

Don't sell; enable people to buy.

The Authority on Approachability shares principles and practices for sales success!

Inside you will learn...

- How to create an attitude of approachability
- How to turn pigeonholes into goldmines
- How to follow up with value
- How to become a virtual extrovert.

...and more!

Scott Ginsberg is the only person in the world who wears a nametag 24-7 to make people friendlier. He is the author of seven books, a professional speaker and an entrepreneur who teaches businesspeople about approachability.

Scott lives in St. Louis where he often talks to strangers.

www.nametagTV.com

\$12.95



Scott Ginsberg

AS SEEN ON


NametagTV.com

The Approachable Salesperson

HELLO,
my name is

*The Approachable
Salesperson*

22 Daily Practices for
Enabling Customers to Buy

by Scott Ginsberg
That Guy with the Nametag

Don't sell;
**enable
people**
to buy.

If you work in sales, **you ARE the company!**

As such, it's important to remember a few things:

People don't care:

...how good you are.

They care how good you're going to help them become.

...what you've done.

They care what you've learned, and how those lessons can help them.

...what you can't do.

They care what you CAN do.

...what they hear you say.

They care what they SEE you DO.

...what you do for a living.

They care what you're passionate about.

People also don't care:

...if you're having a bad day.

They care how you're going to help them have a better day.

...about price.

They care about value, convenience and risk.

...about your company.

They care about the problems your company can solve.

...about being apologized to.

They care about answers, solutions and resolutions.

**This book
is NOT
about selling.**

**This book
is about
enabling people
to buy.**

The Approachable Salesperson

22 Daily Practices for
Enabling Customers to Buy

by Scott Ginsberg
(That Guy with the Nametag)

The Approachable Salesperson

Scott Ginsberg
Copyright © 2007 HELLO, my name is Scott

All rights reserved.

No part of this book may be used or reproduced in any
manner whatsoever without written permission of the
author and the publisher.

Printed in the United States of America.

Cover design and text layout by
Design Shark Studios,
St. Louis, Missouri
www.designsharkstudios.com

Edited by
Jessica C. Adams

ISBN: 0-9726497-5-1

We all work in the people business.

It doesn't matter
what you sell.

It doesn't matter
what you create.

It doesn't matter
what your job
title says.

It doesn't matter
what service you
provide.

You work in the people business.

table of contents

1. Sales Isn't a System, It's a Philosophy	1
2. Keep Daily Appointments With Yourself	5
3. Develop An Attitude Of Approachability	11
4. Things That Stand In Your Way	13
5. Comfort Is King	21
6. Don't Get Right Down To Business	27
7. Disarm Immediate Preoccupation	31
8. Turn Pidgeonholes Into Goldmines	35
9. Immediate Personal Discounting	39
10. I'm Such A Moron	43
11. Fine Line Between Pushy and Persistent	49
12. Care The Least, You Do The Best	53
13. The Longer They Take, The Less They Buy	57
14. Tuesday Is The Day	63

15. Follow Up With Value	67
16. Don't Network, Make Friends	71
17. Go To Where People Are	73
18. Self-Disclosure Opening	77
19. Always Have Something To Give	79
20. Redefine The Testimonial	83
21. Become A Virtual Extrovert	87
22. On Delivering Value	89

Why approachability?

Because it puts customers at ease.

Because it encourages engaging communication.

Because it uncovers problems & delivers solutions.

Because it gives customers a reason to come back again an again.

And, because it achieves the most important goal of every sales interaction: comfort.

That's why approachability is essential for sales success.

Now, how do I know this?

Well, let's take it from the top...

My name is Scott Ginsberg.

Since November 2, 2000, I've spent every waking hour of my life as a student AND practitioner of approachability.

See, I wear a nametag 24-7.

Yes, 24-7.

It all started out as an experiment. Just to see how people would react.

But over time, it evolved into somewhat of a phenomenon.

And over (more) time, it evolved into a career!

