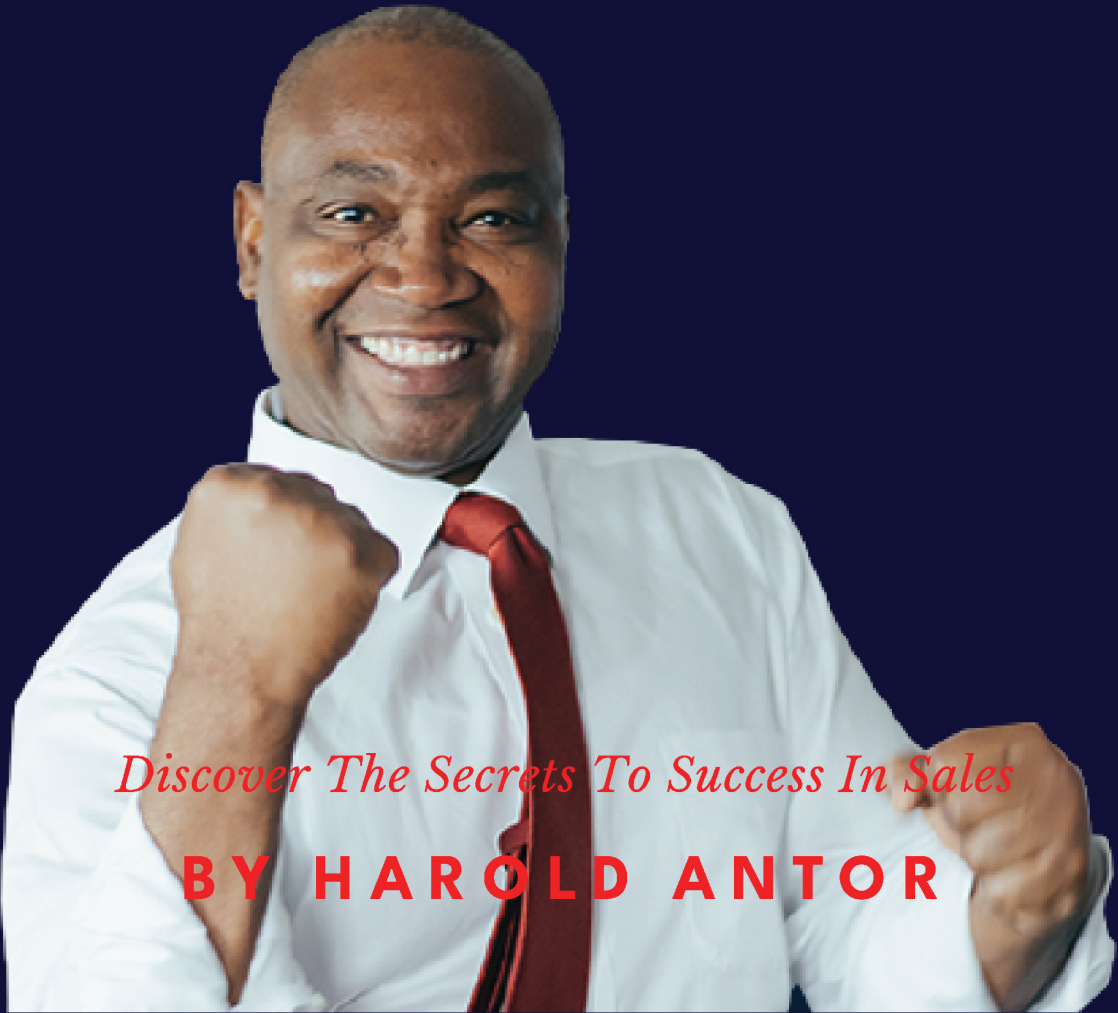


SUCCESS IN SALES SERIES

# MAKE IT HAPPEN!

*Discover The Secrets To Success In Sales*

**BY HAROLD ANTOR**



**Make It Happen!**

**Discover The Secrets To  
Success In Sales**

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# ACKNOWLEDGMENTS

Four years ago in 2017, writing a book was the last thing on my mind. The fact that I am here at this point is due in large part to the urging and encouragement I have received from my family members and friends who I wish to recognize all of them here some, by name and others in the general umbrella of those who have made a contribution.

I want to say thank you to my wife, Sabrina, who in 30 years of marriage has been a rock of encouragement and support. I say thank you to my three children Harold Devaughn, who has been and still is urging me along in this journey to share my life's experiences with others as an encouragement and not keep it a secret. The same goes for Shannon, my daughter, who has always believed in me and expressed her love and appreciation for me. My last child, Jonathan, who literally sat me down and impressed on me the value that my story of struggle and success can bring to so many if I would only share it more often and who tells me how proud he is of me when he sees me in forums and formats like my course sharing my knowledge and experiences with others. I thank my siblings, especially my big sister, Weldene, who, being in real estate is a continuous source of encouragement.

