## **BUSINESS, LEADERSHIP & LIFE**

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The BOSS factor – eBook Series

# THE SELLING MYTH

## -ACCOUNTANT-

How the Selling Myth is holding you back from achieving your vision and goals for your firm.

**TREVOR MARCHANT & EVE DALLAS** 

**Business & Performance Coaching** 

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## The Selling Myth

The truth about the Selling Myth and how it's holding you back from achieving your vision and goals for your firm.

Before we unravel the truth about the Selling Myth and why it gives-rise to other myths it's important to set the scene and have a quick look at some basic sales and business philosophy:



• The purpose of business is to create and keep a customer. If we don't create enough customers and keep them, then we can't sell enough of the thing we make – and as a result – generate revenue and profits.

No money, no business, lights out.

• Every business is two businesses - there's the one that does the work and there's the one that sells the work.

Once again – no sales, no money, no profits, no business, lights out.

• Nothing happens until something is sold.

Look at this way: Would the driver for an international freight company have a job if somebody hadn't sold the products being delivered?

Would the construction worker have a job if a site developer hadn't sold the City Council on the idea of a retail store?

Would the aerospace engineer have a job if an account executive hadn't secured a new contract for commercial jets?

Would you have a job if the Government hadn't sold the electorate on building more roads, schools and hospitals and therefore having to collect tax from everyone including businesses - to pay for them...knowing full well the tax has to be accounted for and collected in an orderly manner.

Every business, no matter where, relies for its absolute existence, survival, and ultimate prosperity on something being sold.

Without sales, our entire society would come to a grinding halt.

The only real creators of wealth in our society are businesses and small to medium size businesses are the majority.

Businesses produce all products and services. Businesses create all profits and wealth.

Businesses pay all salaries and benefits.

The health of the business community in any city, state, or nation is the key determinant of the quality of life and standard of living of the people in that geographical area.

Salespeople are the most vital people in any business. Without sales, the biggest and most sophisticated companies shut down.

The problem is – not only do we not sell enough of the thing we make – we don't know how. *We've never been trained and coached in professional selling. (See <u>www.marchantdallas.comn.au/salesfactor...over</u> 500 accountants have now been through this program)* 

• People don't buy what you do – they buy why you do it. If you believe they buy what you do then you're in the same category as the other thousand or so people (both online and offline) who sell the same thing as you.

If, on the other hand you get that they buy why you do it then you rise above the pack where there are only a 'few sellers' like you and less competition.

Why you do it – is about purpose. Purpose over and above making money. It's about the difference your business sets out to make in the world.

For example, you can sell spectacles, or you can help people to see better.

You can sell apples or the difference your apples make in the life of the customer.

You can sell accounting services, or you can sell more time for your clients to do what they really want to do...go fishing, spend time with the family or go on a holiday.

You can be a good business, business as usual, and be profit driven or you can be a great business, business NOT as usual and be purpose driven.

Good is the enemy of great.

• **Business success is neither magical nor mysterious**. It is the consequence of consistently applying the fundamentals.

Excellence is achieved by the mastery of fundamentals. Vince Lombardi – American Football Coach ...three fundamentals – we've always followed:

- 1. Find and solve a real problem that creates real value and make the world a better place. (Value creation)
- 2. Yell your story in a way that people who need your product can find it and believe in what you are doing.( Marketing)
- 3. Deliver the value in a way that has a return on investment, which can be reinvested and redistributed.(Profit)
- If you always do what you always did you will always get what your always got.

If we want a different result, we must change our thinking, our behaviour, and our action.

It's not enough to just take action – we must take massive action. We must put some serious effort in – if we are serious.

You probably know you can make money and you can make excuses – but you can't do both.

Normal or average levels of action is a formula for failing.

The average worker reads an average of less than one book a year and works an average of 37.5 hours per week.

This same person makes 319 times less money than CEOS who claim to read 60 books a year.

(...that's one of the reasons we created the BOSS factor Library ...to encourage people to read, and make it easy for them to access relevant, practical information on business, leadership, and life. SEE <u>WWW.BOSSFACTOR.COM.AU</u>)



When average actions hit any resistance, competition, loss, or lack of interest, negative or challenging market conditions, or all of these, you will find your 'project' begins to tumble.

