

501 Tips for the Sales Professional

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1. Make sure your breath is fresh.
2. Your mouth needs to be moist.
3. Floss your teeth everyday.
4. Use lip balm to keep your lips from cracking.
5. Make sure your shoes are in good shape.
6. Polish your shoes at least once a week.
7. Make sure you colors are coordinated.
8. Make sure you wear good-looking colorful silk ties.
9. Have at least five nice suits in your wardrobe.
10. Have at least three nice pair of shoes.

11. Have at least seven nice dress shirts.
12. Protect your good name with a vengeance.
13. Protect your credit with a passion.
14. Starch all of your business shirts.
15. Make sure your pants have creases.
16. Have your hair styled by a professional.
17. Have your tie pulled all the way up the collar.
18. Always wear matching socks.
19. Before your presentation, make sure you have clear eyes.
20. It goes without saying but always bring clean hands to your meetings.
21. When you ask for the order, hand your prospect an expensive pen.
22. If it is a big sale, give them the pen.
23. If it is a small sale, give them the pen

24. Buy a nice briefcase or satchel to keep your paperwork and supplies organized.
25. Make sure you have just a hint of cologne.
26. Your hands are important tools in sales so maintain short, manicured nails.
27. Although no one knows, keep your toenails clipped.
28. The most overlooked aspect of hygiene are clean and trimmed nostrils.
29. Always buy well-fitted suits.
30. Maintain, at all times, good eye contact with your prospect.
31. Just as you learn your products, learn to train your voice.
32. Develop some mentors for different dimensions in your life.
33. Be a mentor for new sales people.
34. Never brag about how much commission you have earned.

35. Befriend your largest competitor.
36. Know your competitor's products as well as you know your own products.
37. Join your industry association.
38. Be a doer in your organizations.
39. Join your client's industry association.
40. Never knock your competition.
41. When asked, always say something nice about your competitors.
42. Carefully review what a client already has in place before changing it.
43. Put your client's needs above your need for income.
44. Educate your client on your product offering.
45. Master sales and have lifetime employment.
46. Determine the amount of income you want to make this year.

47. Develop a healthy self-image.
48. Always be humble.
49. Let others praise you in public.
50. Value yourself.
51. Truly develop a sincere affection for people.
52. Become a 'problem preventer' for your prospects.
53. When working with your prospects become color, gender and politically blind.
54. Always bring your six friends to every presentation — who, what, when, where, why and how.
55. Take a sincere interest in your prospect as if he or she was an old friend.
56. Find some commonalities with your prospect before your presentation.
57. Observe their office or home.

58. Identify in your mind your prospect's social style.
59. Ask open-ended questions to develop a true conversation.
60. Ask closed ended questions to obtain information quickly from the prospect.
61. Listen to not only what the prospect says, but how he says it.
62. Write down everything the prospect says that is important.
63. Develop a heightened sense of awareness when you are with your prospect.
64. Notice the clothes and shoes your prospect is wearing.
65. Sincerely compliment your prospect.
66. Always get a number of business cards from your prospects.
67. Give your prospect a firm handshake and look deep into his eyes.

68. Ask your prospects good thought provoking questions.
69. Have follow up questions based on their responses to your questions.
70. When filling out the application, keep your eyes on the application.
71. In the probing stage, write down your prospect's responses on your pad.
72. Nod your head when you truly agree with your prospect
73. Lean forward to show interest.
74. Have your application on the table during the entire presentation.
75. Have a set number of questions to ask your prospect.
76. Speak in the prospect's language.
77. Eliminate industry jargon from your presentation.

