

## **An Epiphany about Salespeople**

Saleschiefs – Rare and Seldom Seen

Taking my own advice, I was re-reading Robert Cialdini's *Influence* this week, paying particular attention to the information about self-image.

He said if you want to influence someone – sell them – appeal to their self-image. Does your service or product appeal to their self-image in a positive way? Negative? Does it have no affect at all?

I came up with my own examples. See what you think.

Michael Jordan wasn't just a basketball player. He was a court magician. Nike grabbed that image and created a dynasty. Ever hear a kid say, "I want to be like Mike"? What's the self-image created by this future NBA star? It's not about wearing Nikes. No, it's floating, weaving, and bobbing; working their magic. Of course, if you want to be like Mike, you have to buy Nikes.

(864 words)

## **Cold Calling Objection**

Bring It Up First to Get Your Foot in the Door

Got an unsigned comment on my blog that referenced last week's newsletter that I thought was good and deserved a response. I'll paraphrase the writer.

He or she said that in my blog I talk about interruption sentences. The example was a pick-up line I used on walk-in calls in my days at McCaw Communications when cell phones and pagers first hit the market.

"I was talking with your neighbors next door about our cell phones and pagers, and I'm sure you're not in the market for any at this time. But have you heard any of your neighbors asking about them?"

The writer's question was that he or she didn't see how *building* relationships with prospects is related to *starting* relationships. "Your cold calling posts talk about interruption sentences. Yet your newsletter talks about building relationships when calling. I don't see how the two are related. How does 'I know you are not in the market...' help begin a relationship?"

(760 words)

## **Cold Calling Success Stories**

Why Winners Win

“Cold calling is a waste of time. It doesn’t work.”

“I picked up my largest client from cold calling.”

“Does cold calling really work?”

I’ve heard them all as we travel the country doing our Cold Calling for Cowards<sup>®</sup> seminars. I’ve lived them all. The answers?

True.

True.

Yes. No. Maybe.

Cold calling is a waste of time and doesn’t work if that’s your attitude. And – by golly – you’ll prove it to yourself and to your sales manager. Nothing like sabotaging yourself to prove you’re right. Subconsciously you’ll say and do the subtle things that’ll do you in. And, sure enough, you were right. Cold calling doesn’t work.

(1190 words)

## **Cold Calls Don’t Sell**

### Telling It Like It Is

Merriam-Webster defines a *cold call* as “a telephone call soliciting business made directly to a potential customer without prior contact or without a lead.”

That’s so 60’s.

Even if you throw in that a cold call includes a “*walk-in call* to a company to solicit business”, the definition still doesn’t carry water in ’06.

My basic definition of cold calling: initiating any type of contact that scares you or makes you feel uncomfortable in order to sell and puts you in a position to be rejected.

*Example:* One of our new sales trainees returned to the office after his first morning to solo in the field doing walk-in cold calls. He started clearing out his desk. I asked him what was going on.

“I pulled up to the office complex,” he started, “parked the car, set the brake – and sat there in my car for two hours. TWO HOURS! I couldn’t move. I was shaking. I was sweating. I was hyperventilating. I couldn’t move.”

(861 words)

## **Courage**

It's a Wonderful Life

I never saw that Frank Capra 1946 classic with Jimmy Stewart. It's Christmas season and I see it's coming on again this weekend. My wife keeps threatening to tie me in my chair and force me to watch the story of the George Bailey family and friends. I should, but it's hard for me to sit still and watch any movie. I've seen enough snippets of the movie through the years to get the gist of it. And I agree. The story and the movie are legitimate classics. It's a story of unrecognized courage by George.

A woman business owner I worked with made a comment that surprised me. "Jerry, do you know what your biggest asset is?"

I thought maybe she would say it's my ability to sell. Or prospect. Or close a deal. Or maybe to be creative.

"Courage," she said. "If I had to use one word to describe you, it would be courage."

That description had *never – ever* – crossed my mind.

I still don't know if I agree with her. I wouldn't use that word to describe anything about me. But it did make me more sensitive to try and understand what courage is, who has it, and how it manifests itself.

(998 words)

## **Creating Sales Assets**

And Getting Interest from Those Assets

*asset*, noun. Anything that can make you money now or in the *future*.

You know who your customers are. You've got files on them. You have them on lists in your computer. You call them. Meet with them. Sell to them. Customers are your known assets.