I thank my great business partner and friend Corinna Neely who takes the time from time to time to share encouraging and uplifting words to remind me of strides that I have made and that we have made together to overcome so many challenges to realize the achievements that we have made as a team. Also, I want to thank my lifelong friend, Mark Smith, and my team members who have supported me in this sales training endeavor by encouraging, attending, and sharing in my venture. These persons include Chantilly Miller, Carol Rahming, Delissa Dawkins, Fernella

Gordon, Dominique Moss, Jennifer Richards, Tiphany Maycock, Terry Demeritte, and others.

This book started out as a seminar, then an online course, and now a book. I want to thank all of those people who attended my courses and bought my online course which gave me the impetus to write this book as I saw the need and interest in the subject matter from persons in many different fields of endeavor. They also gave me the reassurance that what I had to share was valuable to them and others.

Finally, I cannot forget, and I give a special shout out and thank you to the person who started it all, Mr. Deon Knowles, a former employee of mine who invited me to speak at a seminar he held for small business owners. It was from that seminar and the positive response I got that led to the seminars, the course, and this book. Thank you for the opportunity.

To all of those, I know I'm missing some names, who have made a contribution to this journey, thank you.

# FOREWORD

If you are in sales or thinking about getting into sales, you should read this book. As an author myself and a sales coach, I have seen firsthand the impact great training and information can have on the success of a salesperson who applies successful knowledge and actions in their work. I have also seen the other side where far too many persons in this life-changing opportunity called sales have squandered their good fortune by having access to great information, training, and coaching but decide not to take advantage and inevitably wither in the field and fade away. There is an old saying that goes, “nothing happens in business until a sale is made”. Sales are the goose that lays the golden egg and especially in those industries like insurance, real estate, and car sales, among others that depend on salespeople doing a good job, sales is critical. It is literally lifeblood. Companies are desperate for great salespersons who can deliver results on a consistent basis and make a great living for themselves in the process. It is no secret that a large percentage of people who enter the sales field fail in their first year or so and it is no secret that many persons in sales now are not performing at acceptable, much fewer outstanding levels. It really makes you stop and wonder why. What is the secret sauce, that magic potion or illusive spell that makes the difference? How is it that some people seem to find it and so many do not?

Well, that is why I am so excited that Harold has decided to write this book, *Make It Happen*. Harold has done an incredible job of taking the mystery out of success in sales and making access to the secrets to success available to all. He has laid it bare. Over the years, I have read many a good book on sales, each with its own bend. In this book, Harold holds your hand and walks you through the secrets to success like an experienced guide through a crowded maze. Along the way, he livens up the trail by sharing real experiences from his personal journey from a life

of poverty and want to a place of comfort and a life full of accomplishment, love, and bright hope. As I read his actual experiences, I felt his emotions and his desire to succeed. More importantly, I found myself engrossed in each secret as he unveiled their value and how to implement each one in my own day to day experience. There is much to be learned or reminded here. I can see how this book can in fact help anyone reading it to Make It Happen in their life as well.

Harold has been in sales for over 30 years and it shows. His wealth of experience to draw from allows him to make his points clearly and give examples from his experience about how he has applied the concepts that he shares in this book. Make It Happen is a clarion call to all salespersons to pull the best out of themselves, to challenge their current status, and set a course to uncharted achievement levels in their career.

Eliot Kelly is a renowned speaker and sales coach. He is a bestselling author. His books include *The Eye of the Needle: The Cost Of Success*, *Ahead of the Storm*, *Inside Out: It An Inside Job*, and *Creating A Platinum Lifestyle: Set Your Mind On Fire*. In addition, he is a Radio and TV personality, a Podcaster, and an Entrepreneur. Mr. Kelly has a Master's Degree from The Manchester Metropolitan University and a Post Graduate Certificate in Academic Practice and Higher Education.

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# CHAPTER ONE

## YOU CAN PREDICT YOUR FUTURE BY CREATING IT TODAY

**W**hat makes the difference between the high-flying successful salespersons and the average salespersons? What do they do that brings them so much success and consistent success? What are their secrets? We all look at those high flyers with admiration, in awe, and sometimes in confusion because we just cannot figure it out. These people are often revered, sometimes envied, but always respected. I know I admired them, respected them wanted to be like him. Successful salespeople live so well. They drive nice cars, often live-in large fancy homes, they dress well and their children go to private schools, they walk around with an “Air” about them, they exude confidence, not arrogance, confidence, and you know what, they should. They have earned that confidence because they have figured it out. They have figured out the secrets to success in sales.

