

### **The Premise...**

There are so many books for salespeople out there that I have resisted sharing my thoughts and process into print. I don't want to be another "me too Guru" on sales. I am, as you will soon see far from that anyhow! There are great books out there for salespeople on relationship selling, product selling, selling the intangible, selling to specific positions and many more.

So what is this book about if not sales? Well in essence I am sure it will end up in the "sales" section of your local bookstore or online retailer. Yet I don't want you to limit it to that. My intent for writing this book was to create something for those of you who are or have been on a similar path to that which I had chosen and unfortunately, as it turns out, requires you to be able to "sell" stuff.

If I was to describe this books purpose I would (and as it turns out did) have to say this..."This is a book for non-sales people that need to find a way to get people to buy stuff while still holding onto their integrity and ethics". Something like that anyway!

Most of you who read this will probably be cursed with being so good at what you do that you don't know how, although willing to, get people to use your service. For example you might be the best Life Coach in the world, but if I don't get out there and market and sell myself I won't have anyone to coach! You can be an awesome Consultant, but if you don't get out and sell, who will you consult for? You are an Entrepreneur, you have designed and/or built some great piece of equipment,

technology or process but you don't have anyone to use it! Who is going to bring in the revenue? Who is going to find the leads? Who is going to demonstrate the features and benefits? So if you gotta have people buying stuff from you or your business and you aren't a salesperson, this is your book.

### **The Style...**

You'll find throughout this book that if and when you ever meet me, it will be like I was talking to you instead of you reading it. I want there to be no disconnection between how I would, as they say, "shoot the shit" with you about this and how you perceive a conversation with me would happen if we were ever to meet. What you read is what you'll see and what you'll get! I am what I am and make no bones about it. Authenticity is critical in the sales process. I share this with you for that very reason, be true to yourself. Sure you need to style flex some from time to time, but you gotta be true to you. In my days of selling leadership process and programs, I was told I had to sell a certain way. It wasn't me, I couldn't relate to it. Sure I understand the tried tested and true theory, but ya gotta be able to put some of you into it.

### **The Structure...**

"Me" likes structure and flow! I like to free wheel it but also know I am getting somewhere. So if I get off track I can know exactly what I need to do to get back on it. When I talk structure I am not referring to something cast in concrete, a rigid un-flexible plan...not at all. Here comes your first "Clarism" (see below for more info on Clarism's!)...I want to create a "flexible framework for making value-based decisions". I

can go off track if I choose to, but I have something to compare where I should be going and where I am going, like a map. You can always go off the beaten track if you have a map to find your way back on to the preferred route. The same applies to you as you go through this book. I am giving you a structure for you to add your style to. I don't want you to be me, I want you to be you. After all, that is actually what your prospect first buys...yes it's you!

### **My Story...**

I have never considered myself a great salesperson. As much as I have succeeded in sales in every role I have had it hasn't been because I was a great salesperson, loaded with the tricks and techniques of wonderful sales training programs. I was fairly exceptional at what I did (if I do say so myself!). Why was I successful then? It was truly from my desire to see someone else crystallize their thinking about what they want, get them so pumped up about doing or having it and showing them how to get it and hopefully be the one to assist in delivering it! My sense of purpose is to be the catalyst for change.

So in my early days I was in Banking (please don't hold that against me!). I sold lots of housing loans to people. Fairly easy sell one might think, but it was a very competitive market. All I did, without really knowing or understanding at the time was facilitating people, my clients, by asking lots of questions about what their goals and dreams were; then analyze what their needs were and; most importantly made sure they were really excited about what they wanted. After that, showing them the logical path to getting it

and leading them towards making a smart buying decision was all that was left to do. Apparently in some schools of thoughts that is sales. In the end all I hoped is that they would find what fulfilled their needs and hopefully through that process they would choose to use the products from the bank I worked for.

### **The Clarism's...**

One of my friends coined a phraseology sometime ago that is purely an ego based reward for me, but well carried by those who closely know me. They are called “*Clarism's*” and obviously named after me. What a “Clarism” is, is a quote or statement (that I most likely got from someone else) or a combination of such that I have internalized (a big difference from just memorizing), applied to my own way of thinking and behaving and made it my own. One such “Clarism” that I want to share with you is what I call *fa-sell-itation*. This is what RELAXED is all about, simply facilitating a sale. Moreover it is truly about facilitating someone through a process of discovery to enable them to make an emotionally charged, yet logically sound decision toward some action (buy, get, do etc.).

What I am hoping to get out of this book is for you to feel great and comfortable about getting your business out into the world where it belongs. As mentioned that won't happen without a sale.