

Richard Gee

From: Jeffrey Gitomer [gitomer@salescaffeine.com]
Sent: Tuesday, 28 August 2007 7:20 p.m.
To: richard@richardgeewiz.com
Subject: Jeffrey Gitomer's Sales Caffeine Issue 303



Issue 303

August 28th, 2007

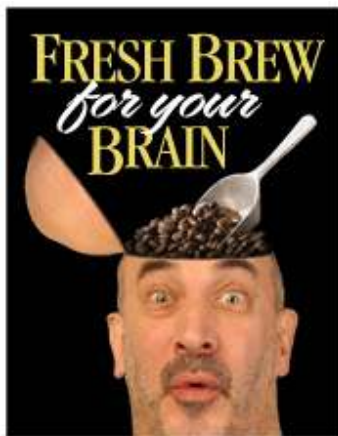
Publisher:

[Jeffrey Gitomer](#)

Producer:

[Gill Kilcoyne](#)

Not signed up yet?
Then click here to
SUBSCRIBE



Things go better with Coke. Fly the friendly skies of United. Have it your way. NOT!

What does "branding" mean to you?

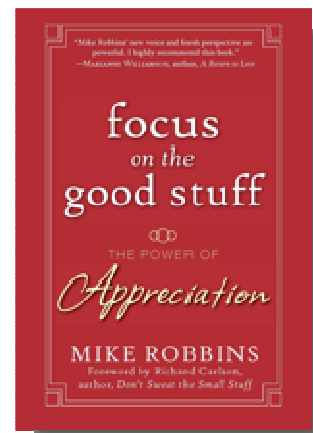
Growing up in the '50s and '60s, I still have a vision of hot branding irons in a coal or wood fire, and some rancher roping a steer or a horse and pushing the red hot "branding iron" against their skin to make sure the name of their ranch was "branded" on the animal. OUCH!

But, the brand was on the animal forever.

In today's marketplace, that's what all brand makers and brand sellers seek to achieve. Get their name or product emblazoned on the mind of the buyer, and keep it there. Permanently.

ONE PROBLEM: Just because you "know the brand" or "remember the brand" does not mean you're going to BUY it. And the reality is if I know it and recognize it, but I don't buy it, then all the money spent on branding is wasted. OUCH!

The problem rests with marketing and advertising people -- they're not salespeople.



"As you read Mike's book, it has a familiar ring. These are things your mother taught you when you were five. You just weren't paying attention. Focus on the Good Stuff is all about how you must act, and how you will be perceived in business. His subtitle is "The Power of Appreciation." Yours will come when you buy, read, and implement this valuable resource."

-Jeffrey Gitomer, author of *The*

They know everything in the world about exposure and branding, but jack about making the sale.

The power of marketing is to be able to convert awareness and recognition to purchase. Hey, you over there in marketing. You remember profit, don't you?


[Read the rest of this article here...](#)



JEFFREY IN DALLAS



Tuesday, October 2
Hyatt Regency DFW
at the Airport
7am Check-in
8am Jeffrey
Speaks



The **LITTLE BLACK BOOK of CONNECTIONS**

CLICK HERE for MORE INFO

Jeffrey Gitomer LIVE! in Dallas, TX 10/02/2007

Join Jeffrey Gitomer, best selling author of *The Little Red Book of Selling*, as he presents his latest best selling book, *The Little Black Book of Connections*. To climb the ladder of success, you don't need more techniques and strategies -- you need more friends. Come learn the 6.5 assets for networking your way to RICH relationships

Click Here to Register NOW!

www.gitomer.com/dallas

If you would like to connect directly with my public seminar audiences, I recommend you look at the exclusive sponsorship opportunities I offer in each city. For details, call Emily at 800.242.5388 or e-mail her at emily@gitomer.com.

Little Gold Book of YES! Attitude



Jeffrey's Sales Rant is a clip from his online training video library.

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

Requires [Flash player](#)
www.trainone.com



"Slowly begin to build your brand. You do this by becoming known for something good. By being known as a person of value. By becoming a resource to your customers, not merely a salesperson. The more you build your brand, the more you'll build your success -- and the more you will create what is known as the law of attraction (people calling you for advice)."