Your bank account is an asset. Your accounts receivables are assets. The building you work in and the car you drive are assets. Your employees are assets. Knowledge is an asset. Inventories. Training. Even your telephone, office equipment, and furniture are assets.

But what about your prospects who don't buy from you now and the people you network with? Aren't they assets? Couldn't they make you money now and in the future? The

people you network with may never buy from you, but they know at least 250 people you don't know. People they could refer to you. People who could exchange their money for your goods and services.

(1163 words)

### **Customers Are on Loan** Don't Take Them for Granted

A 2% customer retention rate is equivalent to *cutting your costs* by 10%.

Tell that to your controller the next time his brilliant idea is, "Let's cut our salespeople's commissions so we'll save money." Or, "Let's turn more of our salespeople's accounts into house accounts so we won't have to pay them commissions for add-ons."

For added ammunition, throw in that Bain & Co. research published in the Harvard Business Review: (a) it's 6-7 time more expensive to gain a new customer than it is to retain an existing one; (b) U.S. companies lose 50% of their customers every 5 years; and (c) a 5% increase in customer retention can increase profits by 25% - 95%.

What contributes to new customer acquisition costs? Advertising. Paying salespeople to cold call, network, and attend trade shows. Travel. Strategizing with management to shave the costs to land that new deal. Deep discounts to get the account with the mistaken belief you can go back to profitable pricing once they're on board. That won't happen. Customers will expect the same, if not better pricing, because they're now a "valued" customer.

(631 words)

### **Getting Yourself Out of the Dumps** 5 Simple Body Language Techniques That Work by Jerry Hocutt

You've had those days. Days when things never go right. Lost that sale you thought was in the bag. Lost your best customer. Make a hundred cold calls and can't get a single appointment. All it seems to take is one event to trigger a spiral of negative thoughts. You wonder, "What's the use?"

Is there any hope to turn those thoughts around? You're probably so far down you can't change your thoughts with your thoughts. But doctors have proven that if you change your body language, you'll change your attitude (snap your fingers) just like that. Try these five simple body language techniques and see if this is the Rx to make you feel better.

(422 words)

## **Give Them a Reason to Buy from You**

It's Not About Selling Stupid

“It's most interesting to me that every single company in the world tries to teach salespeople how to sell. Nothing could be more backwards or ineffective. What they should be teaching is *how to position, how to promote, how to provide value, how to communicate, how to make presentations, how to engage and how to connect*. If you employ my first rule of selling, **People don't like to be sold, but they love to buy**, then you will understand that learning 'how to sell' goes against the grain of human nature.” – Jeffrey Gitomer, *The Little Black Book of Connections*

Hundreds of our Cold Calling for Cowards® attendees tell me, “I could sell to anyone – if I could just get in front of them first.”

Our 14-year old business (Cold Calling for Cowards® seminars and You've Got Contacts D-I-Y Sales & Marketing Email Postcards™) was created to get you in front of customers. On *positioning* you to be #2 until you can become #1. On *self-promotion* because we know the first thing people buy is you. On *providing value* through sharing sales and marketing techniques that get results. Our seminars and email postcards give you the tools to *engage, connect, and communicate*.

Engaging, connecting, and communicating are so basic, that I thought any child would understand this without having to be told. I learned as a 10-year old that selling is easy. Acquiring the product or service is easy. Finding the customers through engagement, connecting, and communicating – now that's the trick. Making my own potholders and riding my bike through the neighborhoods to knock on the doors of housewives and selling two homemade panhandlers for two-bits was my first entrepreneurial enterprise.

(929 words)

## **How to Insult (and Lose) Your Customers**

Don't Bust a Gut

Have you seen that television commercial where the real estate agent meets his foreign prospects outside the terminal, greets them with a couple of words in their language, and then proudly states “I worked *all morning* on that.” Big deal. I bet his new clients spent years learning our American English, but they're not about to ask for a pat on the back. He's about to make thousands of dollars in commissions, could possibly get many referrals, and yet he's proud to announce he's spent a couple of hours learning their

language? Don't bust a gut buddy. Makes you wonder what the marketing geniuses were thinking when they came up with that campaign.

### **Wasn't expecting this**

Our 8-month pregnant daughter went into Target last week with her two-year old daughter to buy some new baby items. She had a gift card she received at a shower to use as part of the purchase. The clerk scanned the card but the register didn't issue the credit. The clerk noticed the problem, didn't correct it, handed the card back to my daughter, shrugged her shoulders, and said "Oh, well..."