Anything you give only average amounts of attention will start to subside and will eventually cease to exist.

Average assumes—incorrectly, of course—that everything remains stable.

People optimistically overestimate how well things will go and then underestimate how much energy and effort it will take just to push things through.

Compare your actions to carrying a 200- kilogram backpack into an 80-kilometre-per- hour wind on a 20-degree upward slope.

Average thinking and actions will only guarantee you misery, uncertainty, and failure.

Disciplined, consistent, and persistent actions are more of a determining factor in the creation of success than any other combination of things.

Therefore, we must take massive action to have the money, time, and happiness you not only want but deserve in life.

• Treat people the way you like to be treated. The Golden Rule of business.

Respect yourself, respect others and respect will come your way.

There's a common thread that runs through a few businesses who are just bursting out the top - all the time.

They're meeting and exceeding goals.

They're realising their visions and aspirations.

They're always over and above expectations....and these robust, energised, continually successful businesses seem to have a secret. And frankly, we have studied it, we have gone to school, we have consulted, we've done everything we can to find the formula that says – "We will be one of these businesses in this small, select group that achieves perpetual success."

The secret, the clue, the common thread is simple.

- it's how you treat people.

It's how you treat your fellow man, and how you treat your team members and how you treat your customers, your regulators, the public, your audiences, your communities. How you value the worth of an individual, how you bring the human

factor into real importance and not just a statement you make in your 'wish list' of strategic objectives.'

If you treat people with respect, then you are well on your way to earning respect...which is what every business leader must have to even have half a chance of becoming successful.

If people don't respect you, it follows that they usually don't like you and therefore they won't trust you and trust as you know is the one thing that changes everything.

Without trust - you may as well go home.

#### • Our final piece of philosophy for now is this:

You need a profound reason for your existence in this market. You wanting to make a living or grow rich is not a profound reason.

Success now demands specific and unique relevance and importance to a target market, and the delivery of an exceptional experience for the buyer, from the first contact all the way through the sale and beyond.

Provide that or perish.

We've recently had one of the biggest ever up- heavals in the market. It is my conviction that it came none too soon. As Dan Kennedy, a mentor of mine recently said – "The marketplace desperately needed an industrial strength enema to flush out all the crap – and by gum, it got one. It's still in progress. There was a lot of crap to flush out."

If you've been coasting, going through the motions, selling me-too, same as the other guy stuff, delivering ordinary service, well, maybe it's time to change and take a fresh look at what you're doing.

When you look around, you recognize there is an abundant supply of everything. More than we need. Too many brands of cars, too many interchangeable restaurants, too many dentists, too many financial advisors, all peddling the same ordinary stuff with different hood ornaments.

If you are in business today, you know the market has changed.

Your clients are more sophisticated. They expect higher levels of service. They want more products and greater value for money and many of your traditional services are at risk of being commoditized.

Now more than ever, since I can remember, do we need to embrace the idea of selling – right across the business. Every person at every level must now know how to identify, attract, engage, get, and keep a customer.

Not doing this will be the beginning of the end for many businesses.

From Fraser to Howard including the Hawke and Keating governments the economy boomed to such epic extent that consumers spent and bought with abandon.

The need for well organized, disciplined, effective selling by skilled individuals almost disappeared.

The 'fish' were leaping out of the water into the boat.

That is not the case now, and it's not going to be the case for quite some time.

Now prosperous businesses require and will revolve around solid salesmanship. That means different things in different businesses.

But it is a new reality for every business. You must decide how it applies to yours.

Selling is easier when you become someone worth buying from... Trevor Marchant – Certified Performance Coach.

Now the MYTHS ...



### The Selling Myth... is there one or are there several?

I just finished reading a book written by *Charles J Clark III* where he lists 37 selling myths and lies...and when you read 'between the lines' they all have one theme running through them, so I conclude there is a selling myth ...one , that simply 'jump starts' a whole bunch of them...yet they all come back to one basic idea.

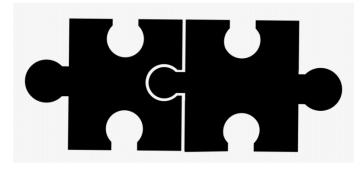
When we're talking about myths...we're talking about a' *wildly held but falsely held belief or idea*...we're not talking about those myths that are usually traditional stories of ostensibly historical events that serve to unfold part of the world view of a people or explain a practice, belief, or natural phenomenon...although maybe we are, maybe they're the same.

