

How to Be Extraordinary in Sales and Service

Presented by
JOEL WELDON, Scottsdale, Arizona
and
WILLIE COOLEY, Memphis, Tennessee

OBJECTIVES To share with you—as a sales professional—specific ideas, selling concepts and sales techniques that will help you to:

1. Take your sales skills and your professionalism to the next level.
2. Realize the **impact** you can make on your prospects and customers.
3. Focus on the **little things** that most salespeople miss.

The end result of the program should have you feeling good about yourself, your selling future, being a participant in this seminar, and most of all, **thrilled** to be a sales professional and having **fun** doing it by **laughing a lot!**

2 "THE WILLIE FACTOR"

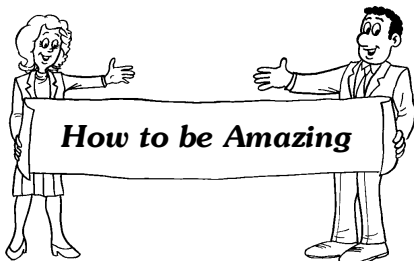
YOUR SEMINAR

- 1. NO MAGIC FORMULAS** No secrets to success, no silver bullets or instant solutions. It's up to you to increase your sales and that takes energy, effort and putting great ideas into ACTION!
- 2. TIMELESS TRUTHS** Principles, laws and right ways of doing things that do not change.
- 3. "SUCCESS COMES IN CANS, NOT IN CANNOTS!"** The heavy 8-ounce can that's Joel Weldon's registered trademark and corporate logo is the foundation of his message to you today. It's a *timeless truth*—that *whether you think you CAN or you can't, you're right!*
- 4. TWO KINDS OF IDEAS** Things you've heard before and things that are new. Plato said: "*Learning is remembering what you already know.*"
- 5. IT'S NOT WHAT YOU KNOW, IT'S WHAT YOU DO** Knowledge isn't power. Applied knowledge is!
- 6. TWO VITAL QUESTIONS** As you listen to the ideas, ask yourself these two self-examining questions:
 - A. "Self, am I using this idea?"** If not, then use it. If you're doing it already, then ask yourself...
 - B. "How can I improve on it?"** Take it to the next level.
- 7. SEMINAR FORMAT**
 - Fast & Fun
 - Lots of Ideas
 - Snappy
 - Detailed Handouts
- 8. YOUR ASSIGNMENT** Look for at least one AH-HA you can and will use in 24 hours! You'll have lots to choose from—just pick at least one!



"It's true—Success really does come in CANS, not in cannots! And these ideas CAN help you and WILL help you—when you put them into ACTION!"

PREMISES

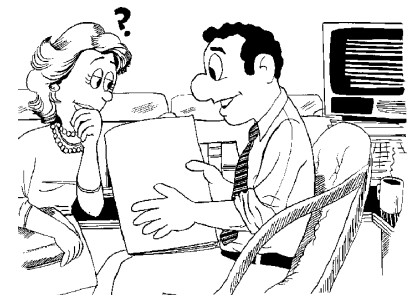


"As Sales Pros we're on the lookout for ideas that work. So let's focus on *the Science of Selling* and we will be AMAZING!"

2. SINCE SELLING IS A LEARNED SKILL, ONE OF THE BEST WAYS TO LEARN IS WHEN YOU ARE THE CUSTOMER!

- A.** When you are the customer, you know exactly what YOU (the customer) is:
 - *Thinking*
 - *Feeling*
 - *Saying*
 - B.** You can judge the impact (on YOU) of what the salesperson is saying and doing.
- ### 3. STUDY SALESPEOPLE WHO SELL YOU
- Evaluate the salesperson's skills, attitude and professionalism. Focus on their selling techniques and follow-up. When you find someone great—study what they do and how they do it!

- 1. ALMOST EVERYONE SELLS** No matter what your title or position, you most likely sell at least three things . . .
 - **Yourself** Your professionalism.
 - **Your ideas** How your customers can benefit from your products and your services.
 - **Your caring** The desire to help your customers—**selling is helping!**



"We all know it's true—selling is a science and it's a *relationship* business! People buy from people, and people buy *more* from people they *like!* And people buy *a lot more* from people they *like a lot!*"



“You’re going to get at least one good idea at this seminar that you can use immediately—within 24 hours.”