(698 words)

### **I Ran Out of Sales Talent**

True Confessions

Travis Pastrana was a guest last week on *The Late Show* with David Letterman. Pastrana is a three-time gold medalist in the Summer X-Games. He's the only person to have ever completed two mid-air flips on his motorcycle. Well, at least the only one to land and tell about it.

Letterman showed the clip of Pastrana driving his Subaru in a recent rally event. Pastrana lost control of his vehicle and rolled it eight times. He and his navigator walked away without a scratch. According to Pastrana, the driver has to depend upon his front seat navigator looking at his onboard computer to complete the course; more than upon his own driving abilities and skills. But something went terribly wrong when he lost control and they took their flips. Letterman tried to save Pastrana face and find an excuse for his misjudgment.

"Did you not go with your instincts?" a sympathetic Letterman asked. "Was your navigator giving you bad advice? Didn't you see the edge of the embankment?"

"Nah," he replied, "I just ran out of talent."

(869 words)

### **Missed Opportunities**

Game Changers

"We had several missed opportunities. We simply failed to take advantage of them. They cost us the game."

Ever hear a losing coach tell this to the cameras after the game?

In a football game (our Seahawks v. Steelers in the Superbowl comes to mind) the players and coaches knew what the opportunities were. Dropped passes. Stalled drives. Missed blocks. They knew what to do. The problem was in the execution. They didn't pull it off. Sound familiar in your job? You know what to do but you don't?

What are these missed sales opportunities costing you? A bigger commission check at the end of the month? A larger quarterly bonus? Your job? Your business?

What qualifies as a missed opportunity? Let's stay with football. A missed opportunity is something you're aware of that's a game changer. In football, you know you've recovered the other team's ball in their red zone but failed to convert your opportunity into points. Or maybe the defense had the opponent stopped at the one yard line for three downs, but then failed to close the hole off tackle when they scored the winning TD. Missed opportunities that turned winners into losers.

(986 words)

### **Motivate with the Law of Attraction**

#### How Things Happen

The law of attraction says that you'll get whatever you think about the most. Believers in the law of attraction say this law is as valid as the law of gravity. It exists and works whether you accept it or not.

You have to be careful how you frame what you're thinking. If you say "I want this sale", all your thoughts and actions will be to do whatever it takes to get the sale.

But if you put a slight twist on it and say "I don't want to lose this sale", all your thoughts and actions will be focused on losing. Psychologists say the mind doesn't register "don't" but instead interprets your thoughts as "I want to lose this sale."

(888 words)

### **Motivation**

#### Get Your Rear in Gear

mo-tive, *noun*. Something (as a need or desire) that causes a person to act. (Merriam-Webster Online dictionary.)

"Why can't I get our people to follow-up?" the sales manager ponders while contemplating his navel.

"Why don't people return my phone calls?"

“What will it take to get her to make a final decision?”

Uh, motivation? Give them a reason? Maybe lots of reasons?

(951 words)

### **Ms. Prospect - Please Make Up Your Mind!**

Lord, You're Driving Me Crazy!

“How can I get my prospect to give me a decision? He can't make up his mind. He's driving me nuts!”

This is the umpteenth time one of our seminar attendees has asked me this question.

Through the years and questioners I've found one common characteristic with each frustrated salesperson, and one common characteristic with their potential targets. And usually, the person asking me the question is a business owner or entrepreneur anxious to get their fledgling business off the ground; to put some bread on the table.

“Would you describe yourself as being a ‘Driver’ personality?” I ask Mr. Frustrated. “That is, would you describe yourself as being a ‘do-it-now’ type person? A bottom-liner?”

“Of course. What's your point?”

Point made.

(556 words)

### **Paradox of Cold Calling**

A Twisted Mind

Unless you're a public speaker, one of the biggest fears people have is speaking before an audience. They'd rather die. They're afraid their listeners will reject their ideas.

What keeps people out of sales? The fear of rejection. In particular, being rejected when they cold call. I can't count the people I've known and worked with who told me they're quitting their sales job because they have to cold call. When doing our Cold Calling for Cowards<sup>®</sup> seminars, one of the most anticipated topics is how to deal with the fear.

To deal with the fear of rejection, consider sports. When a boxer steps into the ring, he knows he's going to get pounded. Rejected. He prepares for it. Anticipates it. His strategy is to give more rejection than he receives.

(555 words)

### **Please DON'T Buy What I Sell**

Do We Need to Talk?

If it's not in your best interest, please don't buy my service.

