

THE **BEST**
SALES
BOOK

EVER

CUT

Through the **OBSTACLES** *and*
SEND SALES THROUGH THE ROOF

CONNIE PODESTA **AND** MERIDITH ELLIOTT POWELL

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**CONNIE PODESTA AND
MERIDITH ELLIOTT POWELL**

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The Best Sales Book Ever

and

The Best Sales Leadership Book Ever

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DEDICATION

To the thousands of salespeople out there who work hard every day. You prospect. Connect. Listen. Offer value. Consult. Overcome objections. Negotiate. Ask for the money. Wait. Worry. Reconnect. Worry some more. And then you feel the ultimate frustration when the deal still falls through. WTH?!?

We get it. We feel your pain. That's why this book is dedicated to you. It's designed to help you better understand the minds of your potential buyers so you can open more doors and close more deals. You're in good hands now. We believe in you. And we've got your back!

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INTRODUCTION

Co-Author Q&A

With Connie Podesta (CP) and Meridith Elliott Powell (MEP)

This personal, behind-the-scenes conversation with the authors will give you some fascinating insights into the genesis of this book and its distinct purpose.

Connie Podesta

- *Sales & Leadership Psychology Expert*
- *Hall of Fame Keynote Speaker*
- *Award-Winning Author of 9 Books*
- *Elite Sales Strategist*
- *Comedienne*
- *Executive Coach*
- *Therapist*

Meridith Elliott Powell

- *Business Growth Expert*
- *Acclaimed Keynote Speaker*
- *Award-Winning Author of 6 Books*
- *Master-Certified Business Strategist*
- *Executive Coach*
- *Online Course Instructor*
- *Former Sales Leader*

Q: Tell us about the unique approach you've taken with this book.

MEP:

Salespeople today are inundated with articles, podcasts, webinars, and workshops that tell them what to do if they want to increase their sales. They are already overloaded with long lists of things to do and ideas to consider with hopes of closing more deals. So, we decided to look at their challenges from a different perspective. We wanted to turn the tables on this idea of doing more and show them how to be more productive by doing less.

CP:

The people who are really achieving the mind-blowing Sales success are the ones who figure out what NOT to do. There's a psychological component that comes into play here. These salespeople have a unique mindset that allows them to let go of the techniques and strategies that aren't working for them. They seem to have a higher sense of self-awareness and self-discipline. Ultimately, they quit doing the things that are holding them back. Not because quitting is the easy way out or because life isn't fair. They just quit and choose to do something else that moves them closer to their goals.

MEP:

Here's the challenge. Some people – especially salespeople – may associate quitting with losing. They don't like to give up or give in. They want to hang in there and persevere. That's what has made them successful, so the idea that quitting could actually lead to increased sales may be challenging to understand. But it works. It's a proven fact. Our approach is somewhat unexpected (and sometimes a little irreverent), but it's exactly what they need if they want to improve their results.

CP:

We think you'll see that this book is really about more than just quitting. It's about what salespeople will gain when they choose to give these things up. Granted, change isn't easy. But letting go allows them to gain traction and move forward in astonishing ways. We describe exactly how to make those changes with the opportunity for extraordinary impact, both personally and professionally. There's a potentially lucrative payoff for following this advice.

Q: What's the bottom line here? Why should salespeople read this book?

CP:

The short answer? Because they want to sell more and make more money. Maybe they want to land larger customers, close bigger deals, build stronger relationships, increase market share, or get the recognition they deserve. Whatever goals they have, this book will give them the secret shortcuts to success in every aspect of Sales.

MEP:

Exactly. We cut to the chase in this book and provide Sales strategies in very specific categories. It's all the things salespeople need to quit if they want to be more successful... The beliefs that could be destroying their potential. The excuses that are getting in their way. The faulty assumptions that are costing them money. The negotiation tactics that could be diminishing their power. The things they are doing that keep them busy but prevent them from being productive.

CP:

One other point that's important to add. Our goal was to make this a comprehensive guide for Sales professionals, so we recognize that seasoned salespeople are probably already applying some of these strategies. However, we also firmly believe that they will discover some new ones they have never considered. From that angle, this book provides value for salespeople at every level.

***Q: Explain the unusual format
you've selected.***

CP:

We've really given our readers two books in one. From this side, they can discover the strategies to help them become extraordinary salespeople. If they flip the book over and read from the other direction, they'll find strategies to become an amazing Sales leader.

