

Twenty Days to the Top

How the PRECISE Selling Formula
Will Make You Your Company's Top
Sales Performer in 20 Days or Less

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Chapter One

Your Sprint to the Top Begins With These Easy Steps

Do you want to be your company's top performer? Do you want to be famous in your industry? And do you want to do it quickly. I'm not talking five years, one year, or even six months. How does twenty days sound? Follow these instructions, and it WILL happen. You will improve. You will be PRECISE. You will dominate. And you will be your company's top performer in twenty days...or less.

1. Read this book and pay particular attention to sections marked with .
2. Internalize the PRECISE Formula of Top Performers.
3. Study the 7 PRECISE Actions and use them (even if you feel goofy) for 20 days.
4. Commit to using the PRECISE Call Sheets (you will learn about these later) every workday for 4 weeks. (You shouldn't have to think too much about selling on the weekend, should you?)
5. Contact me at bsullivan@preciseselling.com if you hit a wall. I will help you smash it.

Do these things, and you will be your company's top performer in 20 days. How do I know? Because I have seen it work for countless salespeople just like you. Keep doing these things, and you will not only be the top performer in your company, but you will be one of the top performers in your industry.

What is PRECISE Selling?

Don't talk so much. You keep putting your foot in your mouth. Be sensible and turn off the flow. When a good man speaks, he is worth listening to. But the words of fools are a dime a dozen.

—(Proverbs 10:19–20)

PRECISE Selling is a *Measurable, Repeatable, and Sustainable* selling behavior that creates happier customers and fatter commission checks. It is saying only what is necessary to inform and excite a customer. While average sales reps speak the words of fools and are a dime a dozen, PRECISE sales representatives say much less but communicate much more. And they know when they have done it well, know how to do it over and over, and know how to keep doing it long after the average sales rep has fallen back to mediocrity.

Take a moment and think about some of your recent experiences as a consumer. Now pick your worst one. You know, the one that made your ears all warm and made you sick as you reminded yourself that you are in the same profession as the idiot selling you. Chances are, the sales rep was more than socially inept and perhaps did little more than waste your time. This is not to say he or she was a bad father, mother, brother, or sister to somebody. In fact, I am sure there are some people that enjoyed that person's company, but it just was not you. You sit wondering, "How does this person hold a job?" Well, I bet this sales nightmare was anything but PRECISE.

Get to the Point!

Main Entry: **pre-cise**
 Function: adjective
 1: exactly or sharply defined or stated
 2: minutely exact
 3: strictly conforming to a pattern, standard, or convention
 4: distinguished from every other

Now I ask you, “When you are being sold to, wouldn’t you like this cheese ball in front of you better if those words rolling off his tongue were **sharply defined or stated** instead of long-winded and dull? And wouldn’t it be great if you went to buy that politically incorrect SUV only to find the salesperson on the showroom didn’t waste your time but was instead **minutely exact**. And if by **strictly conforming to a pattern or standard**, that sales guru trying to get you hooked on that new computer system was able to make her presentation last fifteen minutes instead of an hour? And what if that same rep was able to **distinguish** herself **from every other** rep by selling you only something that you wanted?”

If you said yes to these questions, ask yourself this, “Are the words I am using always exact, sharply defined and distinguished from the competition?” Come on now; be honest!

Honest Abe

“He can compress the most words into the smallest idea of any man I know.”

—Abe Lincoln

You never want a good guy like Honest Abe to speak this way of you, do you? To prevent this from happening, keep asking yourself after every sales call, “Did every word out of my mouth mean something and add value to the customer?”

Saying more in less time is a good thing. If you feel that this might not necessarily be the case in your current sales existence, then I will assure you PRECISE Selling will sharpen it up. Look at PRECISE Selling as a boot camp for your mind, mouth and emotions.

What Class of Sales Rep are You?

1. The *Stereotypical Rep* is what most people think of when they think of salespeople. These people are pushy, loud, and are the reason the world thinks of us as pains in the backside. The bottom line is that these *stereotypical reps* talk too much, listen too little, and annoy the hell out of their prospects and current customers. Don't be this class of rep!
2. *Everybody's Friend* is another common class of sales rep. This type does everything possible to distance herself from the word "sales." *Everybody's Friend* does such a good job at not being a salesperson, that most of the time that's exactly what her sales numbers show. But she doesn't care, because she has more friends than anybody, is buddies with tons of prospects and customers, tells more jokes than Drew Carey, and cares more about people liking her than about sales results. As a matter of fact, her commission checks are often thinner than Colista Flockhart because of this misguided focus. *Everybody's Friend* needs to realize that if she wants to be a pleaser, she needs to get out there, sell more stuff, make a fatter commission check, and buy her husband and kids some fancy gifts. Who is more important, the customer or the family? I know my answer. So while you try to do everything possible to make the customer respect and trust you, don't lose sight of your supreme objective.
3. *The PRECISE Sales Rep* is not pushy or annoying like the *Stereotypical Rep*, nor is she wimpy like *Everybody's Friend*. The *PRECISE Sales Rep* is:
 - Prepared for every sales call
 - A builder of respect and trust
 - Effective at engaging a customer with questions

