

Richard Gee

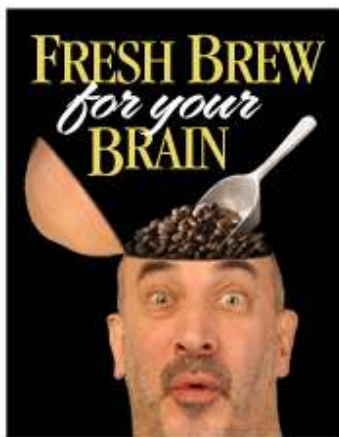
From: Jeffrey Gitomer [gitomer@salescaffeine.com]
Sent: Tuesday, 4 September 2007 7:01 p.m.
To: richard@richardgeewiz.com
Subject: Jeffrey Gitomer's Sales Caffeine Issue 304

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WEEKLY MULTI-MEDIA SALES *jolt!*
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[Gill Kilcoyne](#)
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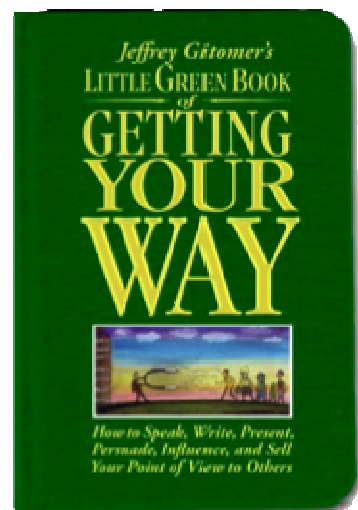
Still trying to think "outside the box"? What are you thinking?

Have you ever heard the expression, "Think outside the box"? Of course you have. It is, by its very nature, old before you start. There's nothing innovative about outside the box thinking. You need to come up with a new expression if you're going to start thinking new.

Outside the box thinking has been around since before email. (If you can remember when that was.)

I had breakfast yesterday with Rex Eagle. Rex is not an outside the box thinker – he's an outside the world thinker. He's an artist and a sculptor. Actually, he's a practical artist and sculptor.

Rex specializes in wire sculpture, and many of his works adorn my



I admire Gitomer's characteristically pragmatic approach. All of his observations and recommendations are driven by his determination to explain "why" and "how." The narrative is

home and offices. Coffee cup replicas of the Starbucks logo in wire, facial profiles, personal logos, and other modern designs, both male and female, depicting everything from smoking a cigar to holding an umbrella. All in wire. All one-of-a-kind pieces of art.

"I have an idea I want to run by you," Rex said in an all-knowing way. "I want to talk about corporate communication and creativity."

He showed me a few pictures of different size balls shadowed on a page and talked about how art can be used as a communication tool for executives looking to have their message heard, and looking to create a team. The art would be the medium for learning how to communicate on a higher level.

Like all new ideas, at first it seemed a bit outlandish, over the edge, impractical based on present circumstances, and, in general, not in the main stream. (Whatever that is.) But rather than simply brush it off, I decided to take a deep listen because of my respect for Rex and because of the possibility that his idea just might be a good one.

Rex's idea is to create a corporate training program called "The 'Art' of Communication" that will use imagery and creativity to create a new dimension of thinking. Not to use the word "challenge." But, rather, to use the word "opportunity." What opportunities are there to create something new and create a meeting atmosphere where people don't have to try to be smarter than one another? Where they can collaborate as a team and try to make the idea better.

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



"Little Red Book of Sales Answers"
in Hampton, VA!
Friday, Sept 14, 2007

A photograph of Jeffrey Gitomer, a man in a red shirt, holding a small red book titled "Little Red Book of Sales Answers" and gesturing with his hands as if speaking.

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Jeffrey Gitomer LIVE! in Hampton, VA September 14, 2007

Jeffrey gives public and corporate seminars, runs annual sales meetings, and conducts live and Internet training programs on selling and customer loyalty. He has presented an average of 120 seminars a year for the past fifteen years. Jeffrey's books have sold more than a

mercifully free of general theories, pretentious rhetoric, and problematic assumptions.
-Robert



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

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"Listening is arguably the most important aspect of the selling process, yet it's usually the weakest part of a sales professional's skills."