I now run a company called HELLO, my name is Scott! My books, training materials, consulting programs, speaking events and online learning tools teach businesspeople around the world about approachability. My work has been recognized in *The Wall Street Journal*, *USA Today*, *Cosmopolitan* and *20/20*, to name a few.

And all this from wearing a nametag!

Since 2003, I've had the opportunity to work with hundreds of companies and organizations in a variety of industries. And in my experience, here's what I've learned:

**Approachability is the essential philosophy
that enables people to buy.**

Of course, it's not just about the philosophy. It's about the words. The actions. The re-actions.

And that's exactly what you're going to learn in this book: practical ideas that you can use right away. Not a seven-step process. Not a bunch of vague platitudes. Not a saccharine collection of touching stories.

Just the meat. The nuts and bolts. Killer ideas. Solid suggestions. Tried and true tips guaranteed to boost you (and your company's) approachability.

So, if that's cool with you, turn the page and let's begin!

Scott Ginsberg: August, '07

**Oh, and while you're
studying this book,
don't forget to tune in to...**



NametagTV was founded on (and is driven by) the principle of approachability.

Stick yourself out there; get them to come to you.

HELLO, my name is Scott & NametagTV give you practical advice so you can make a name for yourself – one conversation at a time!

- **NametagTV teaches approaches that get noticed, get remembered and get business.**
- **NametagTV delivers concise, engaging and educational video modules you can watch, download and share.**
- **NametagTV promises information, tips, techniques and ideas you can put to use TODAY!**

Log on to www.nametagTV.com NOW and transform The Approachable Salesperson into a multi-media learning experience!

**Approachable
salespeople
don't use
formulas;
they LIVE
philosophies.**



Sales isn't a system, it's a philosophy.

I've never been much for textbook sales methods: 17 kinds of closes, 24 ways to overcome objections and the like.

I'm not saying they're wrong. Sales is sales. It's just that much of the sales speak out there seems manipulative. Salespeople shouldn't spend all their time studying and practicing other people's approaches; they should be developing systems of their own.

So, here's the Approachable Sales Philosophy. This is a primer for what you're going to learn in the rest of this book:

FIRST, sell yourself to yourself.

This is the sale before the sale: the most important sale of all. It begins when you practice positive self-talk and daily affirmations that flood your subconscious with healthy thoughts.

This will reprogram your mind to attract winning results based on your positive thinking. Ultimately, this attitude of approachability will become the foundation from which all future success is based.

SECOND, believe in yourself.

These thoughts will become beliefs. See, if you keep telling yourself that you are successful, intelligent, great at delivering value, you will become just that.

These beliefs will run through your mind and give you more self-confidence, simply because you believed in yourself!

THIRD, sell yourself to others.

Now that you've sold you on you, and that you believe in yourself, it's time to share yourself with others! So, lead with your person. Put it before your profession, before your position and before your product.

Eventually, whatever product or service you ARE selling, it will soon be bought after customers have bought YOU first.

FOURTH, enable people to buy.

Your actual product or service, that is. Notice I didn't say, "sell," I said, "enable people to buy."

That means giving value first. Making the mundane memorable. Projecting uniqueness by being "That Guy." Being approachable so you create confidence in the minds of your customers. Leading,

selling and closing with VALUE before price, that way when the time comes to write the check, price doesn't matter.

FIFTH, keep it alive.

Finally, become a resource and a trusted advisor, not just a salesperson. Think long term, mutually valuable relationships — not one night stands. Think about the sale after the sale. Turn your customers into fans, and stay in front of those fans by building a permission asset and regularly delivering value in your own unique way. Because remember: these fans are the most important people in the world!



LET ME SUGGEST THIS...

Want to learn how to write your own sales philosophy? Send an e-mail today to: scott@hellomynamescott.com and I'll give you the secret!

**Never forget
the most
important
appointment
of your day.**

Keep **daily** **appointments** **with yourself.**

There are lots of strategies in this book. Right now you are about to read what I believe is the best one. My fave. Numero uno.

Ready?

It's called a Daily Appointment with Yourself. I've been practicing this technique every single day since I graduated college, and I submit to you that it's the most valuable habit I've ever developed.