LOOK FOR AH-HA’S

- A. **AN “AH-HA” IS A MIND GRABBER!** It’s an idea that strikes you as being useful and a valuable reminder.
- B. **WRITE YOUR “AH-HA’S.”** They’re like slippery fish. If you don’t gaff them with the point of your pen or pencil, they’ll slip away and perhaps never return.
- C. **USE YOUR “AH-HA’S.”** Studies prove that if you don’t act on an AH-HA **quickly**, you probably never will. So use it by tomorrow, or lose it! ***It’s the law of diminishing interest!***

Meeting Willie Cooley:

1. Your Preparation

2. Your Enthusiasm

3. Your Pride

4. Your Friendliness

5. Your Response to Objections

6. Your Professionalism

4 "THE WILLIE FACTOR"

7. Your Use of Questions

8. Your Visuals

9. Your Knowledge

10. Your Responsibility

11. Your Closing Expectancy

12. Your Doubling of Your Business



"One thing I know about money—
in sales it all comes from the customer!
So when you pile on value and thrill them,
the money pours in! It's a simple concept,
but it takes focus, hard work and
great ideas to be AMAZING!"

YOUR ONE BEST "AH-HA" OF THIS SEMINAR

I will commit to acting on this idea in 24 hours:

THE WILLIE STORY



“Welcome to Memphis! I’m Willie Cooley. Get in and we’ll head for the Hyatt Regency for the ride of your life!”

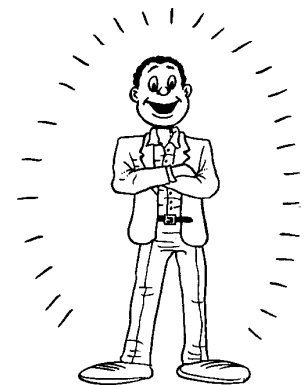
EMULATING PROFESSIONALISM The amazing and true story of Willie Cooley began some years ago on January 2nd at the Memphis Airport and continues today as you learn from Willie Cooley’s exceptional professionalism.

COMMON AREAS—YOU AND WILLIE: Sure you don’t drive a taxi but:

- You both have lots of competition.
- You both deal with lots of different people—some of whom may be in a big hurry.
- You both have prospects who are looking for **transportation** to get from where they are to where they want to go!

Here’s What Willie Did

1. **Willie Was Prepared.** He’d gassed his taxi, cleaned the inside, organized his presentation book, checked the driving conditions, and was both physically and mentally set to “sell” and provide exceptional service to his customer.
2. **Willie Had Enthusiasm.** The minute he saw his customer, he LEAPED from the front seat with energy, purpose, excitement and enthusiasm. He was **thrilled** to work and serve, and it showed in his enthusiasm.
3. **Willie Had Pride.** His taxi cab had new carpets, special seat covers, and was spotless inside.
4. **Willie Was Friendly.** With a big, warm, toothless smile and a firm and friendly handshake, he said “Welcome to Memphis. My name is Willie Cooley, and yours?”
5. **Willie Knew About Rejection.** When told “NO” about an add-on trip to Graceland and an Elvis picture, he smiled and joked about it.
6. **Willie Was Professional.** He knew what he was doing, why he was doing it, and he did it exceptionally well. He spotted and noticed little things like Joel’s wedding ring.
7. **Willie Asked Questions.** He didn’t assume anything. He checked where his customer was going, his availability and interest in talking, and how familiar he was with reading a map.
8. **Willie Used A Presentation Book.** He knew the power of visual aids, getting customer participation, and how to separate himself from the ordinary cab driver.
9. **Willie Had Knowledge And Used It.** He knew about Federal Express, its history and founder. He even knew the bellman’s name at the Hyatt Regency that afternoon.



Willie says:
 “I love what I do as a cab driver!
 How do you feel about
 the work you do? If you love it,
 show it—get excited. If you don’t
 love it, learn to love it!
 When you’re on a team, 100%
 is expected and that takes passion!”