78. Always begin your presentation with a concept.
79. Speak with authority.
80. Speak with warmth.
81. Speak with clarity.
82. Speak with conviction.
83. Speak with compassion.
84. Get the prospect comfortable with your ideas.
85. Provide a history of your company.
86. Give your prospect a short history about why you are in this industry.
87. Show the prospect your mission statement.
88. Show your manager your contribution statement to the company.
89. Get the prospect involved in your presentation.
90. Ask questions throughout your presentation

91. Obtain positive responses throughout your presentation.
92. Solicit feedback on every important point in your presentation.
93. Become a student in the process of the sale.
94. Spend adequate time in each stage of the process.
95. Build affinity in the introduction stage.
96. You must make contact with your prospect before moving on to the next stage of the sale.
97. Make sure your equipment works before your presentation.
98. Organize all of your tools prior to your meeting.
99. Bring a pen with plenty of ink.
100. Ensure that you have all the necessary forms for your presentation.
101. Conduct a referral presentation after the sale.

102. Use hand gestures to express yourself in your presentation.
103. Incorporate pauses in your presentation to capture attention.
104. Master voice inflection.
105. Communicate your value-added service.
106. Make sure you match the speech sense of the prospect.
107. Know how long your presentation will take to perform.
108. Be aware of the prospect's tempo-rhythm.
109. Match the prospect's tempo-rhythm.
110. Always be grateful for the gift of love.
111. Be sensitive with all the words you use in your presentation and in life.
112. Don't forget your client's birthday.
113. Always send Christmas cards to your clients.

114. Remember special days in the lives of your clients.
115. Take responsibility for your own success or failure in life.
116. Never bank on one single sale.
117. Manage your client's expectations.
118. Always remember to under promise your clients.
119. Surprise your clients by over delivering through your services.
120. See the world through your prospect's eyes.
121. Always send follow up notes to your prospects.
122. Stay in contact with your top clients.
123. Ask for the order.
124. Ask again for the order.
125. Ask as many times as it takes to make the sale.

126. Focus on your product, not on what it is.
127. Translate product features into client's benefits.
128. When you truly believe in your product then you will be believed by your prospects.
129. Be pleasantly persuasive.
130. Show your client's third party endorsement letters.
131. Back up your claims with research studies.
132. Share with your prospects articles reinforcing your presentation.
133. Make sure you allow the client to make up his or her own mind.
134. Never buy new suits when you are putting on weight.
135. Reward yourself for losing weight by buying a new suit.
136. Never shop at the store when you are hungry.

137. Don't eat dinner after 9:00 p.m.
138. Eat only fruit for breakfast.
139. Drink plenty of water throughout the day.
140. Retire from eating all fried foods.
141. Taste your food before you add salt to it.
142. Eat a light lunch so your energy will be used for closing sales.
143. Eat fresh living things like salads and raw vegetables.
144. If you ask someone to lunch, you pay for the lunch.
145. If you are the one attempting to influence another, you pay for lunch.
146. Keep and label all of your receipts.
147. Don't try to buy business; it is never loyal.
148. Encourage your peers.
149. Get a physical examination every year.

150. Elevate your heart rate thirty minutes every day with some kind of exercise.
151. Stretch your body every day.
152. Use stairs instead of elevators when possible.
153. Strive for proportion for your body.
154. Take a deep breath for every year you have been alive every day.
155. Your character does matter.
156. Character is not what you do rather it is what you are.
157. Your character is revealed to the world by what you do when you are alone.
158. Live in the present moment.
159. Make a call.
160. Return a call.
161. Send a follow up card.

162. Identify your company name slowly and clearly immediately when you call someone.
163. State the purpose of your call.
164. Identify yourself and your company quickly on a sales call.
165. Tell the prospect where you got their name.
166. Ask the prospect if they know of anyone who can benefit from the service.
167. List all the reasons for buying the product.
168. Express the value-added benefit in the product or service.
169. Provide your prospect something for nothing for taking action.
170. Reduce their objectives to the smallest common denominator.
171. Nod your head when you agree with the prospect.
172. Nod your head when you want them to agree with you.