Rob called me last week from Indianapolis and had some good questions about my Cold Calling for Cowards® CD's. He ended up teaching me with one of his questions. Rob sells services for trucking carriers that's guaranteed to save them money. He works only on contingency. If they don't save money, he doesn't get paid. Can't beat that. At least, that's what we both think.

But Rob said that on his calls the people more often than not show no interest. No interest in saving money? Guaranteed savings? Yep, no interest.

Rob says prospects have the attitude that they need no help. They're the Gary Cooper silent type, go-it-aloners who'll do it for themselves. (For those of you too young to remember, Gary Cooper, the sheriff in *High Noon*, was the prototype for the strong, silent types like the later John Wayne/Clint Eastwood characters.) The truckers tell Rob they can do what he can do. After all, how hard can it be? They know their business better than anyone. But then they end up doing nothing. Their intentions are good. But they end up spending their precious few hours putting out fires that pop up throughout the day. Their savings go up in flames on the back burners.

(985 words)

### **Price Is Always an Objection**

Bang Always Sells

*Price is what you pay. Value is what you get.* – Warren Buffett

See the difference?

Buyers who don't know the difference focus on price. Salespeople should always focus on value.

Real salespeople are teachers. They educate the buyer on the difference between the price she's paying and the value she's receiving. "Here's the bang you're getting for your buck."

How do you tell if a salesperson is ripe for the picking? Throw out the price objection. "Are you kidding me? It costs that much?" Just like that the customer plants the seed of

doubt in the beginner's mind that he's overcharging. The novice salesperson now focuses on the cost and forgets the rewards.

(845 words)

## **Professionals Know What Sells**

City of Neon

Just returned from doing the American Staffing Association trade show in Las Vegas and got to watch some good professional salespeople at work. No, not the ones working the strip. The other ones. The exhibitors working their trade show booths.

If you're a new business owner or new to sales, you should attend a couple of trade shows and visit several booths. Talk with the exhibitors manning them. You'll learn what they're really selling – and it's barely their service or product.

One business owner stopped by our booth and commented that he's looking to hire older and more mature salespeople. He said the younger ones just don't "get it" when it comes to selling.

"What do you mean?" I asked.

"The younger people don't realize that selling is more about starting and building relationships rather than selling your service. If people like you, even though you cost more, they'll find a way to justify doing business with you. But the younger ones always want to wait for the phone to ring, complain about poor leads, or give larger discounts to get the business. They don't understand what selling is about."

(1286 words)

## **Relationship Selling**

How Much Is It Worth to You?

Ever stand in line at the post office waiting to mail a package or buy stamps? At our post office there are five windows. One clerk. No hurry. Oops! Time for another break.

Would you continue doing business with them when they treat you as an interruption to their day? Of course. You have no choice. They have a monopoly. Your complaints about their service mean nothing to them. They know it takes an act of Congress to get them fired.

At the other end of the spectrum you have stores like Nordstrom's. They have a loyal customer base. Ask any of their customers why they return, and the first thing they mention is the excellent service.

Both the post office and Nordstrom's are involved in relationship selling. One cares. The other could care less.

So unless your company is a monopoly, you're *continually* selling the relationship. Not just selling the relationship to get the business, but selling the relationship to keep the business.

(891 words)

### **Sales Interviews are Like Job Interviews**

How Bad Do You Want the Work?

Whether you've been selling for 30 days or 30 years, approach every sales interview as if it's a job interview. Because it is. They could hire you, or they could fire you. They're looking for reasons to do either. Give them the right ones.

When you understand this, you finally understand that it's not your product, service, or price that determines if you get the job. The buyer's looking for clues for why she should hire *you*.

What can you do to prepare for this all important interview? Do your homework. Here are seven things you should be doing.

(709 words)

### **Sales Mentors**

They Know the Shortcuts

When I was offered a job by then Fortune 1000 McCaw Communications in another lifetime (Craig McCaw has since sold his company to AT&T for a few billion and I've moved on as well – billionless), I told them thanks but no thanks.

“Why not?” asked the branch manager.

“Because your salespeople are a bunch of kids and I'd feel like an antique around here.” I was 39. Those kids had to be in their early to mid-20's. Ahh, to be a 39-year old antique again.

After being invited back for several interviews, the branch manager got me with the G.M. and sales manager and they finally convinced me to take their offer.

My first day on the job, the managers took me to lunch. They informed me that one of the reasons they hired me was to be a mentor to the younger salespeople.