Ever:

It all started in Portland. I moved there after college because 1) I didn't know anybody, 2) I didn't have a job and 3) I'd never been there before.

All good reasons to go, right?

Anyway, I got a job slingin' couches at a discount furniture store. Now, because it was retail sales, I knew the days would be long, stressful and trying on my patience. So I decided to start "prepping" myself mentally.

Across the street from my apartment on NW Irving was a place called Coffee Time. Every morning at about 7 AM, I grabbed a cup, found a comfortable chair and got myself situated. Then,

for the next hour, I did a combination of the following things:

- Journalled my thoughts
- Read positive, inspirational books
- Reviewed my goals and personal mission statement
- Meditated through breathing exercises
- Prayed on the day, my concerns, etc.
- Emptied my mind of all things negative
- Practiced positive self-talk to develop a great attitude

By the time I finished my appointment, I felt revitalized, energetic, positive, enthusiastic, happy and ready to take on the day. I was mentally prepared to handle anything the sales world threw at me because that appointment laid the foundation.

I became addicted. I never missed a day. Even on the weekends. And no matter how busy, tired or stressed I was, there was nothing more critical to achieving daily success than my Daily Appointment. As a result, I developed an amazing attitude that began to attract success, happiness and yes, even sales, into my life.

Then one day I overslept.

I think it was a Tuesday. I was running late and didn't have time for my Daily Appointment.

So I skipped it.

BIG mistake.

I missed my bus, forgot to bring my iPod for the

commute and ended up rushing to work about 20 minutes late.

I had a terrible day. First one in months. Everything went wrong. I screwed up orders. I snapped at customers. I was annoyed, upset, tired, frustrated and therefore, didn't sell many couches.

Nine hours later I returned home from a day that felt like it would never end. And as I lay on my bed, I knew exactly where I went wrong.

Since then, I've only missed about a dozen daily appointments.

That's how powerful this habit is. It's amazing. And I promise, if you start practicing it every single day:

- You will become less stressed
- You will have fewer bad days
- You will develop a more positive & attractive attitude
- You will enable yourself to enable more customers to buy

Here are 6 guidelines for setting up your own Daily Appointment. Feel free to modify them to best fit your needs:

1. Solitude. No conversations. No distractions. You need alone time. If you choose to make your appointment at home, tell everyone else in the house or office that you're not to be bothered. Treat it like a real appointment with someone very important. Turn off that damn cell phone.

2. Atmosphere. Music helps drown out the outside world and enables you to focus on clearing your mind. I suggest calm, soothing sounds. Headphones work best to really pump the tunes into your mind and help you focus.

3. Supplies. Depending on your routine, you'll need journals, goal sheets, personal mission statements, positive reading material, headphones, pens, coffee and anything else you need to make this appointment the most comfortable.

4. Time. Before work. Before breakfast. Before working out. Before anything. Trust me, the earlier the better. You need to set the stage for your entire day.

5. Duration. There is no time requirement, although you can't have much of a Daily Appointment in less than 15 minutes. In fact, a 1999 issue of *Transactional Analysis Journal* revealed that successful people spend at least 15 minutes every day thinking about how they can improve their lives.

And if you think you don't have that much time in a day, you're wrong. You don't have the time NOT to do this. Trust me, it's worth every second.

6. Components. Although this part is really up to you, some key components include: reading something positive (that means NO newspapers), journaling your thoughts, reviewing goals (HUGE!), doing breathing exercises, practicing daily affirmations and of course, giving thanks.

Other activities include praying, meditating, visualizing the success of your day, logging your dreams, etc. Feel free to personalize this appointment according to your needs.

Try it for a month.

You WILL notice immediate changes.

REMEMBER: There's no appointment more important than the one you have with yourself. Every day.



LET ME SUGGEST THIS...

Need quality reading for your daily appointment? E-mail scott@hellomynameisscott.com for a copy of my success library!

**How much
time do
you spend
each day
selling
yourself to
yourself?**

Develop an attitude of approachability.