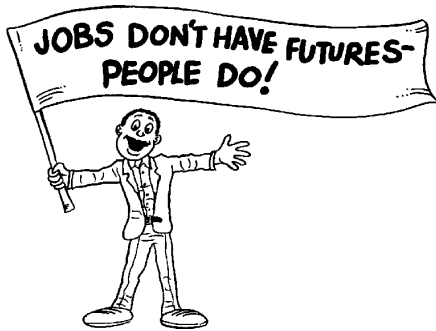
“Here’s a photo of the entrance to Graceland. How about we stop by for a quick tour?”

10. **Willie Took Responsibility.** He didn’t complain about the outside of his taxi or his company. He just improved the inside and controlled the controllables.
11. **Willie Knew About Expectancy.** No high pressure, no fear or halfhearted effort. He expected the extra, and claimed it confidently.
12. **Willie Knew How To Double Business.** By giving such exceptional first-time service, he claimed the opportunity at hand and arranged for the return ride at 1:30 p.m. on January 3rd. He wrote the time down and used a handshake to confirm the business agreement. That one simple action enabled Willie to double his business.

An exceptional INDIVIDUAL and an outstanding SALES professional combined to make Mr. Willie Cooley happy and successful, both financially and emotionally. **It’s such a thrilling experience to see someone so-o-o good!**

YOU & THE WILLIE FACTOR

You can take the story of Willie Cooley and relate every one of the 12 "Willie Factor" qualities to your own situation.



Willie says: "It's not your title, your territory, or where you live—it's YOU! That's how you get to the next level. Forget excuses and blaming others. You're not a victim! Accept responsibility!"

- A. **Jobs Don't Have Futures, Only People Do.** It's not the location you're in, or the products or services you sell. Your income and your success is up to you. **No excuses!**
- B. **Professionalism Is Gained By Performance, Not Title.** No matter what your business card says—Sales Rep, Territory Rep, Account Manager, District or Regional Manager, Vice President, CEO or taxi driver—you can bring it to its highest level by the way you do what you do. **Be amazing!**
- C. **It's The Little Things You Do.** That's what people pick up on and remember. When you do lots of little things extremely well, the overall impact is extraordinary. They are **thrilled!**
- D. **You Can Learn From The Willie Factor.** Every day you have the opportunity to learn from people who sell or provide a service to you. Be on a constant lookout and you'll find your own Willie Cooley—one who really stands out.

1. YOUR PREPARATION

- A. **Preparation Compensates For A Lack Of Talent.** It's true, the more prepared you are for your next presentation, the more confident you'll be. **Prepare, prepare, prepare!**
- B. **Your Mental Preparation.** Picture the positive end result of what you're doing. See your customers getting the benefits of your products and services. **Act as if your life was at stake!**
- C. **Your Physical Preparation.** Check your sales aids, apps and visuals. Know you have everything you need to make the sale and answer your customer's questions. **Care enough to prepare enough!**

2. YOUR ENTHUSIASM

- A. **Your Actions Trigger Reactions.** Your excitement to be with your customer. Your expectancy of a WIN-WIN relationship. Entheos is the Greek root word, meaning **God-possessed** or **God within.**
- B. **Your Energy Level.** Being alive, moving with purpose and direction. Having that sparkle of energy in your walk and your talk. **Put pep in your step** like Willie Cooley!
- C. **Your Attitude.** Attitudes are contagious. Is yours worth catching? Life is a mirror, so express what you want them to express back to you. It's not what happens—it's how you respond. **"MAKE it a great day."**

3. YOUR PRIDE

- A. **Your Appearance.** Professional grooming is always in fashion. Look at yourself in the mirror—is that the right look?
- B. **Your Materials.** Watch for worn-out looking sales aids, dog-eared materials or smudged visuals. Everything you show or use creates an image with your customer. Check your website for ease of use.
- C. **There's No Second Chance At A First Impression.** Make those first few seconds a positive impact for you. Remember Joel's opening. That long silent smiling pause and then . . . **bam!**

