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Are You Just Visiting?



Haylee and Garrett visiting Luxury of Leather furniture store where we were wrapped on the window. Circa 2009

The Difference between a visitor and a Salesman is a Ben Cornett special. His words live in my head each and EVERY sales call I'm on 28 years later! Ben said it, and it's true. You are just a visitor unless you sell something on a sales call. Every time I walk out of an appointment without an order or a step closer to my goal, I think I was just a Visitor today! Visitors don't get paid and if they are accidentally getting paid they won't for long. Salesmen get paid forever! I often calculate in my head whether I made money today or cost myself money today. Do your own math, if you are a salesman making 48K a year and there are roughly 240 business days a year, then you need to sell \$200 worth of commission per day. Not including your expense, benefits, employers payroll taxes, etc.

The point is, are you a drag on yourself? I can guarantee if you are negative or a push for too long you won't be working for your current employer much longer. If you are self-employed, you are heading for a major problem. Easy fix, change today and start keeping score. My guys are probably sick of hearing it, but I harp on getting an order while you are at your appointment. It has already cost time, energy, gas, opportunity etc. to get to that prospects doorstep, so if you have to discount, give something away it really doesn't matter because 100 percent of the cost has already been spent whether you walk away empty handed or with an order.

Have you ever told someone you were going to do something and even though you really meant to do it for some reason you just didn't honor that commitment? I have! So has everyone else in the world if not hourly, then daily or weekly! Now relate this back to sales. "Tim, thanks for coming by. I promise to switch to your product." Now in play is less than 100% chance they will buy what they committed to. You do this 10 times: maybe 5 in 10 will honor their commitment maybe none in 10, I promise you never 10 in 10. If we re-enact that same scenario and ask can I take an order today and bring it back to our distributor for you? Jokingly say, "They think all I do is golf, so I have to prove I was working today." Or, "my boss is a little down on me because I was sick last week sure

would make things right with him if I could bring back an order.” Give him a lottery ticket, Starbucks gift card, bottle of crown royal, sweep his warehouse, go wash his car ANYTHING to get some kind of order!

The only way to guarantee that he will buy and use your product is to get an order today—that's it! Today! Everything else is a wish and a prayer and something less than 100%. So many young sales guys get excited about “they are going to buy”. That's like a celebration in football on the two-yard line. You get 6 points for the end zone and 0 points in the “I'm-going-to-buy-2-yard line of sales.” Ask Leon Lett of the Dallas Cowboys how many Super Bowl touchdowns he has? Zero because of a premature celebration and a never quit attitude of Don Beebe. The whole world thought Seattle would run the ball in and win Super Bowl XLIX, the equivalent of the guaranteed sale. New England is the Super Bowl XLIX champs.

Don't kid yourself or confuse yourself. An order is a touchdown; everything else is worth zero points. You might be closer; you might eventually get in the end zone. But guess what has to happen now? You have to set up and run another play (run another sales call). That takes time, energy and effort that could be used elsewhere on other touchdowns because you now have to go back and score the first touchdown that you failed to score.

It happens in all industries, but I seem to notice it more with real estate agents, they jump around from agency to agency. They literally worked for five agencies in six to seven years. One hundred percent of the time when I see that they have worked for Century 21, Keller Williams, Remax, etc., I think it's the salesperson's fault that they haven't learned their basic sales skills lessons. They want to keep hopping around because it's someone else's fault they aren't successful. All I can think is they must be lacking two things: a mirror and a reality check. It isn't the successful company's fault for your lack of success. It's YOU!

Coming up in Chapter 44, I talk about You Inc. That chapter talks about investing in you. The internet, the library, and

taking a successful sales person for coffee, all can help you develop your sales skills to stop being a visitor and start to close more business and improve your life.