As I mentioned, self-talk is a brilliant tool for developing an attitude of approachability. Try reciting these affirmations to yourself every day before work and you'll be sure to project approachability in the eyes of your customers:

- *I am an approachable professional. I can both approach – and be approached by – my customers.*
- *I choose to maintain an approachable attitude. I believe that every encounter is one in which I can learn, help my customers and expand my references, networks and experiences.*
- *I feel relaxed. When I engage with my customers, they are put at ease and feel comfortable when working with me.*
- *I am confident. When I walk into a room, my smile, body language and appearance project happiness, enthusiasm and joy. I'm sure that wherever I go, I will meet cool new people; I will learn new, cool stuff; and others will be glad they encountered me.*
- *I am a great conversationalist. I ask intriguing, creative, thought provoking questions that give*

my customers permission to open up. I am skilled at started, sustaining, transitioning and exiting conversations with individuals and groups.

- I am an even greater listener. I listen twice as much as I talk and make myself personally and physically available to others. I'm curious, not judgmental; and customers know they can come to me with their ideas, problems, or anything else.*
- I choose to be easily accessible. Customers can get a hold of me without frustration.*
- I am attractive. Customers are magnetized to me because of my superior attitude, ability to make them smile and willingness to assure that they feel comfortable.*

REMEMBER: Just because it's corny, doesn't mean it's ineffective. Affirmations work.



LET ME ASK YA THIS...

What did you say to yourself this morning?

Things that stand in your way

Now that you're fueled with your personal sales philosophy and an attitude of approachability, it's time to learn what you're up against.

Because no matter what you sell, where you work or whom you serve...

There is a myriad of invisible forces trying to make sure that you don't sell a thing!

I've identified 34 of them for you below. Review this list and use it as a foundation for the rest of the book:

1. **The Paradox of Choice.** There are more choices than ever before – approaching infinite. So, people are just going to pick the best choice. Often times, it's the first choice. *Are you at the top of their list?*

2. **Time Isn't on Your Side.** There are more thieves of time, attention and mental energy than ever before. You're not the only important thing in your customers' lives. *If you stopped advertising, would anybody even notice?*

3. **Nobody Notices Normal.** Not any more. Now, this doesn't mean there's anything WRONG with

being normal. However, positioning you, your business and your value as “normal” is like asking prospects to find a needle in a stack of needles. Remember, our society rewards the exceptional. And those who get noticed get remembered; and those who get remembered get business. *Are you noticeable?*

4. **What? Huh?** According to Wikipedia, the human attention span is about six seconds. *Can you deliver value and pique someone’s interest in that window of time?*

5. **Our Culture Demands Specialists.** Being well rounded is overrated. More Narrow Focus = More Big Opportunities. *Have you picked a lane yet?*

6. **Cost.** Corporate cost cutting is rampant. Which means buyers are likely to decide based on price. Which is dangerous. *Are you leading with value or are you leading with price?*

7. **Confusion.** Most of the world does not understand what you do. The majority of service offerings are poorly defined. Plus, there’s a professional mystique to most job titles. So, don’t use jargon that alienates the public. Don’t give them a reason NOT to investigate your industry further. *Are you using real, simple language?*

8. **BEEEEEEEEEEEEEP!!!** People are bombarded every day with 3000+ marketing messages and are TIRED of being interrupted. Patience is at an all time low. Your customers want music, not noise. *Are you interrupting or interacting?*

9. **It's a GOTCHA! Culture.** People just LOVE to prove others wrong, make them feel and look stupid and point out their inconsistencies. *Are you maintaining consistency?*

10. **The Limited Window.** According to *The Wall Street Journal's* February 16, 2006 feature, first impressions are formed in about two seconds. As such, the only thing people can really make judgments about is how you made them feel in those few seconds. *Are you doing everything you possibly can to make customers feel comfortable engaging with you?*

11. **Word of Mouth Wins.** Businesses grow because customers tell other customers. *Who's talking about you? How are you monitoring that?*

12. **Hurry Up!** People like brands because they are decision-making shortcuts. *What shortcut do you provide?*