MEP:

The truth is, the journey toward success is quite different for salespeople versus Sales leaders. There are some commonalities, but we wanted the leadership aspect to share the spotlight as well. Both areas are critically important.

CP:

We actually recommend that salespeople and Sales leaders read both sections. That helps Managers review the pivotal skills and behaviors they want to reinforce during their team training and coaching. As for salespeople, they can use the leadership portion of the book as a career planning guide. Either way, having a comprehensive view of Sales and leadership gives people tremendous insights into the overall process.

Q: What makes you the best people to tell this story?

MEP:

Between the two of us, we have worked with tens of thousands of salespeople and Sales leaders around the world. This book presented us with an incredible opportunity to join forces and combine our cumulative experience and wisdom.

CP:

Definitely. Once we pooled our knowledge, we realized we had a one-of-a-kind collection that covered the topic of Sales from every possible angle. There was a huge need for that kind of thing in the marketplace, and we created a concise, straightforward resource to meet that need. We think our readers will agree that this is the most comprehensive Sales book ever – hands down.

SECTION ONE

BELIEFS...

THAT
DESTROY
SALES
POTENTIAL

Your sales
performance can't
soar if some of your
mindsets, attitudes,
and behaviors
are dragging
you down.



1

QUIT

UNDERESTIMATING THE IMPORTANCE OF PSYCHOLOGY.

Sales is all about “solving the people puzzle.” To be honest, that’s basically the key to success in every area of life. But in Sales? You absolutely, positively have to understand what makes customers tick if you want to build profitable relationships and make more money. That’s the big differentiator.

Why? Customers today are overwhelmed, to say the least. They are facing the challenges of extreme stress. Corporate change. New leadership. Painful downsizing. (Go ahead, fill in the blank with the *adversity du jour*.) To provide customers with solutions they will be clamoring to buy, you have to dig deep and help them identify what they really need.

Before you can get buy-in, consensus and ownership, you have to get inside your customers’ heads. Figure out why they do what they do. Why they say what they say. Why they react the way they react. The more you know about your customers’ mindsets, the faster your business will grow. Plain and simple, to get ahead in Sales, you must be committed to understanding the psychology of human behavior.

In case you're rusty on your knowledge about Pavlov, Freud and Piaget, here are three great psychological tips to help boost your Sales IQ:

- a. **Customers don't like paying for "stuff."** But they love investing in solutions that allow them to work faster or smarter. Or make more money. If you can deliver results, convenience and cost savings, you'll increase your sales.
- b. **Customers like to feel in control.** Let them tell you what they need first; then offer the perfect solution. You can still lead the conversation, but focus on their input. It matters.
- c. **Customers prefer avoiding losses more than acquiring gains.** It's a proven principle of cognitive psychology: They want to win, but they REALLY hate to lose. Instead of just telling customers about the benefits they will gain with your product, tell them what they're missing out on.

SALES TAKEAWAY

Learn as much as you can about the nature of human behavior as it relates to Sales. Understanding that psychological angle will help you increase sales, gain market share, and blow away the competition.

2

QUIT

ALLOWING OLD MONEY MESSAGES TO UNDERMINE SALES.

Money isn't everything, and it shouldn't be your first priority when you're working to close a deal. With that said, some salespeople unconsciously reduce their income because of self-limiting beliefs that hold them back. That's unfortunate.

There are always people in our audiences who don't believe they deserve the accolades, awards, attention, or wealth that come with being a top Sales performer. Somewhere along the line, they developed an attitude about money that sabotages their success. Which is a serious problem in Sales. And in life.

Here's the deal: The way you feel about money (positive or negative) probably started in childhood. In most homes, money is a stressful topic. How to earn it, spend it, save it, increase it, and what to do when there's not enough. And of course, who has the power to make those decisions. The underlying messages we absorb related to money can stick with us for a lifetime.

Chances are, those messages have cast money in the role of the villain. Ever heard any of these stereotypical statements? Money is the root of all evil. Money can't buy happiness. People *without*

money are deemed to be honest and hard-working, while people *with* money are often labeled as ruthless and uncaring.

Guess what? Money isn't the villain. We can have a wonderful life without tons of money. But let's be honest: Money can add a lot to an already wonderful life! It's all about your beliefs.

If you're going to work your tail off to earn money, then be happy and guilt-free about what it can do for you. Start believing that money is a good thing. It's OK to want it, plan for it, enjoy it, share it, and use it in all sorts of positive ways. On the flip side, it's not OK to chase it, hoard it, idolize it, use it to feel superior, or believe it's the answer to all your problems. Again, your attitude makes the difference.