The purpose of this book is to help you become one of them, and if you are already one of those high flyers, first of all, welcome and congratulations, second, let’s talk about how you can move your game to an even higher level.

There is a lingering question here, and that question is this, what constitutes a high flyer, successful salesperson? And more to the point, how can I become one? I'm happy you asked. The fact of the matter is that a review of different settings and industries may yield a different answer to that question, particularly if the determinant is the number of units sold or dollar volume of sales or total commissions earned. I would consider an above-average performance in any of these metrics a fair means of measuring success.

However, you do not have to search too far to find out a few points of concern that prevail in the world of sales. First, and quite unfortunately, many people fail at their first foray into sales. In May 2017, Inc. magazine ran an article by Tim Askela under the caption "Why Sales Hires Fail 75% percent of the Time – within the First Year," with a subheading, "Money does not incentivize sales." That is a staggering figure, 75%... within the first year! Sure there are a number of reasons for that, but it's fair to say that if more of those persons experienced sales success early and more consistently, more of them would have stuck around. As a support to Inc.'s article and to show how longstanding and pervasive this problem is, let me draw your attention to a report by Rathbone Results, a UK-based consultancy firm that was published on ISM (Institute of Sales Management), online page. The report decries the observation "that on average 51% of the sales force population are failing to achieve their targets." Now, one might say that even though that is not good news, but so long as the company and salespersons are making money, that may not be such a bad problem. Well, the report goes on to say, quote, "The average cost of a salesperson within the UK is circa L60,000 per annum, and that in contrast to the average UK salary which according to the High Pay Centre research (2016) is L28,200." End quote (about US 38,000).

The report sites as a problem, "Recent studies have indicated that the top twenty percent of the sales force produce sixty-two percent of the revenue

(sales). Things are not that much different in the US. In an article published on LinkedIn in 2019, Kathleen Roberge, Chief Revenue Officer at Landit writes, “why do only 67% of sales reps hit their quotas (For Entrepreneurs and The Bridge Group) and why are 80% of sales closed by only 20% of the salespeople (linked In)? If you research salespeople-driven industries like insurance, Real Estate, Car Sales, and salespeople generally, you find that income ranges are on average around \$40,000.00 give or take. Now listen, I am not one to be ungrateful or to diminish people’s accomplishments. In a world where many people find it difficult to find food, \$40,000.00 is a good income. This book is not about that. I have been fortunate to find myself in a sales career because in this career you can achieve levels of income through your own willingness to prepare yourself and hard work that often cannot be found in the usual corporate environment. A sales career is really an opportunity to change your life by substantially improving your income. If you are in sales or considering sales, this book is designed to show you how to move your income upwards 25%, 50% 100%, or more. Imagine that. What would you do with a sustained increase of any one of those percentages to your income? My message to you is that if you apply the information in this book you will be able to achieve that and more. You will become one of those high flyers, you will be admired and awed. You will achieve your dreams. In this book, I will share with you how to organize your mind and your actions to be successful. I will share with you proven sales strategies that I’ve used, closing approaches and techniques that work, you will learn what to say in sales engagements, how to identify markets, and most importantly, how to light a fire under yourself to keep your motivation strong. I want you to be excited about your sales job because you, too, figured out how to apply the secrets to success. Let me share a bit of my story with you, so you can see why I am so passionate about the sales opportunity, how it changed my life and how it can change yours.

In June 1998, I qualified to attend the Million Dollar Round Table (MDRT) Annual Meeting in Chicago. This was my second qualifying year and my

second-round table meeting. My first was the previous year in Atlanta, Georgia. That was a great meeting, eye-opening, and it filled me up for the next year. Now, I was here, all smiles, so proud of myself. Why? Because I actually belonged. I was a bonified member of The Million Dollar Round Table, “The Premier Association of Financial Professionals”, that’s their actual tagline, and I was one of them. The Million Dollar Round Table is an Association of the top 1% of life insurance financial advisors, or salespersons, worldwide. Simply put, I was among the best and one of the best in the world. The membership of MDRT is made up of insurance professionals from eighty-two (82) countries. There are more than 39,000 members.

I came from a life where usually when there was a special meeting going on, where “important” people were attending an event, you know, VIPs, I would either be the guy serving at the event or the guy being rejected at the door because he did not belong. “This is not for you.” So at these meetings, I felt an extra thrill to walk up to the door, show my badge, and enter.