--From Jeffrey Gitomer's internationally syndicated column **Sales Moves**



Introducing TrainOne CUSTOM COURSEWARE Equipped with self-assessments to enable tailored training, interactive selling situations and simulations, and pre



Jeffrey,

Much of what you teach is the long-term play. It is great stuff and I am a fan, but what would you tell the salesperson who is just starting their first job and needs to get out of the gate fast?

Steve

Steve,

Talk to as many customers as you possibly can. Find out what they love about doing business with your company. Every time you go on a sales call, make sure you tell your prospect that you were talking to others customers and this is what they loved about doing business with you. That short-term will lead you to long-term.

**Best regards,
Jeffrey**

Jeffrey,

I have been given an assignment to create a 30-minute presentation on probing. We sell drug information databases. Most of our sales are over the phone. We use a product called web-ex to demo our products to pharmacists, managed care organizations, and hospital systems. The point being - in some cases, we are never in contact with the purchaser, other than online and over the phone. This is an awkward situation for me, because I tend to make a better in-person impression than I do with my computer skills. What can I do to get my personality to my customer with out being there to do it?

Bob

Bob,

Send an email to the customer with a photo of you speaking. Put in a humorous quote or two, maybe a philosophy, a goal, or an idea in order to get the customer just a little comfortable personally. Your web-ex also allows text messaging back and forth. You might want to incorporate that personal touch during your formal presentation.

**Best regards,
Jeffrey**

and post tests to monitor improvement, the objective of this process is simple; build stronger relationships with your customers, better prepare you to make productive sales calls, and help you make more sales to new and existing customers. Tailored to fit your specific issues and needs!

"The real reason I wrote is to tell you the questions worked from last week's lesson. I sent the six questions to one of my value-added resellers. They used one and we are in the process of getting back a \$63,000 deal that we nearly lost to the competition. I must tell you I am having such a blast with my sales training every week. I wish I had more business associates participating so I can get other feedback and share ideas. In some ways, I almost want to keep it a "secret" though!! Fun stuff!"
-Lori Manley

For more information on Jeffrey Gitomer's TrainOne, email sales@trainone.com.

[Click here for more testimonials](#)

[View the TrainOne Demo](#)





Focus on the Good Stuff: The Power of Appreciation
by: **Mike Robbins**

Have you ever had something taken away from you only to realize how much you appreciated it after it was gone?

Most of us have taken someone or something for granted and only truly realized how much that person or situation meant to us after the fact such as our health, an important relationship, or business success.

For me, at the age of 23 my professional baseball career ended abruptly when I blew out my pitching arm. I was in my third season in the minor leagues with the Kansas City Royals, and just like that my childhood dream was over.

I realized looking back on my eighteen years in competitive baseball that I had only one major regret; I'd pushed myself so hard that I'd forgotten to enjoy the game. Being so focused on "making it" and on overcoming my weaknesses, I had not taken much time to appreciate what I was doing along the way.

We often waste our time and energy focusing on what we don't like, what we're worried about, or what we think needs to be fixed, changed, or enhanced. We live in a culture obsessed with "bad stuff," – just turn on the news, listen to the conversations of the people around you, or pay attention to the thoughts in your own head. And, those of us in sales or who own our own businesses are often the worst offenders of this type of negativity.

The Power of Appreciation on your life and business

What if we stopped this negative obsession and started paying more attention to what and whom we appreciate, right now?

Imagine how this simple but profound shift could transform our lives,



Your Success Story

I currently work in the field as a sales and marketing coach for a company that franchises three mid-level hotel brands. Most of the hotel owners have invested their life savings in these hotels and want to maximize their ROI. I attempt to work with these fine people to help them understand how to expand their sphere of influence along with other basic marketing strategies. After purchasing and reading your Little Green Book of Getting Your Way from a previous deal of the week, I have started to give one of these books to every new franchisee when they either open or convert their hotel to one of our franchise brands. The book is such an easy read, as are all your books and will be of great benefit to these folks that until then were horrified at the word "SALES." Keep going with your passion Jeffrey, us sales guys and gals need what you do every day!

-Bob Kaley



Each week, we feature a salesperson's success story. Please send your stories to gill@gitomer.com. If your story is published, we'll send you a free Sales Caffeine mug!

our families, our relationships, our careers, our work groups, our results, and more. Our experience is a function of what we focus on. Each moment we have a choice as to where we place our attention.