13. **Be the First.** The world is competitive, and customers can only pick one. So, people are most likely going to pick the best. *What are you the first hit on Google for?*

14. **Be Unique, not Different.** Because the world is CRYING for uniqueness. See, unique isn't the same thing as being "different." Different means "to stand out" and unique means "the only one." *Are you the echo or the origin?*

15. **Perception is Reality.** It doesn't matter if you're the expert; it matters if you're the PERCEIVED expert. Perception is reality. You need to

be the answer to something. *What topic are you the go-to-guy for?*

16. **How do you like me?** People either check you on, or check you off. Quickly. And they usually maintain those initial impressions because of an innate desire to maintain consistency with one's actions. *Are you non-checkoffable?*

17. **Smarty pants.** Because people have access to more information than ever before, customers are smarter than before. *How many books did YOU read last year?*

18. **Transparency is a must.** Because of the mass media's broadcast of corporate scandals, trust is at an all time low, and customer bullshit meters are at an all time high. **THUS:** only the authentic survive. And you need to create greater trust on both sides of the sale. *What have you done (specifically) in the past 24 hours to enhance your credibility?*

19. **Preoccupation.** Customers need you to give them reasons why they won't regret purchasing from you later. So, reinforce their buying decisions right away. *How are you disarming buyer's remorse?*

20. **Don't Please Everybody.** No matter what happens, about 10% of the people in the world aren't going to like you or your ideas. Don't sweat it. Forget about the 10; stick with the 90. If everybody loves your brand, you're doing something wrong. *Are you polarizing people?*

21. **The Working Hard Myth.** People only give you credit for about 10% of the work you do, because 90% of it is never seen. *How good is your 90?*

22. **It's a MY Culture.** Because of the exponential growth of Internet, humans now have instant access to infinite amounts of information. This creates a hyper speed, infinite-choice society where customers are going to get WHAT they want, WHEN and HOW they want it. So, they're calling the shots. *Are you trying to be the arrow or the bulls-eye?*

23. **It's an Eggshell Culture.** People are terrified of offending others. We live in a touchy, oversensitive culture resting on a million eggshells. *Are you apologizing when you did nothing wrong?*

24. **Clients Need to Know They're Getting YOU.** Because they don't trust corporations, they trust PEOPLE. Tangibility, not magnitude. *How well do your customers know YOU?*

25. **Customers Crave Simplicity.** Yep. That's it.

26. **Customers are Impatient.** And they want the best. The ONE. THEE Guy. *Are you That Guy?*

27. **Culture of Sales Resistance.** Consumers are skeptical and require confidence before deciding to buy. *How are you different (excuse me, unique) than every other salesperson out there?*

28. **Loyalty is a Joke.** And here's why: big companies don't realize that people aren't loyal to big companies! They're loyal to people. Not to mention,

it's not about satisfaction or even loyalty anymore.
Do customers INSIST on you?

29. Prospects Rely on Familiarity. Which is good, because familiarity leads to predictability. Predictability leads to trust. And TRUST is foundation of all business. *Are you somewhat predictable?*

30. If They Want You, They'll find You. *What happens when someone googles YOUR name?*

31. Who Are You, Anyway? People don't want to hire consultants, speakers, trainers or recruiters. They want to hire smart, cool people who happen to consult. Or speak. Or train. Or recruit. Or whatever. *Are you smart and cool?*

32. People Respond to Policies. *How do you tell people "how you roll"?*

33. The Longer They Take, the Less They Buy. And a confused mind never buys. Complexity = Contemplation = Lost sale. *How are you expediting your sales cycle?*

34. Recognize Default Positions. Other people who do what you do have already miseducated your customers. Other professionals have set a precedent. *Do you know what it is and how to disarm it?*

I know. It's a lot of stuff to keep in mind.

JUST REMEMBER: Before you approach (or get approached) you MUST know what you're up against.

WARNING!

**You live
in a
culture
of sales
resistance.**

THEREFORE:

Your
**primary
goal** is to
**establish
comfort.**

Comfort is king

Now that we've explored the big picture, philosophical and cultural elements of approachability, let's talk about putting it into action!