I've been in sales for 50 years...and I've been teaching it for 20 years. I've been fortunate enough to carve out a comfortable living over those years and for my efforts I have been awarded the title of Master Sales Trainer from the Dale Carnegie Organization in Greenville, South Carolina in the USA. So, what does that mean?...it just means I embrace the thought that nothing happens until something is sold, and I'm a student of the Sales Profession and still have a lot to learn.

During those 50 years or so I've never once thought there was a selling myth...because once you understand the truth about selling you realise there is no myth ...there is just stuff you need to deal with. And the stuff you need to deal with is exactly the same whether you are earning a \$1,000,000 a year or \$10,000 a year in sales.

We all have to find people to talk to and see if there is a gap between what they have and what they want ...then decide if our product or service is going to help them close that gap. If it will then we have an opportunity – if it won't, then we move on.

But for those folks who don't see sales the way I do ...there is a myth...and it has two parts and then unfortunately it spreads to other myths and lies and affects the thinking, feelings, actions, and results of those people who would prefer not to be selling – anything... mostly because of these myths.



## The first part of the myth is that most people have a NEGATIVE ASSOCIATION WITH SELLING as a profession and as an activity.

The reason this happens is all of us have had negative experiences with pushy and dodgy sales people. You know, at some point, we've had that annoying sales call interrupting our day. They tried to push their product on us. Or, you've had a door knocker and they made you buy something that you didn't really want. You felt bad afterwards. As a result of these negative emotional experiences, we build up these thoughts and feelings in the subconscious part of our mind.

Movies and television shows often portray the worst people in sales as villains (this is why the reputation sticks). If you spend time on the internet, you will see more than a few examples. If you wander around long enough, you will find people who embody all the reasons you believe you hate sales. That's why so few people want to be in sales anymore.

With all of the negative publicity, you have probably never thought about all of the people you know who work in sales. You have friends, family members, even parents in sales. Good examples of good people (who happen to be in sales) surround you. Don't let your beliefs keep you from being one of them.

When it comes to us selling, there can be a conflict with who we see ourselves as.

Because most of us have a fairly healthy self-image, we don't want to associate ourselves with something we dislike.

So that's a really important thing you have to address.

The way you do that, *by the way*, is by helping people see that selling is simply a service you provide for people and that service is actually good for your clients and prospects.

Here's the question – what if you have the solution to one of your client's issues and because of some stupid false belief...you fail to raise that solution with your client....and what's worse is your client will find the solution eventually... and probably ask you why you didn't tell them about it.

Here's a question for you – how many of your clients know the full list of what you are able to do for them. My bet is 5-10% …and that might be generous.

An accountant client/friend of mine, Bill, told me about a client he has...Bill said he noticed a \$3000 payment going out of the client's account every month and he asked the client what it was.

The client 'proudly' said he had a Business Coach.

After some silence (and disbelief on Bill's part) Bill said, "I could have done that for you."

The client said, "Well Bill, I didn't know that -you never told me you do business.

The second part of the myth is Sales is all about convincing or manipulating people to buy something they don't need or want.

If you don't like or even hate sales, you may believe you are manipulating others, not working for or with them. You believe that selling requires you to convince someone to buy something they don't want, don't need, and can't afford.

None of this is true. It's just another lie.

People who try to force people to buy things they don't want and can't afford are generally not successful in professional sales. For starters, it's impossible to force anyone to do anything they don't want to do. And, even if you could force them, selling them something they can't afford would be a waste of time.

The best modern sales professionals hold a different belief: they believe they are helping someone obtain a result they couldn't create alone. When you work with your clients, remember you are helping them make an informed decision about what they need to do and giving them the tools to resolve a personal need or want they have.

## If you believe Selling is loaded with negative connotations and is all about manipulating people into buying something they don't want , then you've probably been trapped into believing the following ...MYTHS.