173. Always smile big!
174. Give your prospects a variety of ways to buy from you.
175. Arrive at your appointment on time.
176. Restate all of your prospect's objections.
177. Send a thank you card whether they bought or not.
178. Back up everything you say with facts.
179. Set challenging goals.
180. Always put a timetable on your goals.
181. Set goals for your career.
182. Set goals for your financial life.
183. Set goals for your family life.
184. Set goals for your spiritual life.
185. Set goals in your physical life.
186. Set goals in your mental development.

187. Visualize yourself accomplishing all of your goals.
188. Write out a game plan for your goals.
189. Track all of your goals on a daily basis with a calendar.
190. Write your goal in the present tense.
191. State your goal utilizing the word I.
192. Always state your goal in a positive way.
193. Treat your clients like lifetime partners.
194. Make your prospects feel important.
195. Be first in your prospect's mind.
196. Design your personal marketing plan.
197. State your objective clearly.
198. Write out income and production projections.
199. Profile your competitors.

200. Outline a commentary about your objective.
201. Send information to your clients at least quarterly.
202. Be bold in your marketing creations.
203. If necessary, recreate yourself.
204. Set up completion dates.
205. Describe the product that you will sell in your marketing plan.
206. Conduct marketing research.
207. Develop at least 10 circles of influences.
208. Clearly define your market.
209. Develop a seminar for your product offering.
210. Learn and master public speaking.
211. Sell with a net instead of a pole.
212. Be nice to everyone.
213. Look for the positive in all things.

- 214. Learn to relax on demand.
- 215. Develop your imagination.
- 216. Design a mental place of peace where you can escape.
- 217. Find yourself a passionate hobby.
- 218. Learn yoga.
- 219. Record your own relaxation tapes.
- 220. Record your affirmations on an audio-cassette tape to listen to in your car.
- 221. Learn self-hypnosis.
- 222. Learn to sleep an hour less and add an extra workday to your week.
- 223. Keep your car clean inside and outside.
- 224. Store supplies and company forms in your trunk.
- 225. Check the tire pressure monthly.
- 226. Get your car tuned up every 12,000 miles.

- 227. Change your oil every 3,000 miles.
- 228. Keep a mileage log.
- 229. Always keep a clean starched shirt in your car.
- 230. Keep your workout bag in your trunk.
- 231. Go directly to the gym from work.
- 232. Find qualified buyers!
- 233. Appeal to your prospect's basic needs.
- 234. Do it right now!
- 235. Use one of the powerful words in our language, 'why.'
- 236. Obtain as much information about your prospect's concerns.
- 237. Read one motivational book at least quarterly.
- 238. Conduct monthly sales meetings.
- 239. Write out your best sale for the month.

- 240. Discuss the sale that got away.
- 241. Rewind every presentation to review all aspects.
- 242. Build your vocabulary.
- 243. Use both your mind and body in all your endeavors.
- 244. Make enthusiasm your ally.
- 245. Release stress through deep breathing.
- 246. Drive fear out with confidence.
- 247. Use props in your presentations.
- 248. If you are working with numbers, always use a calculator.
- 249. Read the United States Constitution.
- 250. Practice voice inflection.
- 251. Write out your sales script.
- 252. Always strive for win-win agreements with your clients.

- 253. Accumulate your base of knowledge in your industry.
- 254. Seek unsatisfied curiosity in all areas of your life.
- 255. Be a product of the product.
- 256. What if you were the person you want to be, how would that feel?
- 257. Focus on the interest of your prospects, not on the positions they are taking.
- 258. Salt your prospect's mind throughout the presentation with ownership.
- 259. Don't seek what your company can give to you, rather what you can give to your company.
- 260. Plant the right seeds in all your endeavors and grow your results.
- 261. Love first and you will be showered in love.
- 262. Stop everyday to hear the silence.

- 263. Discover strategies where you and your prospects can win.
- 264. Focus on managing yourself not on managing time.
- 265. Don't be concerned about how much time you put in your job.
- 266. What matters most is how much you put in your time.
- 267. Track how you spent your precious moments of life.
- 268. Spend time with you.
- 269. Know yourself.
- 270. Control every waking thought.
- 271. Give of yourself to others less fortunate.
- 272. Learn from all shortcomings.
- 273. Forgive everyone who has wronged you.
- 274. Do more than you are paid to do.