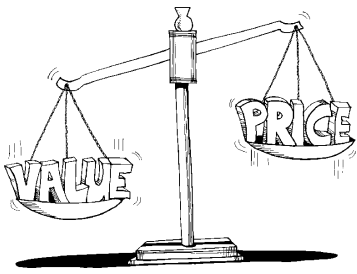
4. YOUR FRIENDLINESS

- A. **Your Smile Increases Your Face Value.** No matter where you are and what you're wearing, a smile of friendship is in style—look at happy people and how much they smile.
- B. **Your Handshake.** Imagine you're shaking hands with a good friend you haven't seen in awhile You'd look at him/her, smile and shake hands with enthusiasm and warmth.
- C. **Your Calling Them By Name.** Write it down, refer to it. Begin your statements with it. It captures their attention and forms an emotional bond between you.

"Okay, let's see what the best products are for your specific needs."



Selling is helping and when all things aren't equal, people will still find a way to **buy from people they like!**



“Now burn this visual into your mind! You don’t have to reduce the price or meet a competitor’s lower price— all you have to do is have your **value** increase. When you have 51% value over 49% price, you can close the sale on a \$1 million car if it was worth \$10 million!”

5. YOUR RESPONSE TO OBJECTIONS

- A. **Smile.** That’s it, just smile — big, wide and happy. It communicates total confidence, calmness and says **“I know something you don’t and when you hear it, you’ll smile too!”**
- B. **Use “Ordinary.”** When a competitor’s name is used as part of an objection, smile and say: “Yes, XYZ does a good job for an **ordinary** company. Now let’s look at what you get from _____.”
- C. **Have No Fear — 51% wins.** Relax! It’s okay if they have objections— nothing is perfect. Turning “NO” to “YES” requires only 51% positive. Think of all the decisions you’ve made where what you invested in wasn’t perfect, but was still good. Just pile on enough benefits and value to offset their objections. Stay calm and keep on selling value!

6. YOUR PROFESSIONALISM

- A. **If You’re Not Early, You’re Late!** When you tell someone you’ll be there at 11 a.m., show up at 10:55 and use that time to mentally prepare, and get focused.
- B. **Write Things Down.** When your customer sees you taking notes in front of them, they know you’re interested in them and are focused on their needs and situation.
- C. **Look The Part.** In Hollywood they call it star power, charisma, or “the look.” In selling it’s an aura too. Everything about you, what you say and how you say it, is picked up by the other person.

7. YOUR QUESTIONS

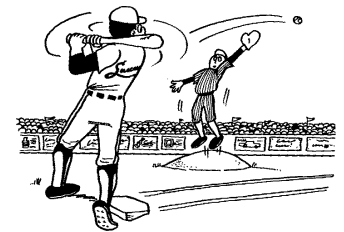
- A. **Know The Answers.** When you know the answer you want you can structure an effective question. The answer is “1776”—now you structure the question! (“What comes after 1775?”)
- B. **Use Open Questions. Avoid Closed Questions.** When you begin your questions with “Who, What, When, Where, How, Why, Which,” you’ll get information, not just “Yes” or “No,” which come from closed questions that begin with “Are, Can, Could, Do, Does, Has, Have, Is, Isn’t, Would, Wouldn’t,” etc. Study the pros. Learn from the best. Listen to the questions they ask.
- C. **Listen—Listen—Listen.** After you ask your question, focus on the reply and write it down. Use it in your next statement or tie it into your next question. Listen with feedback like “I see,” “Okay,” “Uh-Huh.” Then ask **“Is there anything else?”** Say this three times. It’s the third time that will get you the information most salespeople never uncover.

8. YOUR VISUALS

- A. **Visuals Increase Action 43%.** Your presentation becomes much clearer when your customer can see what you’re saying. It’s true — **“The eyes are the windows to the mind.”** When they say “Yes, I see what you mean,” they literally see it. (43% based on a study by the Wharton School of Business.)
- B. **Visuals Are For Them Not You.** Often experienced pros feel they don’t need a presentation book, visuals or support materials. It’s true, but the visuals are for your customers, not you.
- C. **Seeing Is Believing.** When you **show** your benefits, information and testimonials, it increases your believability. Claims become evidence. Customers want proof, not claims!