FACT: Every time you have a conversation with someone new – a prospect, a customer, an audience, a stranger – you have ONE primary goal.

To make that person feel comfortable.

Like, as soon as possible.

Not to sell them.

Not to impress them.

Not to get them to like you.

Not to make an unforgettable first impression.

Not to “understand so you can then be understood.”

To make them feel comfortable.

Here's why:

When a human being engages with a stranger, a visceral response is triggered by the amygdala.

The amygdala is:

- About the size of an almond.
- A group of neurons located deep within the brain.
- Responsible for formation and storage of memories associated with emotional events.

WHICH MEANS: The amygdala tells people (*INSTANTLY!*) whether or not they should trust you.

That's why first impressions take only seconds to form.

See, when a complete stranger engages with you (in person, on the phone, via e-mail) ... the immediate human emotions are to feel scared, defensive, untrusting, insecure, unsure, skeptical, assumptive and curious, to name a few.

And the silent dialogues might include (but are not limited to):

- "Why is this person being so nice to me?"
- "What is this guy gonna try to sell me?"
- "What does this lady want from me?"
- "Please stop talking to me."
- "Dude, I really don't feel like listening to you."
- "Oh great. How long will this putz be here?"

Those are the types of internal questions people ask **BECAUSE:** They've been screwed over, sold on, marketed to, argued against, targeted, annoyed, persuaded, dishonored, pitched, pressured, bothered, interrupted threatened and manipulated by too many people and too many organizations too many times.

So at this point, they just expect it.

And that's the BIG challenge of sales.

Making people feel comfortable to the point that they stop asking themselves, "Why is this person being so nice to me?"

See, comfort is the primary raw material upon which successful conversations and relationships are built. And since comfort is a function of knowledge, your job is to look for every possibly opportunity to reduce uncertainty.

So, let's take a look at the Seven DON'TS of Approachable Sales:

1. DON'T...ask too many questions.

Sure, questions are priceless (we'll talk more about them later), but don't overdo it. People don't like to be interrogated. What's more, over-asking can cause four uncomfortable problems.

- It appears that you have nothing of value to share yourself.
- It comes off as overly goal-oriented, too forced and too planned.
- It makes the other person feel like she's being interviewed or interrogated.
- It projects a rapport-seeking attitude, instead of rapport-attracting attitude.

2. DON'T...be sneaky.

Hold on there, Mr. Fox. Don't unnaturally sneak your goal, product, sales pitch or objective into EVERY stranger conversation! If it comes up

organically, great ... if not, let it go. No need to perpetually push what you've got.

After all, Newton's Second Law of Gravity proves that if you push, people will push back. And that's not usually very comfortable either.

Ultimately, Approachable Sales isn't really about selling. Or persuading. Or convincing. Or converting.

It's about TRANSFERRING love, passion and enthusiasm. Like showing pictures of your kids to a stranger at a wedding. Imagine if all sales conversations were that passionate!

3. DON'T...overuse techniques.

Repeating a customer's name a few times. Matching or mirroring behaviors. Lightly touching someone's arm during the conversation. All of these are certainly good tips for building rapport.

Just don't use them TOO much.

People will internally cock their heads to the side like a curious dog and "check you off."

In fact, be weary of techniques in general. Seek to harmonize, not manipulate. Seek to be curious, not judgmental.

Use ideas and principles, not tricks and systems. And stop typing; sizing up and compartmentalizing every single person you meet.

4. DON'T...force familiarity.

Look, you're not going to instantly become best buds, BFF's or homeboys with everyone you meet.

Acting as such is annoying and presumptuous.

And unnecessarily fishing for commonalities can make you look desperate if you're trying to hard to stretch it. So, slow down! Don't force it. There's nothing worse than someone pretending to be overly familiar. Customers can smell it.

5. DON'T...be so goal oriented.

Avoid preoccupation with your own sales agenda. In fact, surrender your agendas! Don't be so damn goal-oriented. Agendas stifle relationships.