I'm not advocating that we deny, avoid, or run from our challenges or sugar coat anything. It's important that we're able to confront, face, and deal with the stressful and difficult aspects of life and work. However, we don't have to obsess about the bad stuff, complain about it, and let it run us.

We each can consciously choose to focus on the good stuff in our lives, with others, and most importantly towards ourselves. There are great things happening in your life, your business, and around you all the time - if you look for and find them.

Five Principles for Living a Life Filled with Appreciation

In order to utilize the power of appreciation in your life as a way to enhance your relationships, improve your results, and empower yourself, here are five key principles:

- 1) Be Grateful** – Focus on the many blessings in your life and all that you have to be grateful for.
- 2) Choose Positive Thoughts and Feelings** – Make a conscious decision to transform your negative thoughts and feelings into ones that empower you.
- 3) Use Positive Words** – Pay attention to the words you use with others, about things, and in speaking about yourself. Speak with the most positive words possible – our words have the power to create, not just describe.
- 4) Acknowledge Others** – Focus on what you appreciate about the people around you and let them know. Be genuine and let others know the positive impact they have on you and your life.
- 5) Appreciate Yourself** – Celebrate who you are, what you do, and the gifts and talents that you have. Self-appreciation is not arrogance; it's an awareness of your own power and it's the key to self confidence, success, and fulfillment.

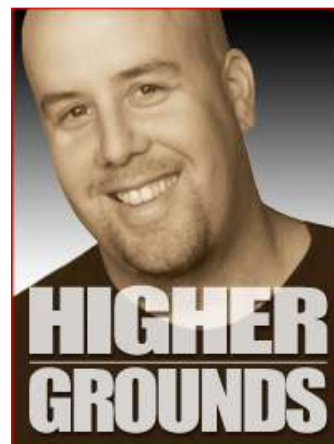
When we truly focus on this good stuff, our world transforms and we're able to see and experience the GREAT FULLNESS of our lives.

We don't have to wait until everything is handled, we get it all perfect, or people do things exactly as we want them to. We can just start appreciating life, others, and ourselves exactly as we are, right now.

Don't wait 'til it's too late!

Mike Robbins is an expert in peak performance and life-fulfillment. He is a sought after keynote speaker and coach, as well as the author of the brand new book **Focus on the Good Stuff: The Power of Appreciation** (Jossey-Bass/Wiley). To purchase this book (at a new release discount) and receive hundreds of dollars of free bonus products from authors like Jack Canfield, Marianne Williamson, Jeffrey Gitomer and many others click on this link now:

[Http://www.focusonthegoodstuff.com/launch](http://www.focusonthegoodstuff.com/launch).



That's our policy! **by: Brian Parsley**

When someone says, "That's our policy," I cringe. That single statement can destroy a relationship with a customer that took years to build.

I recently purchased a dining room table from a national furniture store. I purchased the table over the phone and set a delivery date. The date came and passed with no communication from the store. I contacted them about the delivery and they advised me, "there are no guarantees for specific dates." OUCH!

Because of an upcoming dinner party, I stressed the urgency of the delivery. Their response was lukewarm, and the "customer service" person said she would call me back.

I didn't hear from the store for two days, so I called to cancel the order. This is where they committed the corporate cardinal sin. . .

[Read the rest of Brian's article here](#)