- 275. Pay yourself first every paycheck.
- 276. Send something of value ahead for your golden years.
- 277. Send something of value ahead for your eternal life.
- 278. Get and keep your financial house in top shape.
- 279. Make sure you are adequately insured for all your assets, including your earning potential.
- 280. Own your residence.
- 281. Keep the taxman at bay by staying current with paying your taxes.
- 282. Maximize your contribution to your retirement accounts.
- 283. Manage debt wisely.
- 284. Obtain a disability policy for at least 70% of your current income.
- 285. Design a financial budget personally and professionally and adhere to it.

- 286. Shop for the best rate for your credit cards.
- 287. Find and develop a good relationship with a banker.
- 288. Never invest impulsively in any investment.
- 289. Learn to share everything.
- 290. Surround yourself with positive, ambitious people.
- 291. Organize a networking team.
- 292. Don't abandon your common sense.
- 293. Listen to that small voice within you; it is your adviser.
- 294. Always have lunch with someone who can assist you in building your business.
- 295. Reserve judgment until you have reviewed all the facts.
- 296. Learn to be comfortable with silence.
- 297. Master yourself.

298. A soft voice will temper a disgruntled client or colleague.
299. Conduct due diligence with all companies that you are working with.
300. Discover your path to truth.
301. In your presentation, speak to your prospect with facts and feelings, not idle chatter.
302. Every small action makes up your total action.
303. Your prospect's perception is their reality.
304. There are many ports to safe harbor.
305. Anticipate all objections you will hear from your prospects.
306. Prepare a response to all your prospect's objections.
307. Trust and you will be trusted.
308. Love your inner child.
309. Always be aware of your circumstances.

- 310. Use first class visuals in your presentation.
- 311. Your presentation should not exceed thirty minutes.
- 312. Use themes to communicate ideas.
- 313. Invent acronyms to share concepts.
- 314. Make eye contact to everyone in your presentation.
- 315. Don't ever use profanity in any circumstances.
- 316. Don't use a pointer in your group presentations.
- 317. Make sure your hands don't touch your body in your presentation.
- 318. Turn your concepts and ideas into pictures for your prospect.
- 319. If you are conducting a group meeting, don't pass out your information until after your presentation.

320. Rehearsals are critical to perfect your presentations.
321. Role-play with your peers to perfect your performance.
322. Listen carefully to your prospect before responding.
323. Stick to your prospect's concerns.
324. Alleviate any references to your particular political or religious views during your presentation.
325. Don't finish your prospect's sentences.
326. Develop your memory.
327. Cut out fat in your corporate structure.
328. Be adaptable to change.
329. Learn by doing.
330. Failure is not an option for your sales career.
331. Second place is the sandwich of mediocrity.

- 332. Sacrifice is the seed in success.
- 333. Become a master marketer.
- 334. Think of one word that would describe your product.
- 335. Be first in some category in the mind of your prospect.
- 336. What is the second product you are going to sell to your client?
- 337. What is the third product you are going to sell to your client?
- 338. If you try to be all things to all people, you may wind up being nothing to everyone.
- 339. Ride one horse hard.
- 340. Narrow the focus and obtain the prize.
- 341. Set up at least seven marketing thrusts for a single product.
- 342. Be known as an expert in your industry.

- 343. Schedule radio interviews to introduce your name and products.
- 344. Ask the host for their business.
- 345. If you are on a radio show that is a call in program, anticipate all possible questions.
- 467. Remember the motto of the boy's Scouts, BE PREPARED!
- 347. In marketing, you must bring to life the benefits of your product offering.
- 348. Use pictures in your presentations of people who are using your products and services.
- 349. Always disclose the pros and the cons to your product offering.
- 350. Give your prospects good information so that they can refer back to it.
- 351. Don't try to consummate the sales too soon.
- 352. Always follow your instincts to know when the time is right to ask for the order.
- 353. Anticipate the unexpected in every situation.

