

Richard Gee

From: Jeffrey Gitomer [gitomer@salescaffeine.com]
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Issue 258

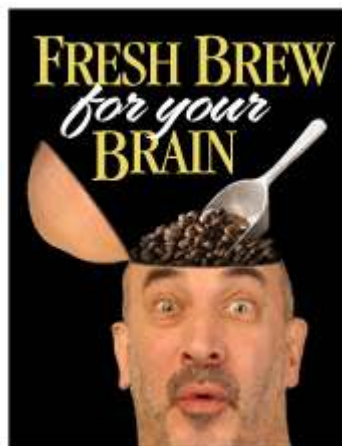
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Where you live and how you succeed are joined at the hip.

When I say "success environment" what do you think about? Is it the French Riviera where you are out sunbathing and relaxing? Is it a brand new office, with a brand new computer, and you in a brand new suit?

Throw some cold water on your face there, Sparky.

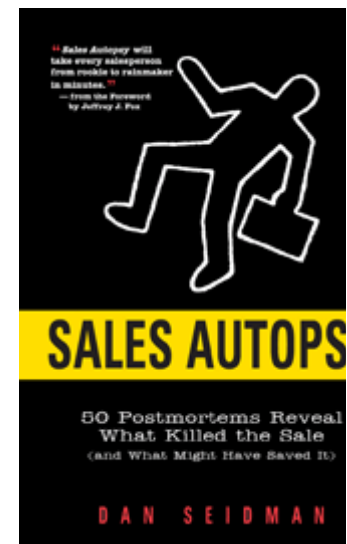


That's not the environment I'm talking about. I'm referring to the environment you set for yourself -- your personal environment, your success-setting environment. In short, your surroundings both physical and mental, how they play a vital role in your success, and how you can harness their power by taking control of them. Oh, THAT environment.

NOTE WELL: The success environment begins in your head (environmental) and manifests itself in everything you do, and every place that you occupy. It also manifests itself through the people you interact with -- your family, your friends, your business associates, and, of course, your customers. It starts with the "weather and climate" you set in your head. Hopefully yours is set on "sunny and mild."

Your mental environment starts with a positive attitude and grows to your thought dedication and your acceptance of new things (change), new people, and new ideas. It's your mental receptiveness, your mental willingness to see the bright side of everything, and your mental ability to turn obstacles into opportunities.

By setting the right mental environment, your physical environments and your personal relationships become the stepping stones to your



**"Sales don't die -- you kill them!
 BUT -- sales can be revived!
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 and administer the lesson
 yourself!"**

**-- Jeffrey Gitomer, author of
 Little Red Book of Sales**

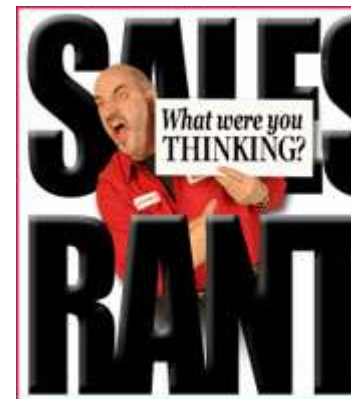
success. Think about where you live, think about where you work, and think about who you associate with. These are your environments. They're your surroundings and the people you surround yourself with.

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"Style adds to attractiveness. the wrong style can make you unattractive or unconnectable not unconnectable, but certainly less-connectable. Wearing brogue shoes with a tuxedo doesn't just look bad, it sounds bad."