#### The Client Is Always Right

One of the biggest myths people in sales and client service hear is the customer is always right. It's meant to encourage employees to focus on making clients happy and prioritising their needs. In sales, this myth can lead to salespeople thinking they have to agree to anything a client wants, or it becomes that clients are told what they want to hear despite the fact that a brand's solution is not right for them.

The truth is that not all people are a good fit for your business, and you need to be willing to reach out but also move on to other more suitable clients when a specific market doesn't work for you. The client is not always right. They might think they are but professionals selling is all about 'finding gaps' and 'closing gaps' with the best possible solutions.

#### Selling Is Dirty and Undignified

I think – among professional people - the biggest myth is that selling is somehow dirty and undignified. Many professional people are never taught about money, and they graduate thinking selling is for used car salesmen. However, when you are selling something that helps people, that is a blessing. By selling, you are blessing people and that is nothing to be ashamed of – it's something to be proud of.

#### Selling as a High-Pressure Exercise.

The predominant stereotype of a salesperson is someone who will charm, smarm and pressurize us to buy something we have no need for or interest in.

That model of selling evolved way back in the day when 'commercial travelers' often had one product and if they didn't sell – they didn't eat. Hence the pressure. It was survival thing – you or me.

However, in today's interconnected and digital world what we sell, who we sell to and how we sell is significantly more sophisticated.

Often the people doing the selling are experts in their field – and they have to be. Not because they have to explain anything to the ever more sophisticated, mobile, educated, and wireless enabled customer or client – but because now their role is one of an advisor.

Their job is not to 'push' anything but to help clients to understand how to deploy their services to solve one or all of the **Four 'Principles of Value'** to a client.

- 1. How to save time.
- 2. How to save money.
- 3. How to solve their problem.
- 4. How to help them feel good.

#### If You Build It, They Will Come

A common myth comes in the form of the saying, "If you build it, they will come." Today's consumers are looking for the value you or your service brings to them before they decide to buy. So, you should think like this, "If you provide value, they will buy." Start by thinking about the top questions people have about your product or service, then answer those questions with content and deliver it to your customers. Building the relationship and trust is the foundation. Sales will happen afterward. People want to buy from people they know and like and from services that have helped them. If you help them, humans feel obligated to help you back. So, they will buy your product or service and refer you to others. Once you've provided enough value, you can then ask for the sale or for their business. Focus on being the most valuable.

#### Sales Can Be Fully Automated

A big myth I see these days is that most of the selling process can be scientifically defined and automated. While it's true that a lot of the communication and scheduling can be accelerated using tools, clients still desire a human connection.

Whether it's a smile from the barista who delivers you your favourite mid-morning drink or the text message from a salesperson proposing to overhaul your customer experience process, the human connection allows us to believe and invest in the purchase along with another human. The truth about sales is that it's happening all the time; we're selling each other on ideas, ways of being and whether or not we're trustworthy. Just because we can hide behind our screens and focus on our devices to communicate doesn't mean that we should.

#### A Great Product Sells Itself

A big myth is that if you have a great product or service, customers are going to get this and continue buying it. Although such revolutionary ideas do come about, they are rare and businesses still need to reach customers. Most businesses work in strongly competitive environments with many products or services satisfying similar needs. So, the real difference is how well customer orientation is understood and executed by the business. The client's perception of genuine care and effort invested in the relationship will determine the long-term success of most products or services, not the products or services themselves. In professional services, this is clearly even more significant and pronounced. Client orientation and relationships are the future of sales, no matter how virtual things are getting.

#### You Have to Be Self-Oriented

There was a time when companies hired gregarious salespeople, people with a smile on their face and a shine on their shoes. They wanted people with charisma who could use their charm to get what they wanted (as opposed to helping the client get what they wanted). Salespeople were taught manipulative tactics to coerce prospective clients.

In the last couple of decades, the evolution of sales has mostly weeded out these behaviours. They don't lead to success in a world where there are options. Most people don't want to work with a self-oriented, smart, back-slapping, glad-handing salesperson, and they no longer have to.

The best salespeople now are more other-oriented than self-oriented (although there will never be any profession without its bad actors).

There is no requirement that you be self-oriented. In fact, in order to achieve results as a salesperson, you can't be self-oriented. Stop letting that belief hold you back.