- 354. Just one more degree turns water into a stream.
- 355. Bring your optimism with you in every presentation.
- 356. Never satisfy your curiosity.
- 357. Design a web page.
- 358. Master the future road of commerce, the internet.
- 359. Lease space in a well-traveled mall on the internet to market your product.
- 360. Set up an e-mail to take orders for your product offering.
- 361. Today's success can lead to tomorrow's failure.
- 362. Stay hungry.
- 363. Smaller can be better.
- 364. Rejoice in short term failure.
- 365. Ride the trends in your industry not the fads.

- 366. Take on the responsibility and delegate the credit.
- 367. No addictions ever.
- 368. There are never any back ups on your extra mile.
- 369. Integrity is the glue that retains clients.
- 370. Selling is a learned behavior.
- 371. Incorporate a sense of urgency in your product offering.
- 372. It takes many no's to obtain success.
- 373. Never take rejection personally.
- 374. During your presentation, thank everyone for his or her time.
- 375. Never ask for a person's time, just pleasantly take it.
- 376. Always ask for referrals right after every presentation.
- 377. Remember in sales, you play a role.

- 378. Describe your role as a sales pro.
- 379. List the many roles you play in life.
- 380. Record all of your prospecting activity.
- 381. Monitor your conversion ratio of calls to presentations.
- 382. Monitor your conversion ratio of presentations to sales.
- 383. Monitor your conversion ratio of sales to referrals.
- 384. Expect to be accepted by everyone you meet.
- 385. Maintain a productivity chart to ensure results.
- 386. Design a first class business card.
- 387. Make sure you put your e-mail address on your card.
- 388. Make sure you put your fax number on your card.

489. Spell out your full name on your business card.
490. Make sure you have the company logo on your card.
391. If possible, write out your company mission statement on your card.
392. Own a cardholder and carry it with you at all times.
393. Always give your prospect a couple of your business cards.
394. Design your own personalized letterhead and envelopes.
395. Always use high quality paper for your letterhead.
396. Mail at least twenty letters to new prospects every week.
397. Call everyone that received a letter within a week.
398. Return calls within twenty-four hours.

399. Have a company party and invite your clients and future clients.
400. Set up an advisory board with your key clients.
401. Give away items with your logo on them.
402. Spend at least three hours a day prospecting.
403. Bring a fruit plate to your sales meeting.
404. If you are the first one in the office, make the coffee.
405. Computerize your entire office.
406. Back up all of your computer files.
407. Keep your desk neat.
408. Read the Wall Street Journal every business day.
409. Read your local paper to stay current and spot opportunities.
410. Form your own opinions about the issues.

411. Clear your throat before your presentation.
412. Teach others about your product offering at an adult continuing education class.
413. Turn off the television set in every room.
414. It is easier to keep a client than it is to find one.
415. Study your market changes and stay up with its evolution.
416. Let your client know through action and words that they are making a great decision buying your product.
417. Make a visit to an old client to see how they are enjoying your products and services.
418. Use your advisory board of your best clients to share new marketing ideas.
419. Conduct quarterly advisory meetings to solicit feedback.
420. Have your advisory meetings at a nice location, or have them catered.

- 421. Discover what motivates your prospects to buy your particular product.
- 422. Give your best clients the initial offering of any new product.
- 423. Offer your best clients discounts on any discontinued products or over-stocked items.
- 424. Your telephone is one of your best tools to secure presentations, master it.
- 425. Discover the ideal time to call your potential clients.
- 426. Make telemarketing a routine.
- 427. Learn to love the things you hate to do.
- 428. Write out your telephone script.
- 429. Identify yourself first when you call your prospects.
- 430. Let your prospect know how you got their name.
- 431. Tell your prospect on the phone why listening to you is important.