Jeffrey Gitomer, from his newest book, [The Little Black Book of Connections](#)



Jeffrey,
How often should you e-mail your customers?
Joe

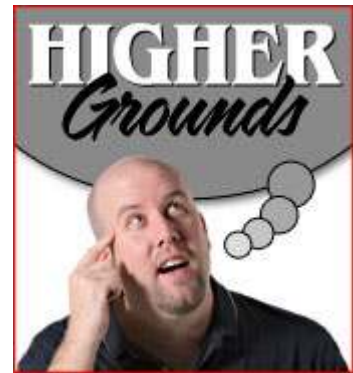
Joe,
E-mail your customers weekly. You get my weekly e-mail magazine. That should be your first clue that weekly works best. Words of caution once you start: You cannot stop. I get calls and e-mails when my e-zine is sent one hour late. Additional words of caution: Your e-mail must contain a value message, not just a sales message.
Best regards,
Jeffrey

Jeffrey,
Lead generation is the lifeblood of sales. What can I do to improve qualified leads for our company?
Jerry

Jerry,
Create the law of attraction rather than try to get leads. This e-mail magazine, *Sales Caffeine*, is a lead generator. It creates leads without making one sales call. Your number one job as a seller is to provide value to your existing customers and your prospective customers so they will want to learn more about what it is you can do for them. That's not just a lead - that's a qualified lead.
Best regards,
Jeffrey



an excerpt from SALES AUTOPSY
guest column by Dan Seidman



What is friendly?
by Brian Parsley

When I say the word "friendly" do you think of? A smile? A greeting? How about just a lo

The great news about this thi call friendly is the cost factor. are few things you can imple that have so much impact wit little investment. When you're friendly, it says that you are 1 to serve your customer. Serv customer is what creates prof products.

Some people think that frienc reserved just for the hospitali business. Reality says you ha responsibility to be friendly. Friendly starts at home, in yo personal life. You can't give fr people the finger on your way work, complain about the line the elevator, and give the bes friendly service to your custo Friendly is not difficult, but it requires your awareness.

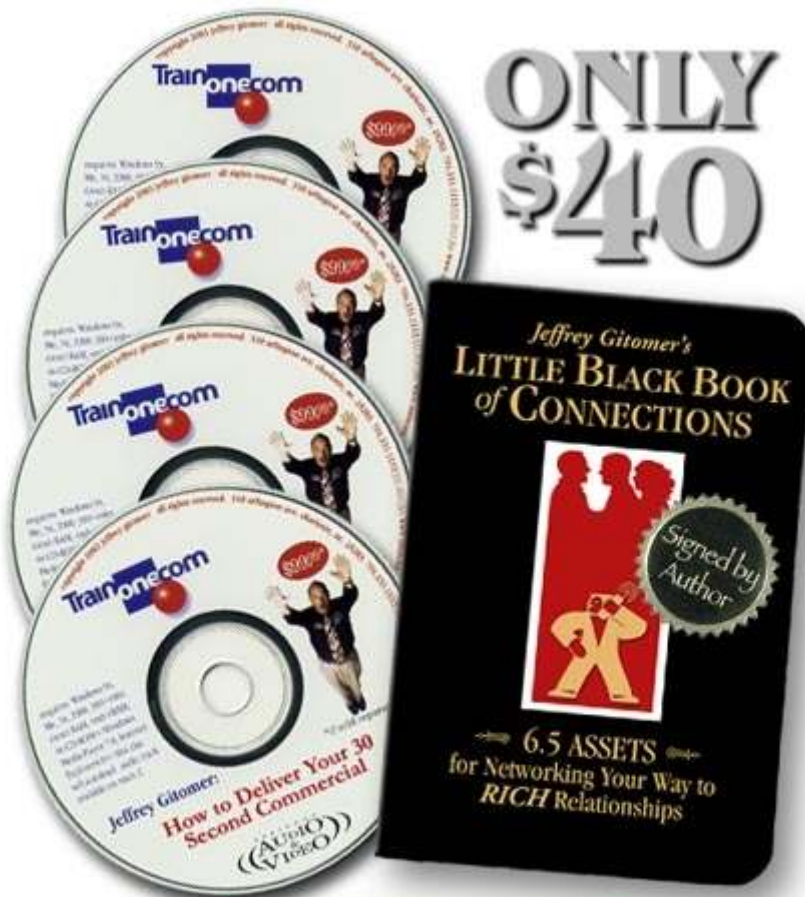
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-- Donald

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