#### Extroversion or aggression is necessary to be good at sales.

If you have watched movies about salespeople, you have no doubt seen "the hard sell", a.k.a. "high pressure" sales. If you have witnessed this type of sale, you can imagine how bad it feels. There are still laws on the books that allow the person who falls prey to these kinds of tactics that provide the right to rescind a deal within three days. The law provides for a "cooling down" period, the name is a perfect description, not because you were hot on buying something, but the fact that you need to cool down from the friction of dealing with that type of salesperson. A good salesperson doesn't train the hard sell or use high-pressure tactics. Most salespeople who sell professionally today have never seen anyone aggressively apply pressure to convince a prospect to buy. You don't need to be aggressive to be a better salesperson. In fact, being overly aggressive will probably do you more harm than good.

## You have to be a smooth talker and if you are not then you need to change your personality.

Every great salesperson knows that listening is the most important of all sales skills. Most people think it's the smooth talkers who make the best salespeople, but in reality it's those who have mastered listening and identifying people's true motivations who are most successful. Listening isn't just something you should do when your sales manager is screaming at you; it's also what will help you become the top salesperson at your company.

Why is listening so important in sales? There are several reasons. The first is that most people want someone to listen to them. In today's fast-paced world, however, few of us get someone's undivided attention for very long. The second reason listening is so important in sales is since there are so few good listeners these days, those who will stand out in the customer's mind. This means that by being a good listener, you will differentiate yourself from your competition.

#### Selling can't Be Taught

You might believe that good reps are born, not made. It is true that some people are born with naturally fast rapport-building skills, high emotional intelligence, and the ability to quickly win clients over. These people, however, are the exception, not the rule.

Even some with slow rapport-building skills have other attributes that allow them to sell effectively. You can learn to be a better salesperson. It is a skill set that can be taught, trained, and developed. Like all other important skills, if you are willing to do the work, you can learn.

#### **Bad Experiences Hold You Back**

My first experience with a salesperson ended with his sales manager suggesting to me that I would not be leaving the dealership if I wasn't driving the car he was trying to sell me. As you might imagine, I left in the car I arrive in. Many of us have had a negative sales experience and we have allowed it to colour the way we think about all salespeople. Because we are human, we tend to remember negative experiences more vividly than positive ones, but you have also likely had good sales experiences. At some point, a good salesperson has taken the time to help you explore your choices and come to the decision that was right for you. If you're lucky, you may have had an even better salesperson prevent you from buying something that wasn't going to serve you.

Don't let your negative experiences ruin your view of what a good salesperson should be. In sales, there is no benefit to providing a bad experience. In fact, it's a great way to make sure you're the one who loses in the end.

#### Selling Is Difficult & Doesn't Come Naturally To You

Selling can feel challenging, especially at the beginning. Even more so when you have to ask for the commitment for time (i.e., prospecting). Everything feels awkward when you don't what you are doing. Until you sell for a little while, it can be difficult. However, like anything else, you will become a better salesperson over time, but you can't get better until you change the beliefs that are holding you back.

#### You Don't Need to Go Back To Basics

If you don't know how to make a cold call, it feels dreadful. If you don't know how to have a conversation in which you trade value for time, you might feel as if you are being personally rejected (you are not). When you don't know how to open a sales call or control the process, you struggle to lead the conversation, and you have a difficult time creating value for your prospect.

To become a better salesperson, you must master the mechanics of selling. Once you understand how things work, it starts to feel a lot less complicated. Your competency grows, as does your confidence.

#### You will never succeed in sales if you can't handle rejection.

It is said that 'salespeople live lives of rejection – interspersed by moments of blissful triumphs. Rejection is a fact of selling and we do have to live with it but it does make victories sweeter.

Just consider two things though when you are rejected:

- That person has just voluntarily removed themselves from the benefit of your time and attention – which van then be better and more profitably applied elsewhere. They have just by choice removed themselves from your tribe. Move on, that's their loss. Spending time worrying about that or doing your best to win or retain them is not an effective use of your valuable time.
- 2. The reasons we are rejected can be many but seldom personal. They don't know you well enough to reject you personally so something else didn't click. Fear of rejection is usually linked to a corresponding fear of failure but there are really only two states in anything we do in our professional lives success or feedback.