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Jeffrey,

I'm a seasoned mortgage professional with 15 years of experience. I network every day by giving out business cards everywhere I go, and introducing myself to as many people as possible. I just started doing open houses with realtors and am trying to get turn downs from banks. No luck so far. How do you know the best leads to buy or is it necessary to buy leads? I hate to get out of the business because I love people and I like helping them! Please advise.

Thank you,
Linda

Linda,

DO NOT buy leads. If they were any good, the people selling them would be in the mortgage business. Keep working at developing relationships with agents. Become known as "the woman who gets the deal done." Agents will generate consistent business. Find a few who you have things in common with -- get them to give you a shot and build from there.

productive sales calls, and help you make more sales to new and existing customers. Tailored to fit your specific issues and needs!

**I wanted to write and tell you that I bought several tools from you recently and started to apply them. I have had one of the biggest months of my career thus far. I want to continue to learn and grow. I saw you in Chicago years ago and I believe (in myself of course) what you have to offer will get me there. Sincerely,
Dennis Nuce**

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

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Your Success Story

I've just recently become familiar with Jeffrey and his no-nonsense approach. I read a recent article in a magazine, saw the web address, and logged onto it the moment I got to the office. From there I looked at a few items on the page

**Best of luck (created by hard work),
Jeffrey**

Jeffrey,

I work in the hotel industry selling accommodation to large companies. My question is: When all the companies have been targeted and gained, and the hotel is full on a daily basis, where the heck do I go from there? I love my job and don't want to end up looking for another one due to lack of challenge. What can I do to increase revenue and interest, and maintain those whom I have gained if there is "no room at the inn," so to speak?

-Felicity

Felicity,

There may be no room at the inn, but there's plenty of wallet at the inn. If your customers love you and they keep coming back, they'll spend more money if you find opportunities for them. A one-night cruise. A one-day golf outing. Higher-quality meals. Maybe even a gourmet cook. Better amenities. Outside speakers. And things that will enhance their loyalty to you even further. You think just because you're full that the challenge is over. I think now that you're full the profit challenge has begun.

**Best regards,
Jeffrey**



Kirsty Dunphey

Killer Customer Surveys

by: Kirsty Dunphey

Customer surveys are a fabulous way to do research on a highly specified portion of the market and a way to improve your future service to customers and clients. To follow are some of the questions and details I highly recommend you consider including on your next

and became very excited. I new right away this was the vehicle I was missing. I immediately called a co-worker to share my findings. Much to my surprise he already new of Jeffrey and had a signed copy of The Little Green Book of Getting Your Way. I read with great interest from start to finish and ordered Jeffrey's "Closing the Deal" CD. It's very telling about how the brain responds to both physical and emotional behavior.
-Brian G.



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!



Does your business have direction?

by: Brian Parsley

Think back 15 years ago to the current technology of that time. I remember carrying a "Bag Phone" to make mobile calls and a "car phone" really meant just that! The fax is what the email is today and having a pager was the highest form of communication. Things sure have changed.

Fast forward to today. Most people carry some type of handheld cellular device. (Some are

survey.

1. Contact details. Ask for email address so that you can add them to your email database and confirm mailing and phone so that you know you're up to date for the future. Also ask for permission to email to them in the future.

2. Rate 1 – 10. I like to ask clients to rate their overall experience on a 1-10 scale (10 being the best experience they could imagine). This allows for more flexibility and honesty - anything other than a 10 you know you could have done better - now you just need to find out how. You can also ask them to rate certain other aspects (such as your website, marketing, office, administration, individual salesperson etc) with this same method which allows you to ask a lot of questions in a way that isn't very time consuming to the person filling in the survey.

3. Method of attraction. If you aren't already aware of the reason the customer first came to use your services, these surveys are a great spot to find out how your clients found out about you. This gives you an opportunity to either thank the person who referred them or find out what method of your marketing is working best (ie great shop front, smiling staff, excellent advertisements etc.)