“Not interested,” I told them. “I’ve got no desire to be a mentor. I’ve never wanted to teach. I’ve got nothing to offer. I only took the job because I like to sell. Leave me alone.”

(1204 words)

### **Sales Mentors-in-a-Minute**

Help Is Coming Out of the Woodwork

What if you don’t have a mentor? In my 33 years of selling I’ve only had one conventional mentor, and that was at my first sales job over 30 years ago. So what do you do for a mentor if you work by yourself, or you work in a small office and can’t find anyone? Is all hope lost?

Yeah.

Just kiddin’. There are mentors everywhere.

Keep in mind that their purpose is to share their experiences with you so you won’t repeat the same costly mistakes they made. They can help you find the shortcuts to your goals.

Mentors don’t advertise they’re available. They don’t seek you out to “teach” you anything. They don’t preach to you. They don’t try to convert you to their opinions. They don’t care whether you take their advice or not. They never give you unsolicited advice. (We’ll keep our parents out of this for now.) But they can be found if you’re looking for them. And that’s the key: *you’ve got to be looking for them.*

Some of the best mentors I’ve seen are in the hallway. You probably passed one as you came into the office this morning and didn’t recognize her. As the salesperson is on his way out the door to his important meeting, he happens to pass the top salesperson coming in from her appointment.

(1565 words)

### **Sales Secret Silent Signals**

Mindfreak

Street magician/illusionist/weirdo Criss Angel calls himself the Mindfreak. That’s an understatement. Like didn’t-hold-my-breath-for-9-minutes-afterall David Blaine, he’s pretty amazing to watch. (I enjoy Blaine when he’s levitating in front of strangers on the sidewalk more than his hyped-for-television stunts.)

What caught my eye about Angel is how he brings in experts to teach him how to read body language and study people's behavior. He'll spend days researching the slightest muscle twitch near the eyes, an aversion here, a blink there. With a little research he can beat experts at their own games whether it's poker or salesmanship.

I've always been fascinated by watching people to see how they signal what they're thinking before they say it or do it. I'm strictly amateur but that doesn't stop me from enjoying it. If you can pick up some secret silent signals, you can act on them before the person initiating them can, and often make it work to your advantage. Guess I picked it from my mom who used to drive us down to park at the meter in front of Scarborough's department store on Congress Avenue in Austin, TX. She loved to people watch and guess what passers-by were thinking. (No, she wasn't a stalker. We just didn't have television back then and it was too early to listen to "The Shadow" on our only radio.)

(1592 words)

### **Selling into the New Year – Part 1**

The Secret

*I got an email from one of our readers. Here is my response to his question which all business owners and salespeople would like to have the answer to as well.*

Dear Reader (name withheld),

Your question is much easier than the answer: "How can I create brand new client accounts from scratch?"

I don't know. I don't know enough about you, your situation, or your service from your brief email. That's like writing a doctor you've never met and asking for a diagnosis and remedy for a pain in your chest area. But I've got some real life experiences that do and don't work for me. Maybe you can draw from them.

(1654 words)

### **Selling into the New Year – Part 2**

The Secret

*(This is a continued response to an email from one of our readers.)*

The question: "How can I create brand new client accounts from scratch?"

★ ★ ★ ★ ★ ★ ★ ★

Okay, now here are a few specifics of what you can do to find customers.

Because you sell a service, you have the “product” – your knowledge and expertise. But even if it’s the best product in the world, that’s not enough when it comes to finding new clients.

I sold Sony business products at one time and they had the #1 rated word processor in the world when it was introduced. It bombed because they didn’t know how to find customers for it. They thought having the #1 product would make it jump off the shelf. They lost millions of dollars in R&D, product development, and marketing. You’d think their BetaMax fiasco would have taught them something. Having the best product and finding the customers are not the same. Products don’t find customers – salespeople and marketing finds customers.

(903 words)

### **Selling Is Not Normal – Is It?**

Fortunately We Are Not in Control

That’s a title in Willie Nelson’s book, *The Tao of Willie*. Willie says that through the years he has put on thousands of concerts, traveled millions of miles, and dealt with countless problems. And things go wrong. Stuff happens.

“‘Fortunately we are not in control’ is my way of saying it ain’t my fault, and probably isn’t anyone else’s fault either.

“So if we’re not in control, you’re probably wondering who *is* in control. And the answer is: I don’t know. But it ain’t me, and it ain’t you, because...