The meetings were held at the Hyatt Regency Chicago. I stayed at the Sheraton Grand Chicago just across the river. Beautiful, just beautiful. I’d walk right across the bridge to attend the meetings. The meetings are arranged where every morning at 8am everyone gathers in a huge auditorium for the main platform presentations. There, high-level speakers would address the gathering of 8–10,000 members from literally all over the world. After the main platform, we break out into smaller meetings called Focus Sessions. One Focus Session, in particular, changed my life.

I saw the name on the program, but I thought it was a misprint because it could not be true. I had to attend to see what was up. The session was

called “You can predict the future by creating it today.” Yep, I can hear you now. You’re thinking exactly what I was thinking, no way. So, I thought, this I had to hear. I really cannot remember the name of the speaker, but the room was packed with members and the anticipation was great and thick. So it seemed, many people were thinking the exact thing I was thinking. Then he appeared. With a big smile and a confident air about him, he began to make his case. All Focus Session speakers are MDRT members so he was one of us and knew our business. I listened very attentively, at first with some apprehension, then he started to make some sense. He was not selling mumbo jumbo or Abra Kadabra. His point was simply this; no, you actually cannot predict exactly what is going to happen in the future nor do you have magical powers to make the future how you want it, but in a sense you do. This is where I leaned in. He said if you learn your business, understand your client’s needs, work hard using the production guidelines that are shared at MDRT, if you are honest and caring about your clients, well, you can predict the future. You will have a great business, make a very good, if not exceptional income, have great relationships with your clients and your colleagues, and, well, you would have created your future. That way of seeing things blew me away. I felt, wow, there is a path, you can actually build a better future, and yes, I do have a say in how my life turns out. To this day I still reflect on that, “You can predict the future by creating it today” idea. If there is one message, I would like to leave with you it is this, your life, your future is not in the hands of someone out there. Listen, trust me, I know that there are things, situations, and people out there who and what you cannot control, but if you do those things, regardless of what business you are in, if you learn your business, understand your clients’ needs, work hard, if you are honest and caring with people, you too, can predict and create the future you want for yourself.

I guess for me his message was especially impactful because for the first time somebody was giving me hope that I can have a better life than I had experienced in my past. Even though I was in my early thirties, married

with two young children, and even though I had qualified for MDRT for two consecutive years, I was working very hard and consistently just to not lose my place, to not fall back to where my life was, but this time with my own wife and children in the misery with me. I was afraid of that. His message helped to calm me down by assuring me that, all things being equal, follow this process and you will be ok. That is my message to you in this book.

Just a little about me so you have an appreciation of where I came from. I was born to immigrant parents in Grand Bahama, one of the islands of the Bahamas. The Bahamas is the most beautiful country in the world and I love living here. However, in America, when people say they come from immigrant parents, that is often a badge of honor and welcome. In the Bahamas, that is not necessarily so, certainly not for people like my mother who came to the Bahamas from Haiti on a boat in the 60s and entered illegally. Most Haitians in the Bahamas come illegally, even today, and live in sub-par conditions throughout their lives in the Bahamas. My situation was no different. Mine was a single-parent household with six children for my mother to care for. I am the oldest son. My mother has little formal education and held low-paying, menial domestic jobs. There was no father around, in fact, I met my father twice in my life for about an hour each time. I have not seen him for a least thirty years. My children have never seen him. As you might imagine, growing up we experienced some very difficult times. By the time I was 13 years old, we had moved at least eight times. We were kicked out several times and forced to live in some God-forsaken places. One place was a condemned apartment that my mother had to beg the owner to allow us to stay in. No one had lived in that building for years. When we moved in, there were no kitchen cabinets, nor running water, an open cesspit in front of the yard that was covered by plywood, every window in the apartment was broken, there were no tiles or carpet on the floors, only hard, cold concrete and the studs for carpet all around the edges of the floor. There was no doorknob on the front door. We had to tie it closed every night with a string. That was one

place. We eventually moved from there into a one-bedroom apartment in the ghetto where all six of us slept in one room and shared one bathroom. At that place, we lived around drug dealers and from time to time I would watch them sell cocaine and marijuana, and, believe it or not, I would watch police officers drive up in the police car to buy their drugs. In that world, you grow up very fast. Innocence was a fantasy. From there we moved to another God-forsaken place with no running water, no kitchen cabinets, the cesspit backing up into the shower, and still sharing one bathroom. This place was so bad, the Landlord stopped collecting rent.