432. Practice your script until your style comes through the words.
433. Develop a client base for mailings and follow up.
434. Make sure you have a marketing budget.
435. Don't assume your prospect knows anything about you or your product.
436. Everyone you meet is a salesperson in his or her own right.
437. Help your prospects realize their objective first and then yours will follow.
438. Focus first on listening carefully to your client then to be heard by them.
439. Every action you perform brings with it an equal reaction to your product offering.
440. Sow presentations, reap sales.
441. Control your thoughts and capture your feelings.
442. Live your life with action.

- 443. Employ outstanding habits and give them lifetime employment.
- 444. Strive to begin a presentation with a referred lead.
- 445. Design questions that will encapsulate your entire presentation.
- 446. Have your question ready to ask others to attract prospects.
- 447. Remember when your prospect objects, they are showing interest.
- 448. Listen carefully to the prospect's concerns and do not be tempted to immediately overcome it.
- 449. Obtain as much information about their objections before answering their objections.
- 447. Always ask in the initial presentation if the prospect has ever owned a product like yours.
- 448. Find out as much information about how your prospect feels about what they owned.

- 449. All of your prospects are human beings first and sales second.
- 450. Ideas are like the wind unless you capture and execute those ideas into constructive action.
- 454. Give yourself away.
- 455. Nothing can bring you true happiness because you are true happiness.
- 456. You have all the solution to all of your life problems.
- 457. You are everything that you need to succeed.
- 458. Your thoughts are magnetic and will draw what you want or what you don't want.
- 459. Join some type of support group that meets on a weekly basis.
- 460. Sales pros are scholars in the field of human psychology.
- 461. Learn from the great actors who bring words to life on stage and film.

- 462. Salesmanship personifies capitalism.
- 463. Read *The Wealth of Nations* by Adam Smith, the 'Father of Capitalism.'
- 464. You set your own limitations in life.
- 465. Develop a true love for your job.
- 466. Strive to love all the people you come in contact with throughout your day.
- 467. Study the teachings of Constantin Stanislavski, the creator of 'Method Acting.'
- 468. What will you do with the 1,440 minutes that have been given to you today?
- 469. Manage stress effectively in your daily life.
- 470. Safeguard your attitude to always remain positive.
- 471. Change your vocabulary from sales training to self-development.
- 472. Change your vocabulary from management to leadership.

- 473. Send expectancy ahead to smooth your trail to success.
- 474. Expect the best in the performance of others.
- 475. Dedicate yourself to lifetime self-development.
- 476. Have you internalized the essence of your product offering?
- 477. Do you know the meaning behind the words you use in your presentation?
- 478. Every presentation you perform makes you better whether you make the sale or not.
- 479. Break down the walls to your comfort zones.
- 480. Shatter your old benchmarks and set a new of course for achievement.
- 481. Riding on past successes in life is like driving your car on empty.
- 482. A bad attitude has been likened to a flat tire; it must be fixed before you can expect to go anywhere.

- 483. Keep your presentation simple and easy to follow.
- 484. Intelligence is taking complex things and making them easier to understand, not the contrary.
- 485. Every seven years your physical self is re-created. Is your mental world keeping up?
- 486. Face your fears boldly and often.
- 487. Practice any new behavior you are trying to incorporate into your life.
- 488. Visualize the end result of anything that you seeking.
- 489. Assess your current situation before you attempt to change it.
- 490. Evolve into arriving at the cherished stage of being unconsciously competent.
- 491. Selling is an art and a science.
- 492. Execute your actions truthfully and logically.
- 493. Awaken your desires.

- 494. Act as if you are the person you want to be.
- 495. Be thankful for the freedom you have in life.
- 496. Freedom in all its glory falls short of your inner freedom within yourself.
- 497. Learn and master intimacy with others.
- 498. Fill your life with soft peaceful music.
- 499. Love yourself unconditionally.
- 500. You determine your own value.
- 501. Failure is impossible when your desire is high enough.