Don't let those long-held, preconceived notions about money mess with your head as you build your Sales business. If you are uncomfortable discussing money, negotiating your fee, or simply enjoying the financial rewards of your career, it's time to let go of those old messages.

SALES TAKEAWAY

Start now to embrace new beliefs about money based on hard facts rather than fear, anger, prejudice, guilt, or sour grapes. Truly believe that you deserve to be successful at Sales and you deserve the wealth that comes with it!

3

QUIT

SABOTAGING YOUR POTENTIAL.

Sales goals can be a double-edged sword. On the plus side, dangling that number in front of us can rev up our engines in a huge way. It can create an enormous incentive for us to hit the pavement, sell like crazy, and work tirelessly to meet the challenge. But what happens once we reach that quota?

We see it all the time: It's like flipping a switch. The salespeople who were working at warp speed to achieve their lofty goals suddenly come to a screeching halt. Complacency takes over. And you can bet that tragic loss of momentum has consequences. Not only have they quit trying to help their customers and their companies, but the dead stop also puts serious limits on their income.

The most successful salespeople adopt the attitude that Sales is more of a lifestyle than a task. Of course, you will always have goals to meet, but don't let those become the driving force behind everything you do. To be successful in Sales, you need to embrace the fact that there are endless ways to sell. To explore new opportunities. To generate new income streams. To discover new revenue sources.

Take us, for example! We've had a great track record speaking professionally to Sales audiences (and make great money doing it). But that doesn't mean we are sitting back and taking it easy. No way!

We are both constantly looking for new opportunities to market, expand, and revitalize our business models. What else could we offer? What services could we provide that would blow our competitors out of the water? How can we come up with innovative ideas that will astound and excite today's competitive Sales teams who think they've heard it all?

With that in mind, be honest. Are you fired up to do more? Or are you just going through the motions? Feeling so secure in your job that slacking off doesn't even bother you? Most importantly, do you think no one notices? (Brace yourself: They do.)

If you want to boost your career with additional business, don't allow yourself to coast. Resist the urge to relax once you meet your Sales quota. There's always *more* out there.

SALES TAKEAWAY

Refuse to sabotage your potential by becoming complacent. Goals and quotas have an expiration date, but Sales is an ongoing process. Keep pushing forward, no matter how great your progress looks on the spreadsheet!

ABOUT

Connie Podesta



Connie is a Hall of Fame international keynote speaker, an award-winning author of nine books, and an expert in the Psychology of Sales and Human Behavior. Connie is known for being a game-changing, sales-generating, leadership-developing, revenue-building ball of fire. Her rare blend of laugh-out-loud humor, amazing insights, convention-defying substance and no-nonsense style have made her a consistently in-demand business and Sales speaker for more than 25 years.

Voted ***One of the Top Motivational Speakers to Energize Sales Teams*** by *Resourceful Selling* magazine, Connie is famous for dazzling her audiences with unforgettable, reality-based strategies that inspire them to take bold action. She also empowers these salespeople to dynamically change the way they approach every interaction, successfully taking on a new generation of customers who have more choices than ever before.

Other Books

Leadership...Like You've Never Heard It Before

10 Ways to Stand Out from the Crowd

Life Would Be Easy if it Weren't for Other People

Happiness is Serious Business

Selling to Women/Selling to Men

How to be the Person Successful Companies Would Fight to Keep

Audiences Stand Up When You Stand Out

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ABOUT

Meridith Elliott Powell



Named one of the *Top 15 Business Growth Experts To Watch* by *CurrencyFair*, Meridith is a highly acclaimed business growth expert, keynote speaker, and award-winning author. She coaches leaders to learn the Sales and growth strategies needed to help their organizations succeed, no matter what happens with the economy.

Known for her innovative content, wicked wit and high-energy style, Meridith was recently voted ***One of the Top Motivational Speakers to Energize Sales Teams*** by *Resourceful Selling* magazine. Meridith delivers compelling keynotes that have salespeople on the edge of their seats, fully engaged and ready to produce powerful results.

Other Books

Own It: Redefining Responsibility

Winning in the Trust and Value Economy

42 Rules to Turn Prospects into Customers

Mastering the Art of Success

The Confidence Plan

Online Courses

Own It: Redefining Responsibility

Sales: Selling Financial Products and Services

Consulting Foundations: Building Your Sales System

Selling into Industries: Manufacturing

Selling into Industries: Telecommunications

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