While all of this was going on, to help make ends meet, I, as the oldest son, had to get a full-time job as a Busboy from 14 years old. Every day after school I would rush home, change into my busboy uniform and head out to the hotel for my 4pm – 12pm shift. After work, I would get home, do my homework and get to bed between 2am–3am, and got up at 7am for school. Every morning, I would share my tips from the night before with my siblings for their lunch money. This went on for years. Actually, my mother and I worked at the same hotel. She got the job for me. She was a Dishwasher and I was a Busboy. I would bring in the dirty dishes from the dining room to her. I never saw my paycheck because they would give it to her for me and she would do what she had to do. Sometimes we would go weeks without seeing each other because when she worked the 7am-3pm shift, she would be getting off and heading home when I was coming from school, rushing home to get to work for 4pm.

I eventually quit that job. It was getting too much. I graduated high school, with honors, and set out to find a job, still living at home and in the same God-forsaken place. I finally found a job at a bank, by that time the hotel where my mother worked had closed down. I was the only breadwinner in the house. This situation lasted for a few years. There were many times when I began to lose hope. I thought that my life was relegated to this state

of being and I grew more frustrated every day. If it were not for my faith in Christ and my church family, I am sure I would have lost my mind.

When I was seventeen, just out of high school, a friend introduced me to the Amway business. Through Amway, I learned about dream building and setting goals, and more importantly, writing down your goals. So I did that. One night in 1987, I sat down in that same apartment and wrote down my dreams. Clearly influenced by the big beautiful homes I saw when I drove around, and the flashy cars, the first thing I added to my list was I wanted a big, beautiful spilled level house. I didn't even know what that meant, but it sounded good as I heard other people talk about it, I wrote down the kind of cars I wanted, where I wanted to live, what I wanted to do for my church, my family, and in ministry. I wrote all those things down. I still remember doing that and how good it felt just to be in that space mentally. I folded that piece of paper up and put it in my wallet. I carried that around with me for about seventeen years. I will share the story about how I lost that paper later on in the book, which in itself was a mind-blowing experience.

Obviously, there is much more to this story, but I wanted to give you enough so that you would appreciate why the message that you can predict your future by creating it resonated with me so much. His words gave me hope that I can have a hand in making sure that my past life stayed in the past and my future can be as bright as I was prepared to make it through learning and hard work. At the time that I attended that session in 1998, that piece of paper was right there with me in my wallet in Chicago. I had not yet achieved many of the dreams that were written on it. But as I write this book, I am so happy and so proud to say that not only have I achieved the things I wrote on that piece of paper, I have gone so much further. In that document, I did not contemplate having my own children and providing a better life for them despite my background. I am therefore again happy to report that I have three wonderful children, all



of whom have gone to great schools and colleges and all with one wonderful wife with whom I've been married for 30 years. You can predict your future by creating it today.

There is a notion that when you set a goal and you are serious about it by making moves to achieve it, that the cosmos, the stars, fate, the power of God, begin to work in your favor, sometimes unbeknownst to you, to bring your goal to fruition. My life experiences have to lead me to believe that that is true. As I indicated, I sat down in 1987 and wrote out my dreams/goals on that paper for 1987-1997. At that time, I was working at the bank as a teller and it was clear to me for a number of reasons that my future was not there, but I could not leave. One night after church, a friend of mine who was in the insurance sales business approached me and out of the blue said to me, "you know Harold, you would do good in the insurance business." What he meant were insurance sales. Even though I had done some sales before, if you can call them sales; I sold newspapers, I shined shoes, sold Encyclopedias, sold alarm systems, Amway products, conch shells, straw dolls and baskets and necklaces to tourists, etc., I did not consider those activities a "sales job." He was propositioning me to leave my "good job" at the bank and go into "selling" insurance. It in fact could have been real estate, computers, or anything else. He just happened to be in insurance sales. Even though I was broken at the time - this was in 1988, within a year of me writing down my dreams, which piece of paper would have been in my back pocket as he was speaking to me that night - I was filled with foolish pride because I thought selling insurance was below me, as was my image from those I saw selling insurance, I said to him these words, "I wouldn't be caught dead selling insurance. Those insurance people don't make any money." Not my finest hour. To his credit, and probably under the influence of the cosmos, he persisted and said, "Oh yea, you would be surprised to know what insurance people really make." Well, during that time I was dating my wife. The thought of getting married did occur to me and I knew I could not provide for her with the income I was making at the bank. So, to my

credit, I got off my high horse and asked his advice about what I should do next if I were interested in looking into it. He advised, and the rest is history. I eventually left the bank and jumped into a sales career foot first. I've never looked back since and I've never regretted the decision.

A career in sales has been a godsend for me. It has changed my life and I am very comfortable and confident saying that it can change or improve yours.

