll.
- You have real wealth, not just money.
- You could qualify for the Rock and Roll Hall of Fame.
- You could become a legend.

How do you view yourself?

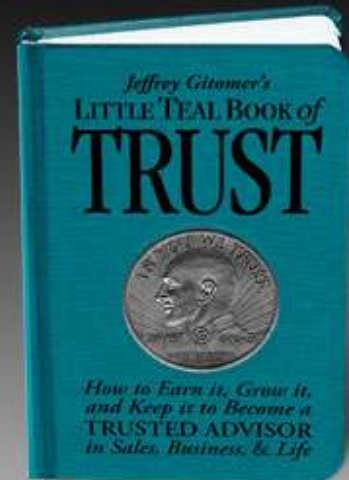
Are you the Bruce Springsteen of the E Street band?
Or are you just a roadie?

Most salespeople would like to THINK of themselves as a rock star, but don't display the talent to match their definition. The fact is, someone else referring to you as a rock star is more powerful than you calling yourself one.

But there's much more to it than that.

Ever think about what it took for a rock star to become one? To achieve in the face of doubting people or naysayers? To face rejection after rejection? To spend endless hours practicing and rehearsing? To hone their skills and craft – and THEN achieve the acceptance of others?

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Jeffrey's SALES RANT

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[watch the rant now \(you need it\)](#)

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Make some sales, and some more sales, and finally a number one song, and a sellout concert.

WOW! – no wonder so few people make it.

And yes, there is a dark side to some rock stars. They become self-abusive. Many put their own lights out early. Luckily in sales, there's not that much time to get into trouble.

It's true, not all rock stars are pure – BUT – neither are regular people. Rock stars, like everybody else, have to show discipline and take consistent good actions. Kind of like you.

[Read the rest of this article](#)



"Superior service leads to trust, understanding leads to trust, and willingness to help leads to trust."

-From Jeffrey Gitomer's **Little Teal Book of Trust**



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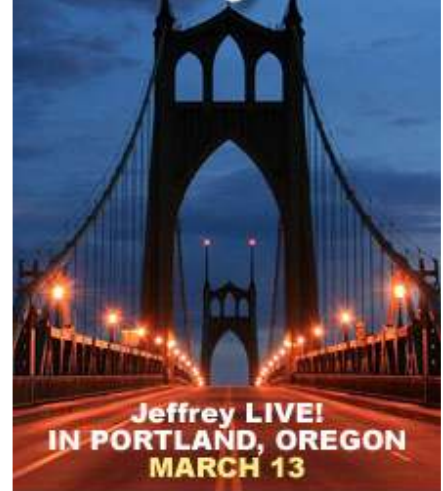
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