4. Marketing / testimonial statement. Always ask your clients for a statement or testimonial about your service and ask for permission on the survey to use any of their comments and their name for future marketing purposes

5. Improvements required. Ask what you did right - but also ask what could have been better (it's as important to get this information.) Consider phrasing the question: Describe three ways we could have looked after you better, or list three things we could have improved upon. By asking for three things - you often get more than by not specifying a number. (Don't forget you can use this technique with finding out what they liked as well.)

6. Memorable moments. Consider a question such as: "What was the most memorable part of dealing with XYZ company?" A customer can be satisfied or happy but they won't rave about you to their friends and family unless you are memorable in some way.

7. Recommendations. I personally like to ask if they would recommend your services to friends / family and then to leave a spot on the survey asking the client to leave details should they know anyone else who could use your services. (You may even want to consider mentioning some sort of a reward if they do successfully refer business or providing a special introductory offer for friends / family of this client.)

8. Future service. Don't lose out on potential business staring you in the face by forgetting to ask them if there's any way you can be of further service now or in the future.

9. Follow up. If you're going to ask the questions on this survey - be prepared to get some negative responses that's a part of life, but ALWAYS let the people who fill in your surveys know what you're going to do to either fix the issue, or ensure it doesn't happen again in the future. Always follow up surveys with a thank you for a completed survey in some way (email, phone call, card etc)

10. Look wide. Surveys aren't just for the clients who have done business with you. Consider surveying potential clients, your current suppliers or clients you've pitched to but who have decided to go elsewhere as well.

dependent on them.) And almost every car comes with the option of adding global positioning. GPS helps you not only find the best route to get to your destination, but can also help you get back on track if you get off course.

*Do you have GPS for your business?
Do you have GPS for your life?*

These are important questions to explore if. . .

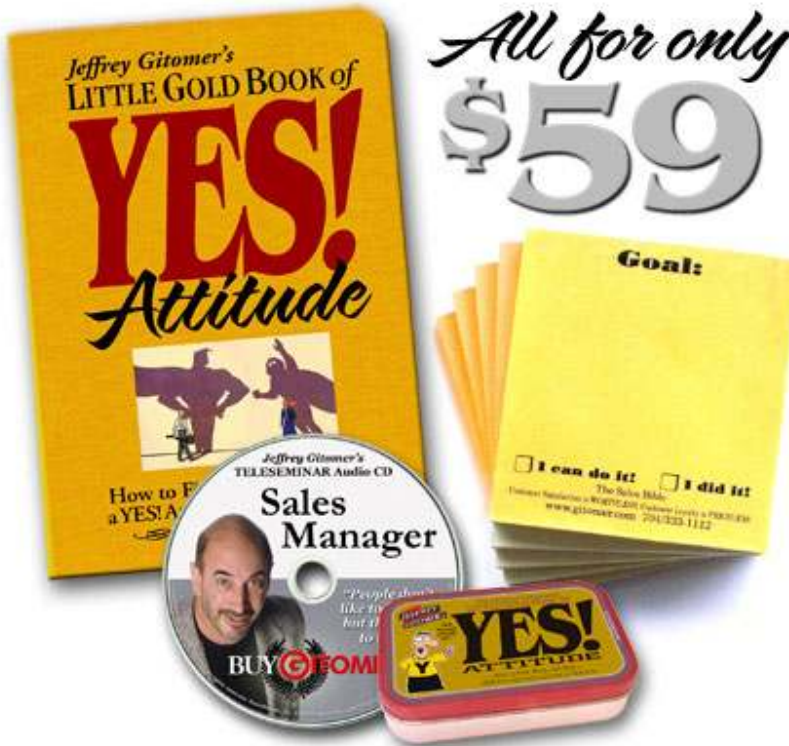
[Read the rest of Brian's article here](#)

Jeffrey's Upcoming Public Seminar Schedule

Hampton, VA	09/14/07
Birmingham, AL	09/19/07
Boston, MA	09/21/07
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

Happy surveying!

Kirsty Dunphy, author of *Advance to Go, Collect \$1 Million* has first and foremost always been entrepreneurial. Kirsty opened her first two businesses at age 15, her own real estate agency at 21 and through property and business was a self made millionaire by 23. Article reproduced with permission from the Kirsty Dunphy weekly email. To subscribe to Kirsty Dunphy's weekly email, go to www.kirstydunphy.com



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