The jump into the insurance sales business was a new experience for me. I was in new and uncharted waters. Today no one would believe this if I told them, only because they perceive me to be good and comfortable at what I do, but when I started, I was very afraid. Yes, me. Very afraid. This was a big leap for me. I mentioned earlier that I had a brush with sales of various things but in none of those situations where I the sole breadwinner supporting a family exclusively through the selling of a good or a service. Up to this point in my sales experience, I was as a supporting cast member to my mother. I started in insurance sales at 24 years old. Prior to that, I had worked at the bank for 6 years starting at 18years old. When I took the job, I knew I was leaving the comfort of a salaried job for the risk, at least that's how I saw it, of making more money in a commission-only job, this time with a new wife. We had just gotten married in June, while I still had my "good job" and now I'm starting this venture in November of the same year. The Bahamas is a country of many islands and as was my luck, I happened to find a wife who lived on another island who had to resign her job and relocate to my island to start our life together. At the time I started in sales, she had not yet found a job, so it was all on me. For a long while, I was driven by the fear that if I fail at this new job, I would have brought this young lady who was doing quite well on her own into my world to experience a life of suffering because of me. I did not want that to happen. I had told her of some of my life's experiences, but not all. To be honest, for a long time I was embarrassed

to tell her or anybody else the whole truth of what my life was like. Very few people know.

So today when talking to people about pursuing a sales career and I see their apprehension, trust me, I understand. But for many people who are looking for an avenue to accomplish the dreams they harbor in their breast, a career in sales, whatever you decide to sell - cars, real estate, electronics, services, insurance, whatever, - can be the ticket to get there.

Now, once you make the decision to jump in, to be successful, you have to learn and follow the rules. I'm not talking about corporate rules, yes, you need to know them. I'm talking about the universal rules you must follow to achieve success in sales, period. The title of this book is, "Make it Happen," obviously, the "You" as in You Make It Happen is implied. The first step to being successful is that realization and determination. You will not make it without that. It is critically important that you accept that your success is in your hands, no one will or can do it for you. Yes, along the way you will find many persons who will help you, cheer you on, and maybe even make some sales for you, but to be successful in the career, you will have to take that wheel and drive. That's realization. Determination is when you say, not I will give this a go, I will try my hardest, I will do my best. Nope. Sorry. None of those is good enough. You have to say, I will make this happen. If other people can do it, I can learn what it takes and get it done. Now, in the field of sales, you can do that. What I will share with you in this book will get you there once you apply the information. I would not say that in basketball, sprinting or gymnastics, that's just me. My name is not Michael Jordan or Usain Bolt, nor am I Simone Biles' brother. I know my limits, but in sales, yeah, I can learn that and do that. That's a "regular human" sport.

Early in my career, I made up my mind that I had to be successful and I decided that I was going to do whatever it took. So one evening, I had a meeting with my new wife, we were only married for a few short months at this point and I told her that I decided to take on this job that is strictly commission-based. I had not done this before and I was determined to make it work. Therefore, I will be out late many nights seeing clients to generate the sales I needed. Thank God she is a good wife. She understood and agreed to support my plan. Over time I discovered that I did not have to work so many late nights to get great results, but I did not know that going in. Later in the book, I will share why I did not have to work many nights. It has to do with markets. The point I am making to you is that I made the decision that I was going to do what it took to succeed, not just “do my best.”

As I got into the job, I realized that it was not so bad, especially after I had made a few sales. Meeting new people and working with them to get them what they needed was fun and rewarding. When everything is going right, sales can feel like magic but it’s not. In the beginning, I was so concerned about not failing that I could not relax, step back and see the process to understand what was going on. I really could not see the forest for the trees. It took a while actually, years, for me to be able to step back and identify the elements of success and the components of each. That’s what I mean by sales can feel like magic when everything is going right. What actually, is “everything.” It is that “everything” that consciously or sub-consciously great salespersons put together to achieve uncommon success. Most people never have a reason to step back and analyze the process to identify what is that secret sauce that makes up this “everything”. I think I have identified it and it’s made up of five secrets that working together gives everyone working in any sales endeavor the tools to succeed and go as far as their dreams would carry them. Those five secrets are motivation, mental armor, sales strategies, sales skills, and product knowledge. There you have it. I attribute all the success I’ve experienced in my career to the mastery and continued learning and

implementation of these five secrets. I call them secrets even though they are hiding in plain sight. They warrant the distinction as secrets because thousands, if not millions of people venture into the sales arena and fail because they did not learn how to incorporate these five concepts in their work. That is the tragedy. That is what I am trying to help people avoid through what I share in this book. You can be successful in sales, you don't have to have superhuman strength, be able to leap tall buildings in a single bound, you can be a regular guy, just like me, and change your future through a career in sales.