- Able to convey the perfect solution that satisfies customers' needs and wants
- Decisive
- Able to stir action in others
- Able to secure agreement and advance a sale
- Always exploring for more business
- Never DULL

He is not only dull himself; he is the cause of dullness in others.
—Samuel Johnson

PRECISE Sales Reps are Enthusiastic

It is nearly impossible to get your customer “fired up” about your product or service if you are not at least showing a moderate amount of enthusiasm about what you are selling. Emotion plays a key role in any call to action, and this is no different as you stand in front of your prospects. Too many sales representatives *tell* instead of *sell*. They then cross their fingers in hopes the lightbulb will magically turn on above their customer’s head. Truth is, if you want to turn on your customer’s lightbulb, it takes more than a little spark—it takes a whole lot of electricity. This electricity starts with you.

PRECISE Sales Reps are Enthusiastic Leaders

Knowledge is power, but enthusiasm pulls the switch! Just remember, the level of excitement in an organization often rises to the level of enthusiasm of the leader.
—Richard L. Weaver II
Professor, Bowling Green State University

Great leaders make things happen. Think of some of the great leaders in recent history. Martin Luther King, Ronald Reagan, JFK, Vince Lombardi and countless others had the ability to stir

emotion in those that they lead. As Ronald Reagan stood at the base of the Berlin Wall, there was nothing dull about the words he used. And when Martin Luther King uttered the words, “I have a dream,” I can assure you he was putting nobody to sleep. While it might be a leap to compare a sales call to these historic moments, it is these moments that can serve as learning experiences about the way people respond to the enthusiasm of those that are speaking. If you want your customer’s eyes and ears to be open to your message, you need to speak as a leader speaks. **Speak with enthusiasm.**

PRECISE Sales Reps are Flies

Aristotle was smart. I am not. Having said that, if you give me something that makes sense, I’ll try it. And if it works, I will keep doing it until it doesn’t work anymore, and then adapt until it does. I like to compare my brain to that of a fly. Now a fly might not be the smartest bug in the drawer but if the wings fit...Anyway, I will try to make my point. As science goes, if you put a bee in a glass jar, and lay the jar on its side with the bottom pointed toward a light, then take off the lid, the bee will never escape from the jar. He will keep flying toward the light, believing that it is the only way out. He never adapts and never readjusts. He is programmed to go toward that light and he will die trying. God bless ’em.

The fly on the other hand handles things in a much different manner. The bee believes the only way it can reach its goal (the light), is to fly directly toward it. The fly, on the other hand, will smack its head on the back, top, and sides of the jar until it finds a way to get out. Sure, it’s a bit painful for the fly I am sure, but at least he is willing to try something new. If you are reading this book, chances are you have a little fly in you as well.

Now here is a dose of reality. While learning and using PRECISE Selling, you will get a few bumps on the head. In fact, if you commit to trying the techniques in this book, there will be days that you will wish you WERE a fly. You will walk out of your first three calls saying, “Flies suck, Bees are much cooler. I would rather be a bee.” Resist this temptation. The sales world has enough worker bees buzzin’ around. These are folks that keep flying

toward the light, but will never reach their true potential. And in the process, they will bore the hell out of countless customers.

PRECISE Selling is the most REPEATABLE, MEASURABLE and SUSTAINABLE selling method there is. If you commit to making it mold with that dynamic personality of yours, you will not only achieve your monthly sales objectives, you will blow them out.

Rookie Reps Can Be PRECISE

Rookies and experienced reps alike can use the techniques you will read in this book. If you are new to sales, and you internalize the 3Ps that we will discuss in later chapters, then you will have a leg up on nearly every experienced rep that you will compete against. Why is this? It is because 99% of all the salespeople that you will compete against have stagnated. I believe that your sales profession is the easiest to be the BEST at because so many of the people that you compete against are just plain lame. And I need not worry about offending these folks because they rarely pick up books, attend seminars or read publications, so they will never see this.

Pay Your Dues

“You need to pay your dues in this business, and that’s just going to take some time.” I have one response...“CRAP.” Don’t believe this myth for a minute. Your early journey to seasoned sales rep status need not be paved with months of demoralizing speeches like “no pain, no gain.” So when “King Experience” fires these demoralizing clichés your way, don’t let them bother you. Just do your job, master PRECISE Selling and outperform the old goat.