Once we learn from then rejection , we can adapt . Selling is a process of focused activity. Learn from it and come back stronger the next time. That way those clients who do choose to work with us – get the best of us.

#### Selling is an 'Accidental (and Low Status) Profession'.

Nobody – even professional salespeople – ever thought when they were 7 years old that what they really wanted to be when they grew up was a 'salesperson'. No. They wanted to be astronauts, sailors, soldiers, scientists, engineers, doctors – yes even accountants and lawyers.

Even if they did want to grow up to be a 'salesperson' I'm sure they were quickly put off the idea by their parents.

There was no way that you were going to be a salesperson. That's just too low status a job.

I mean – who even wants to *say* that they're a salesperson. I've known lots of professional sales people who can't wait until they're a sales manager or sales director – because now they're 'management'.

But speak to the most successful people in the world and they will tell you that the one skill they would teach to their kids is how to sell.

The skill of how to take an idea, a service, a product – and find and create a relationship with someone else where that idea, or service, or product solves a problem for them – and for that they are happy to pay them.

When we sell, we are looking to identify and solve problems and ease pain for our clients.

The more problems we can solve for our clients, then the more successful we can be and we create 'Lifelong values clients.'

Okay - let's look at what we've covered:

### The Selling Myth is a combination of

- 1. Having a negative association with selling as a profession and as an activity and
- 2. Believing selling is all about convincing or manipulating people to buy something they don't need or want.

Then we have these off-shoots:

- The client is always right.
- Selling is dirty and undignified.
- If you build it they will come
- Sales can be fully automated.
- A great product sells itself.
- You have to be self-oriented.
- You have to be extroverted and/or aggressive.
- You have to be a smooth talker .
- Selling can't be taught .
- Bad experiences hold you back.
- Selling is difficult.
- You don't need to go back to the basics.
- You will never succeed in sales if you can't handle rejection.
- Selling is an accidental and low status profession.

Now for another thought.

All these myths and lies are nothing more than excuses.

They are excuses...

- Not to ACCEPT that nothing happens until something is sold.
- Not to EMBRACE the idea of a winning sales and service culture within the business and take the necessary steps to learn and master the art and science of selling and
- Not to APPLY what they've learnt and continue to learn about sales every minute of the day.

Here's a home truth for you"

## People know how to make the thing they sell, but most don't know how to sell the thing they make.

Businesses don't fail – people just give up. One of the reasons they give up is because they're not selling enough of the thing they make.

Selling is not some sideshow or an annoying add-on to what people see as the real functions of business-like finance, operations, marketing management etc...



Selling is business – in gorgeous technicolour.

Richard Perry, the founder of Perry Capital and one of the most successful investors in America, puts it very simple for all of us.

" It's all about sales. If I have sales, I can create profit."

#### Here's another home truth - one of mine:

#### "You can make money and you can make excuses – but you can't do both."

Many accountants, practice professionals and consultants hate the idea of having 'to sell'.

Even the mention of the word is sometimes too much to bear so instead they prefer to use 'business development' or 'account management' or 'client relationships' – anything but 'selling'.

However, pause for a moment and consider this. The more senior you become the less relevant your expertise and technical skills are – what becomes more valuable when you're a partner or a director is your ability is to 'sell' your firm so clients will want to come and do business with you and your team will be inspired to get on the same page with you and help you achieve your vision and goals for the business.

Here's a few more excuses I've heard from accountants who don't see selling as a skill they need to master...

- Sales is only about making a one-time transaction.
- Sales success is based on natural talent.
- Cold calling is the most effective way to generate leads.
- Closing the sale is the most important p[art of the sales process.
- Discounts and promotions are the best way to increase sales.
- The sales process is the same for every client and product.
- Sales is a short-term strategy, not a long term one.
- You need to be enthusiastic to be effective in sales.
- You have to be able to answer every objection you get.
- People don't want to buy.
- People don't want to talk to you.
- Sales is for Salespeople.
- Sales is unethical.
- A good salesperson can sell anything.
- Always be closing.
- Only certain kinds of people can sell.
- Selling is a numbers game.

#### How do we turn this around?

If all we're dealing with here are excuses - what do we need to do?

It's simple.

First, do you want to turn it around, do you want to give up the excuses and start getting what you want by helping as many other people – get what they want.