The job of a salesperson is honorable and indispensable. As I grew to appreciate the job I do, I respect it more and take pride in what I do. For me, that is both the job of selling and the product and services themselves. The job of sales is to bring value to clients. Products and services in themselves offer value, but often a salesperson is needed to deliver and uncover the value that a product or service promises. The world cannot make it without sales professionals. We are represented by many different names in the market. We go by sales representative, Business Development Associate, Account Executive, Advisor, etc., but in every case, our job is to deliver value to our clients through the products or services we have to offer. We are in fact professionals and we all should recognize that. We ought not to see or present ourselves as hustlers and peddlers, even if we are selling straw dolls, conch shells and straw baskets to tourists from a stall on the sidewalk like I did for years. Even in that job, I was bringing value to my clients who were tourists walking by looking for a souvenir to take back home. I looked up the definition of a profession and by extension professional. A profession is defined as “a paid occupation, especially one that involves prolonged training and a formal qualification.” This is why we so easily fit doctors and lawyers in this definition, prolonged training, and a formal qualification. One of the reasons more salespeople don't succeed is because they do not take the path of a profession in their work - prolonged training and a formal qualification. If you think about it, what is the net effect of prolonged

training and a formal qualification? Isn't it for the express purpose of being able to give advice or do a thing to generate a sale? Absolutely. Doctors may not see themselves as salespersons, but they are essentially selling their knowledge and skill from training and qualification. Lawyers are doing the same. I know that in the insurance business that is what I am doing, and that is what you are doing, whatever you sell. If more of us see ourselves that way, prepare ourselves that way, we increase our likelihood of succeeding to such a high percentage that success becomes almost guaranteed. Do you feel me?

Now, on our training journey as sales professionals, whatever our job title, sometimes that title is CEO, we cover the five secrets to success. What I found is that some of the learning is bound in textbooks and manuals. You would usually find product knowledge and some discussion about sales strategies in that format, but to find the other secrets, you must engage in other learning methods, one is experiencing, or learning from other people's experience. That's exactly why I sought to write this book. Other learning avenues are through associations, seminars, observations, etc. This is where industry groups, mentors, and coaches come into play. I have had my share.

For the rest of this book, we will do a deep dive into those five secrets. Mental Armor, Sales Strategies, skills, and Product Knowledge:

For all of us, everyone, our greatest asset, our most valuable possession in the quest to a greater and better us, a greater and better life for ourselves and our families is our dreams, real dreams, our aspirations, our vision of where we want to be and what we want to achieve, and yet, far too often we treat that treasure like a jetsam, we neither nurture it nor cultivate it. We let it sit and rot as time passes by then we speak about it as a memory and a regret. A famous writer and preacher, Myles Monroe said, "The

wealthiest place in the world is not the gold mines of South America or the oil fields of Iraq or Iran. They are not the diamond mines of South Africa or the banks of the world. The wealthiest place on the planet is just down the road. It is the cemetery. There lie buried companies that were never started, inventions that were never made, bestselling books that were never written, and masterpieces that were never painted. In the cemetery is buried the greatest treasure of untapped potential.”

Don't let that be you. Your dreams are what will drive your motivation to achieve great heights in sales. Everything happens because someone was motivated to do something. Motivation is not industry-specific, but especially in the sales industry, we need to maintain a motivation level that gets us out of bed every morning even though the day before was brutal. That is the challenge. How we do that is what we will discuss because if we do not have enough motivation to overcome inertia, the knowledge, skills, strategies we have and know will not be deployed. That is why motivation is the most important secret we need to cultivate as professionals.

In this book, we will discuss how to cultivate those dreams, how to light a fire under you to get up every day and give one more push. We will discuss how to develop goals that will act as a guidepost on the way to your destination and how to create a plan to achieve those goals.

Then with plans in hand, we must prepare mentally to face a brutal world. There, the romantic notion of a dream runs into the cold brick wall of resistance and rejection. It is only those who are mentally prepared for that who will succeed. That's the second secret to success in sales. Mental Armor refers to the mindset or way of thinking that protects you against the inevitable negatives and challenges that are inherent in a sales career. Also, mental armor refers to the attitudinal disposition that makes you

attractive to your clients as well as puts you in the best frame of mind to take advantage of opportunities that present themselves in your day-to-day experience. We discuss in-depth the elements of mental armor.

Mike Tyson said, “Everyone has a plan until they get punched in the face.” Well, my friend, I have to tell you, if you are in sales, that punch in the face will come. How will you handle it? We will discuss how to develop a thick mental armor that allows you to survive and thrive in that cold world. We discuss how to develop and maintain the winning attitude, mental toughness, and professional aggressiveness needed to stand up to the cold world. Your motivation will keep you going, but your mental armor will determine how often and how fast you get up when you are knocked down.