Hey Rookie, Don’t Let Them Slow You Down

Do everything you can to get to the top as quickly as you can. You do not need to be “in the business” for “quite a few years,”

and you do not need to have walked to your accounts uphill in the driving snow both ways. So at the next sales meeting when “Old Stiffy” tells you it is going to take a long time for you to really “get it,” just put a little smile on your face, be humble, and say thanks for the advice. And then go kick his ass where it counts. If he is a peer, show up higher on the list when those sales numbers come out. If she is a competitor, take peace in knowing that she went through years of crap that you will never have to. If it is your boss, nod your head, tell her how committed you are, and then quickly become the top dog in her region.

Whatever you do, do not let time be a speed bump to the top. Look at PRECISE Selling as fast-forward button on your early sales career, and look at yourself as new technology. Newer technology is faster and does more than old technology. And it is more PRECISE.

Veteran Reps Can Be PRECISE

“The moving walkway is about to end. The moving walkway is about to end.” For anybody that has ever traveled O’Hare airport in Chicago and has been lucky enough to be traveling between United Airlines terminals, you no doubt have heard this little chime. A computer voice chats with you as you travel a moving conveyor belt designed to make everybody move faster. (Quick question—why do some people just stand on that thing? It’s not called a moving stand-way.)

For anybody that has used a moving walkway before you know what it is like as you approach it. For some, it looks as though they are preparing to jump out of an airplane at high altitude. As I watch these people I often feel the urge to act as if I am the Army Ranger guy at the door pushing them out saying, “GO, GO, GO.” Well there is no doubt the body does something a little strange when you get on and off those things. As you first put your feet on the silver belt, you feel a little pull as if you just let go of a rope while playing tug-of-war. But you quickly regroup and just keep walking, happy to find that you are getting to your destination more quickly.

This is how PRECISE Selling will feel to the experienced sales rep that commits to trying the methods taught in this

book. She will feel a little tug at first. But as she looks to her right and to her left, she will notice others, not on the walkway, moving their legs a whole lot faster and harder. But because she is on the moving walkway called PRECISE Selling, she is just passing them by.

PRECISE Sales Reps Don't Live in a Box

Many experienced sales reps box themselves in too early in their careers. They become convinced that they can do their jobs with limited knowledge and minimal effort. Unfortunately, the result is often too much or too little confidence. PRECISE salespeople spend their entire career making steady, yet often subtle improvements in their “game.” To be a top performer, you too must seek out ways to sharpen your skills. You must never let the ceiling of mediocrity prevent you from reaching even higher in your sales career than you ever thought possible.

One story that explains this point best is about flea trainers. Now I never even knew that flea trainers existed the first time I read this story, but who cares, it's a great story.

Flea trainers have noticed a repeatable, predictable, and unusual habit when they put their specimen in a cardboard box with a lid on it. The fleas will jump as high as possible while hitting their little flea heads on the lid that is keeping the box closed. Now these fleas are not as stupid as you might think. They eventually figure it out and adjust the height of their jump so they no longer hit the lid.

When the flea trainers take that lid off, the fleas will not jump out of the box because they have conditioned themselves to jump only to a certain height. It is this conditioning that keeps them in the box and prevents them from ever getting out.

So often sales representatives act like the flea. The box top can be many things in sales. It can be the fear of rejection. It can be the complacency from too much time in the field. It can be the false sense of success that sometimes comes with success. It

can be a demotivating manager. It can be tons of things. Whatever it is, sales professionals like you live in a box and somebody or something is always trying to put the lid on it. The only way to keep that lid open is to keep smashing your head against it. If you do not do this, the lid will close, and you will never jump as high as you possibly can.

PRECISE Sales Reps Don't Give Up

PRECISE Sales Reps are never negative and avoid negativity at all costs. They are never beaten and have an ability to face rejection and use it to make them better. Consider the achievements of these people who have overcome doubt, rejection and misfortune.

- Beethoven composed his greatest works after becoming deaf.
- When he was a struggling young artist, Walt Disney was told by a prospective employer to try another line of work. He said Disney didn't have any creative, original ideas.
- Thomas Edison once spent \$2 million developing an invention that never got off the ground.
- In 1962, a recording company executive turned down the Beatles because, "We don't like your sound. Groups of guitars are on their way out."
- Sir Walter Raleigh wrote the History of the World during a thirteen-year imprisonment.
- Columbus was told that he would sail to his doom and went on to discover new lands.
- Luther translated the Bible while enduring confinement in the Castle of Wartburg.
- Under a sentence of death and during twenty years in exile, Dante wrote the Divine Comedy.

And when President Franklin Roosevelt died in 1945 at the age of 63, he was writing a speech for the upcoming Jefferson/Jackson Day dinner. Suddenly, the President slumped over and fell victim of a cerebral hemorrhage. The last words written on his paper were “**The only limit to our realization of tomorrow is our doubts of today.**”

Well, tomorrow begins right now. It's time to shake any doubts and prepare to become PRECISE. I am about to give you an unfair advantage that will turn you into your company's top performer in twenty days or less.