*“Fortunately we are not in control.”*

(929 words)

### **Some Salespeople are Nuts!**

Stop it. You’re giving the rest of us a bad name.

If you’ve been watching the national news any this past week, I’m sure you saw the report about Vincent, the AOL customer who tried to cancel his account. He’d heard complaints about the difficulty people have had when they tried to cancel, so he wanted to see first hand. Recording his conversation for posterity, his blog, and hopefully for the media to pick up, it took him 21 exasperating minutes (7 hours in AOL time) to cancel.

Four minutes were spent going through AOL’s voicemail menus to talk to a live person. Once he got there, another eleven minutes on hold. (A tactic I’m sure to discourage people wanting to cancel and hoping they’d hang-up and just keep the account.) Then the

good part. Six minutes having the AOL rep, John, argue with him to try and save the account. When Vincent was asked what he thought John's most amusing sales tactic was, he said it was when the AOL rep asked to speak to his dad. Vincent's 30 years old and the account was in his name and on his credit card.

(1720 words)

### **Tell-Tale Sales Clues**

Would You Go to a Dentist Who Has Bad Teeth?\*

The older SUV in front of me (in need of a wash from our recent melting snow and slush) had a sign plastered on its back window advertising the driver's real estate company. Framed in the window was the name of his company, phone number, his tagline "Your local successful real estate broker", address, and email.

I wondered if the broker knew what kinds of clues he was leaving behind. Do I do the same thing? What about you? Harry Beckwith (*Selling the Invisible*) said that, all things considered, if the customers can't tell us apart from the competition, then they start looking at the small, trivial things to eliminate us from consideration.

(1051 words)

### **That's Your Marketing Strategy? – Part 1**

That's It?

Happy Thanksgiving! Merry Christmas! Happy Hanukkah! Happy New Year!

Ahh, fall is in the air. Crisp autumn days. The smell of leaves burning in piles under the outreached skeleton arms of trees. Football games. Holidays. Eggnog. Children laughing. Caroling. Once-a-year marketing.

Once-a-year marketing? Sadly, it's true. The holidays seem to be the only time businesses reach out to their customers, while their competitors are given *carte blanche* to woo their assets the other 364 days.

Most companies have two marketing strategies: (1) send holiday cards at the end of the year; and (2) wait by the phone for customers to call. The first is their only proactive plan. The second is their dream plan.

(808 words)

That's It?

*(Last time in Part I we looked at our poor proactive marketing strategy that for many companies consist of sending cards once a year during the holiday season and then wondering why we can't keep the customers we have and grow our business. Today you're given a plan for how to be proactive year around without expending much energy or time on your part.)*

### **So what's the plan?**

What's your strategy to stay connected? What's your plan to create a program that will: (a) keep the customers you have, (b) turn prospects into customers, and (c) get your customers to promote you?

In 1989 b.i.e. (before Internet and email), I went to my local printer and had my Just a Thought...™ postcards made that I could send to every customer and every prospect every month. But not one of those mundane, mind-numbing postcards with a picture of my product, my building, or myself. People hate that. Such cards are boring and give no value to the customer. My postcards had to meet three objectives. They had to be read, saved, and shown to others. That meant they had to be fun, short, and entertaining.

(1017 words)

### **Three Things It Takes to Sell**

Sales Nuances

What are the three most important things you need in order to sell successfully? How would you prioritize them? Here's my list. How does it compare with yours?

1. Service or product.
2. Someone to sell to.
3. Experience.

### **Service or product**

So much for the obvious.

Now for the nuance: it can't be just any service or product. It has to be something you passionately believe in. You may love selling homes, dealing with families and find the process of residential real estate a challenge; yet, you could never make a living selling accounting software to bookkeepers. Numbers, and those who keep them, bore you. You can't sell if you're yawning.

(918 words)

### **What Would You Do to Grow Your Business?**

Sign of the Times

Just caught something in the corner of my eye on the television news the other night that got me to thinking. Don't remember if it was the national or local news. Guy was standing at the corner of a busy intersection holding a sign that said "I'll do anything legal for a million dollars."

Would I? Would you? And what would be the criteria? Would you have to be guaranteed that if you performed a certain action you'd receive the million dollars? Or would you be willing to take a risk doing something new – like starting a new business or writing a book – that had the potential to reward you with a million dollars? Would you have to like doing it? Could you do it even if you loathed doing it? What if it embarrassed you to do it? Or made you famous? What if you got no recognition and simply received the million dollars for a job well done?

(910 words)