9. YOUR KNOWLEDGE

- A. **Use You, Your and You’ll.** Not “I, mine, ours, me and we!” With every new piece of knowledge you communicate, make it theirs. “As a customer **you’ll** appreciate how unique **your** ... and how **you** can...” Count your use of “I’s” versus “You’s” in your next customer letter.
- B. **Know More Than You Present.** Learn everything you can about your customers. Then only use what relates to them. Knowledge is power when you apply it. Make sure you answer the question, **“So What and Who Cares?”**
- C. **Tune Into WIIFM.** What your customers want to know is “What’s in it for me?” “How will I benefit from what you have?” Aim your message directly at them — personalized, not generalized. Find a need and fill it. **Focus!**



“In sales and in professional baseball it’s the *little things* done right that get you HUGE results. The difference between a .250 hitter earning \$2 million and a .333 hitter earning \$20 million is just ONE MORE HIT every 12 at bats! 8.33% improvement = 10 times the reward!”



"The glass is half empty."

"The glass is half full."

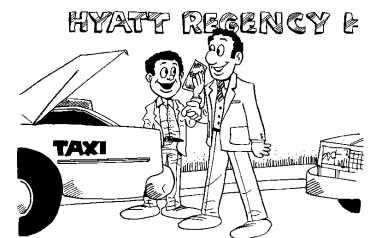
Except if you ask your most exacting customers—"It's too close to call."

10. YOUR RESPONSIBILITY

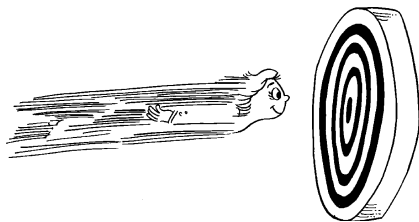
- A. **If It Is To Be, It Is Up To Me.** No excuses—it's you! Life's a choice, so choose the best! Stop saying "Have a nice day" — start saying "MAKE it a great day". Add it to your voice mail, email, and say it to your loved ones.
- B. **Control The Controllables.** No one sails through life with everything being perfect. Winners in life know how to focus on the things they can control and are responsible for and they ignore those that they don't control and aren't responsible for—what competitors say or do, what the weather is like, the price of gas, interest rates, or how much traffic there is.
- C. **Act—Don't React!** A thermostat determines a room's temperature and a thermometer only records it. You can be like a thermostat—determine your mental setting each day, and move people to your level—your attitude.

11. YOUR CLOSING EXPECTANCY— "ALWAYS BE CLOSING"

- A. **Closing Expectancy.** When you ask for a commitment, show your positive expectancy. You get what you expect, not what you want. So close without fear, without fumbling and without fail. **Selling is helping!**
- B. **Trial Closes.** Ask for an opinion—no threat, no pressure, just feedback on what they're thinking—"How does this sound so far?" "What part do you like best?"
- C. **The Close.** Your closing questions should be natural, sincere, expectant, requiring action, and should result in either a sale or an objection, question or excuse. **Timid closers have skinny kids!**



"Study great closers like Willie Cooley! With a big expectant smile—How much do you want back, less my tip? That's asking for the sale! We've got to close to make the sale!"



"Our target is to build long-term relationships. That's our focus! Maximize every sales call and work a full day, every day!"

12. YOUR DOUBLING OF YOUR BUSINESS

- C. **Have an attitude of gratitude** Are you grateful for the good you have already received? Do you see it all around you? Are you looking for it? We all have so much to express gratitude for, but do we? Are we looking for what's right or what's wrong? **Make every day a Thank-giving Day.** William James said, "The deepest principle in human nature is the craving to be appreciated."



"I wrote my thank you note within 24 hours—and it felt so good just writing it!"

- D. **Send thank you notes** To your spouse, children and parents. Or how about to the person who hired you or trained you? Helped you during a tough time in your career? Your Sales Manager? Someone at headquarters? Your company President?

All of these little things are common sense and basic. How many are **you** putting into **action**? It's not what you know, it's what you do that counts! How about one more? **A sense of humor**—your ability to laugh at those things that normally get you upset. Hey, you might as well laugh at yourself—everyone else is.

The Willie Factor — 6 words, 26 letters:

You can do it!