

# 27

**No Sales No problem!**



**Cabo San Lucas with my family in 2015. Just like this view,  
this chapter is how you look at things.**

Be happy they aren't using your product. I was a young guy selling glass break detectors that attach to alarm systems and my boss Ben Cornett was traveling with me in my territory in Chicago. Back then I was happy when someone was buying my product and almost felt prideful that they were. Ben asked a question (by the way that's how he would teach, by asking questions, not telling you something). How much commission did you make last month? I said whatever the amount was. He said if all we call on is people that are currently buying our product what do you think your commission check will look like next month?

Being a smart 22-year-old inexperienced sales person, I fell into his verbal trap and said "about the same". Ben went on to say with all the goals you have in life, "do you think you will be able to achieve those by being excited to see someone buying your product or more excited if they aren't buying our product?" Since that gem of a lesson, I love it when customers aren't buying my gear! This is a huge difference in the way you see things. I was so extremely fortunate to learn this lesson at age 22! When a customer says sheepishly that they aren't using my product I 100% time say enthusiastically "that's GREAT!" Let me show you where I can get you better performance and maybe save you money and launch into the features and benefits of my products.

Recently, I had a boss for one of my video camera lines that would walk into a distribution center and if he didn't see his/our product in stock, he would storm out in a huff. Literally walk out without saying goodbye. This is a 55-year-old salesman (if you want to call him that). I think that's insane. You have to earn your growth in sales every day. Very much like a house is built brick by brick, sales are built the same way.

My negative boss should have been excited when he walked into the distributor and saw a half-built house. He should have asked what he could have done to add more bricks. He should have asked if the competition was out-performing him, what could he do better or different? He should have thanked them for their information and tried to get an order for more products and taken

whatever suggestion and try to implement them. Then, follow-up with a heartfelt thank-you note.

Sales, like life is a marathon, not a sprint and you have to be willing to look at things for the long haul and build your business brick by brick. In case you were wondering, mister negative boss started alienating people at a record pace and got fired. He's kicking around from company to company and will never be a successful salesperson with his outlook on life, never!