The third secret I learned while I sold cars to get through college is that you have to have effective sales strategies. Even though I did reasonably well-selling cars - I sold 17 cars in a month and got my name on the plaque for” Salesman of the month “- I was not the top commission earner. That honor went to another guy named Michael. All of the salesmen would gasp in awe of some of the deals this guy would put together. He was the king of big cases. He would make thousands of dollars on one car deal when most of us had to sell ten cars to make what he made. The first time I saw him do that, I thought it was luck. Then he did it again, then again. Well, it wasn’t lucking anymore, and we all had to come to accept that. So, I studied him, and interestingly enough, when I left college and the car business and got into the insurance business, I applied the strategies I learned from Michael, and next thing I knew people were referring to me as the “Big Case Writer.” Ready, aim, fire. That is the correct approach to addressing a project, but too many salespeople operate from the ready, fire, aim approach and as a result spend an inordinate amount of time firing and not hitting because their aim is off. In our deep dive into sales strategies, we will discuss how to create and



execute an effective sales strategy that will get you results. In this book, I will lay out the strategies I used to get big results. They include how to identify your market, and how to penetrate a market. We discuss your value proportion and, very, very important, how to maximize your Sales Production Formula. This concept changed my life. You never go into battle without a strategy.

Believe it or not, one of the key reasons why people fail in sales is because they do not have adequate Sales skills. That is why having effective sales skills is really one of the secrets to success. I know. It shouldn't be. You would think people who embark in the sales career would have those skills, but clearly, that is not the case. In the article I mentioned earlier from Rathbone Results, it mentions a Harvard Business Review study from 1964 which stated that "A very high proportion of those engaged in selling cannot sell." Much has not changed. People often think that you have to be a good talker to be a great salesperson and that "good talking" is a sales skill in itself. Well, if good talking means just talking, then the answer is no. If good talking means talking that systemically brings value to a client and walks them, hand-holding, through the sales process, then, yes. I'll go with that. We spend a great deal of time drilling down into sales skills so that at the end of this book, you will know how to make a sale. I will share with you your methods that have worked well for me over the past 30 years and counting.

Together, we will spend considerable time discussing the anatomy of sales, the perspective of a sales engagement from a buyer, and a seller's point of view. We discuss each of the 10 steps in the steps to a sale and explain how to do each one right, including prospecting, fact-finding, discovery agreement, solution design, presentation, and close. We will also discuss what the common objections are when selling anything and how to handle each one. We even discuss how to set yourself up for continued success by showing you how to get quality referrals.

The fifth secret to success in sales is having the requisite knowledge about your product or service. This is a secret because so many salespersons think that the product or service is what they are actually selling. This is a huge misnomer. Nobody buys a product or a service. Products and services are manifestations of what people are actually buying. In the end, people are buying a solution to a problem, prestige, savings, efficiency, etc. usually people are buying an intangible. Every sales engagement is about a product or service. Having the knowledge about what that product or service does and does not do is vital. In every sales encounter, we are all, regardless of what we are selling, actually just selling one thing, satisfaction. To achieve that we must take the time to learn what our product or service does or can do and how that can bring satisfaction to a client.

In this book, we discuss what features and benefits of what you sell that you need to know and know how to match them with your client's needs and wants to give them that intangible they are looking for. We will discuss what it is that your product or service can do to bring value, under what conditions does it work, and how your service and delivery capabilities may seal the deal. Further, with respect to product knowledge, we will discuss what level of technical knowledge is appropriate for you to have to be good at sales.

You know, each of these secrets is a secret out there on its own in plain sight. I would venture to say that if you mention these five areas as components to a successful sales career to anyone in sales, they would agree on each point. The question then is why do so many salespersons either fail at the job or are not experiencing high levels of sales and income? What really makes the difference between that high flyer really successful salesperson, the one we all admire and sometimes envy. Is there some other secret the others don't know? Well, yes and no. Trust

me, there is no other element to the package of components required to be successful. This is it. So no, in that sense, there is no missing piece. But yes, what they know and what they practice that makes them so successful is the biggest secret of all and that is this, they work each of these secrets together like a symphony. In this case, the whole is greater than the parts separately. I have seen over and over again were a salesperson, and I've hired many of them in my day, is strong in one or two areas but weak in the other areas, and just cannot put it together. This is really an all-or-nothing proposition. I would be misleading you if I did not disclose that. The great news is that in this book, we show you how to put the whole package together.

Each of these five secrets is broad sections which we will develop in supporting chapters below them, but they are not islands in themselves. To be successful in a sales career, you really have to operate them like a hand in glove. The hand and the glove are distinct entities but they are most effective for the right job when they work together. That is the greatest secret of all.