If so – then here's what happens when accountants and other practice professionals complete our nationally awarded SALES factor course for accountants and other professionals.



#### www.marchantdallas.com.au/salesfactor

- You will discover the truth about selling and how to close the gap in your sales education and start seeing more people, buying more , more often, from you and your firm.
- You will feel what it's like to take your confidence in selling to new heights and get more 'yeses.'
- Find out if you're like most people who make the same 'common' mistakes is selling over and over again.
- How to convert your message into money by understanding all we're dong in sales is helping people make a buying decision.
- Discover how you can quickly and easily have passion, purpose and profits in your firm without having to do it all yourself.
- Discover the 'secret' buried deep in the SALES factor and begin using it immediately to improve cash-flow, boost profits and create greater harmony and balance in your life.
- Learn the RFX Code ...a method that creates a never- ending stream of potential clients wanting to do business with you.
- How to create your 'irresistible offer' and watch as your inquiry rate goes through the roof.
- How to shorten your sales cycle and close more deals.

- Learn four simple methods to handle any objection especially price and competition ...and
- Become your own sales manager and only count what really matters.

These are just a few ideas from our course – suffice to say that at last count a little over 500 accountants have been through the course.

Accountants from firms like:

- Findex (Crowe Horwath)
- William Buck
- Walker Wayland
- McConachie Stedman
- Kennas
- The Poole Group
- DLA Partners
- SJ Lutz and Associates
- Easdowns
- McLean Partners
- Coutts Redington

It's been my experience that great salespeople have almost all had excellent mentors people who cared deeply about their growth and development. They modelled beliefs and behaviours, and we all followed their example. We also shamelessly mimicked their language choices for client conversations. If you haven't had a good sales mentor, find one. One of the greatest possible accelerators to being a better salesperson is mentorship. If you can't find a mentor within your organization, I encourage you to seek one out elsewhere. A good mentor will pay dividends.

I have a coach – a mentor. He lives in UBUD in Bali. He's been my Sales Coach since the late 1990s.

I find whenever I want to learn something new ...it's worth seeking out people who know what their doing and can help me...

So, for your information, apart from coaching you through the SALES factor course, Eve and I will coach/mentor you on-going to make sure you can easily implement your new -found knowledge, skills, and strategies.

Live Well, Lead Strong and (always) Good Selling

Trevor and Eve

#### TREVOR MARCHANT & EVE DALLAS

**PS.** If you haven't already done so, DOWNLOAD 'Leaders are Readers' an INTRODUCTION from the website as it gives you what and why of the BOSS factor library and the many ways you can use it.

PS2. Keep Charging...



#### THE MARCHANT DALLAS BUSINESS SYSTEM

... for holding on to what you've got and attracting more of the same ...

#### "A business improvement and growth system for ALL business owners."

There's a common thread that runs through those few businesses who are just bursting out the top - all the time.

They're meeting and exceeding goals. They're realising their visions and aspirations. They're always over and above expectations....and these robust, energised, continually successful businesses seem to have a secret. And frankly, we have studied it, we have gone to school, we have consulted, we've done everything we can to find the formula that says – "We will be one of these businesses in this very small, select group that achieves perpetual success."

#### The secret, the clue, the common thread is simply how you treat people.

It's how you treat your fellow man, and how you treat your team members and how you treat your clients, your regulators, the public, your audiences, your communities. How you value the worth of an individual, how you bring the human factor into real importance and not just a statement you make in your 'wish list' of strategic objectives.'

If you treat people with respect, then you are well on your way to earning respect...which is what every business leader must have to even have half a chance of becoming successful.

If people don't respect you, it follows they usually don't like you either and therefore they won't trust you....and trust as you know is the one thing that changes everything.

Without trust – you may as well go home.

So, if you want to improve your retention rate and remember a 5% improvement in retention will lead to a 25- 60% increase in profits and if you want to grow your revenue exponentially and all of this makes sense to you then a closer look at the MARCHANT DALLAS BUSINESS SYSTEM for ALL business owners is an essential NEXT STEP...





## DANKE! THANK YOU! MERCI! GRAZIE! GRAZIE! DANK JE WEL!

### THE MARCHANT DALLAS COMPANY

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