Jeffrey's Upcoming Public Seminar Schedule

[Austin, TX](#) 08/28/07

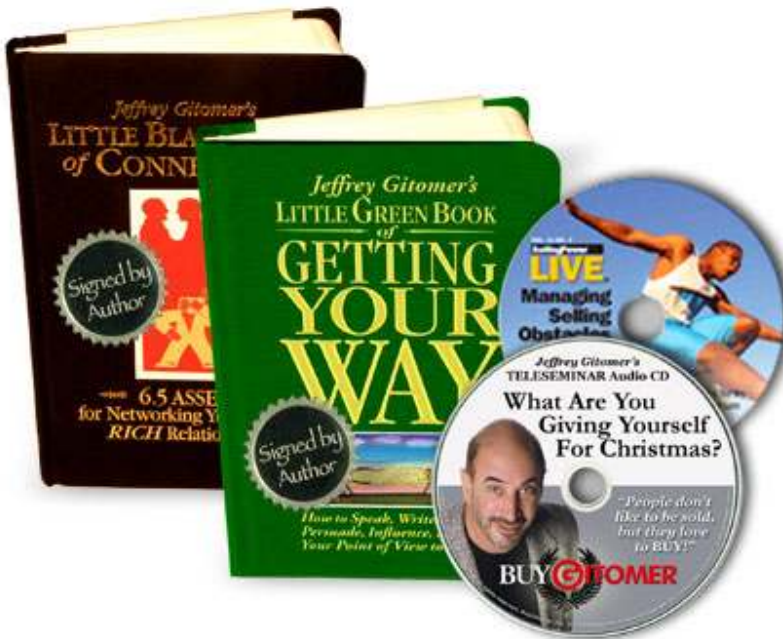
[Houston, TX](#) 08/30/07

[Hampton, VA](#) 09/14/07

[Birmingham, AL](#) 09/19/07

[Boston, MA](#) 09/21/07

For more information about Mike's programs, services, and products, visit www.mike-robbins.com.



It's Christmas in August!

Give yourself a gift for Christmas, but don't wait until December to do it! Take advantage of this deal as a gift for yourself or give the gift of Gitomer today! The deal of the week includes Jeffrey's audio CD teleseminar **What Are You Giving Yourself for Christmas?**, an autographed copy of **The Little Black Book of Connections**, an autographed copy of **The Little Green Book of Getting Your Way** and a sample issue of **Selling Power Live**. **All for \$59.00!**

“If you're Santa Claus, you can make Christmas any day you want. Why not today? And instead of buying everybody else presents, go get yourself one.”

-Jeffrey Gitomer

[Click here to buy now!!](#)

- [San Diego, CA](#) 09/28/07
- [Dallas, TX](#) 10/02/07
- [Greensboro, NC](#) 10/11/07
- [Dearborn, MI](#) 10/12/07
- [Syracuse, NY](#) 10/18/07
- [Collinsville, IL](#) 10/19/07
- [Toronto, ON](#) 10/26/07
- [Des Moines, IA](#) 10/30/07
- [Atlanta, GA](#) 11/08/07
- [Omaha, NE](#) 11/01/07
- [Springfield, MO](#) 11/02/07
- [Oklahoma City, OK](#) 01/30/08
- [Milwaukee, WI](#) 03/05/08
- [West Palm Beach, FL](#) 03/21/08

We've got some great new seminars in the works. Call Emily or Sara at 800.242.5388 for info on how you can help.





If You Really Are Smarter Than Others, Show Them With Your Actions.

It is a natural human reaction for you to wish to correct others when you see them making a mistake or doing something differently than you would have done it. It is far more difficult to control the impulse to show them how much more intelligent you are. The ability to recognize and control such impulses marks the beginning of the development of wisdom. A wise person knows that when he shows his intelligence with the actions he takes, others learn a far more valuable and lasting lesson. If you see someone who could benefit from your advice, you can gently lead him to a more appropriate conclusion by asking open-ended, nonjudgmental questions. Let others find the flaws in their reasoning by leading them logically through the process. As Ralph Waldo Emerson once said, "The secret of education lies in respecting the pupil."

[To subscribe to Napoleon Hill Yesterday and Today click here](#)

SIGN UP TO RECEIVE
Sales Caffeine
EVERY WEEK



For a printer friendly version of this ezine (without graphics), please go to our printer friendly page at www.gitomer.com/index.cfm?GitAction=Ezine.EzinePrint&Issue=303&dropLayout=YES

© 2007 All Rights Reserved - All great salespeople-and those striving to be great salespeople-should read this ezine. Don't even think about reproducing this document or its contents without written permission from Jeffrey Gitomer. But feel free to forward this or email it to all of your friends. For reprint permission, please call 704/333-1112.



Sales Caffeine is a weekly email distributed by TrainOne.com and Buy Gitomer, Inc.

310 Arlington Ave. Loft 329 Charlotte, NC 28203 704/333-1112
[Subscribe](#) [Unsubscribe](#) [Edit Your Profile](#) [Forward](#)

This email was generated by Jeffrey Gitomer