Instead, detach from outcomes. Detach from numbers! Detach from sales!

Retire the counter and just relax.

Calm = Approachable.

6. DON'T...use assumptive, vague language.

Customers respond to simplicity, whereas complexity generates contemplation.

Beware of unapproachable dictums like "Should," "Must," "Have-to" and "Need to."

Instead, try less threatening terms like "Consider this," "Think about how" and "Have you ever thought about...?"

7. DON'T...persuade.

Think of yourself as a partner, not a persuader. Nobody wants to be "persuaded." See, people often perceive persuasion as manipulation. And persuasion is about YOUR self-interest, not theirs.

So instead, consider yourself as a partner.

Partnering isn't selling; it's ENABLING people to buy. It isn't goal oriented; it's PROCESS oriented. It's not about your self-interest; it's about OUR self-interest.

Be mutually valuable.

When it comes to interpersonal encounters, human beings seek the answer to one question:

How will having a conversation with this person make me feel?

If their answer is "comfortable", you BOTH win. Because comfort eliminates worry. Which lowers people's guards. Which increases approachability. Which brings people nearer to each other. Which gives you permission to deliver value. Which doesn't sell; but rather enables them to buy.

Comfort. It's the primary goal of every sales conversation.



LET ME ASK YA THIS...

Are customers resisting the product or are the customers resisting YOU?

Don't get right down to business.

Speaking of comfort, why do salespeople always insist on "getting right down to business?"

What's the hurry?

You got somewhere else more important to be?

HERE'S AN IDEA: Try connecting first!

See, sometimes if you get right down to business, you run the risk of:

- Making someone feel uncomfortable.
- Creating an unnecessary sense of urgency.
- NOT establishing trust.

Think of it this way...

You're on a first date.

You sit down to the table.

You start munching on some bread.

When the drinks arrive, you say, "Alright, here's the deal, Sandy. We've been going out for about 15 minutes, right? Well, whaddaya say you and me get hitched?"

"Wait! Where are you going my love?" you exclaim. "We haven't even talked about our kids' names yet! Look! I brought a list with me. If it's a girl, we can call her Dakota!"

Game over.

LESSON LEARNED: Don't get right down to business. Instead, get right UP to connecting.

Here are three tips to keep in mind:

- 1. Lead with your person; follow with your profession.** Individuality before industry. Personality before position. Values before vocation.

Find a way to open your conversation NOT about the weather; NOT about traffic, NOT about work; but rather, about each other.

- 2. Practice the five-minute rule.** The moment you enter someone's office, shake hands or sit down, start your mental clock.

Make it your goal NOT to talk about anything business related for the first five minutes.

- 3. Establish the CPI.** This stands for the "Common Point of Interest." And it's absolutely essential in the first few minutes of every conversation.

See, people like you when they find out how much they ARE like you. And conversation is about common ground.

NOTE: Now, remember that if you have limited time, or read that your prospect WANTS to get right down to business, always respect their boundaries. Every encounter is different.

However, when you have the time, next time you sit down with a hot prospect, remember:

**Friendly leads to familiar.
Familiar leads to comfortable.
Comfortable leads to trust.**

And TRUST is foundation of all sales.

So, get friendly FIRST.

(Then) get right down to business.



WATCH THIS...

Going on a sales call today? For a video lesson on establishing comfort, tune in to the Sales Channel at NametagTV.com!

Great.

**What is this
guy gonna
try to sell
me NOW?**

Disarm immediate preoccupation.

As you approach most sales situations, you will be faced with something called Immediate Preoccupation. It's the answer to this crucial question: *"What skepticisms are running through the mind of your prospect before you open your mouth?"*

Your mission, should you choose to accept it, is to disarm it.

The following list offers five strategies to disarm immediate preoccupation so you can win over skeptical clients and prospects.

1. Honesty First

My conversation partner's arms are crossed. He's questioning my credibility. He's just waiting for me to prove to him that I'm not the right person for the job.

Tell the truth, tell it all, and tell it now. People will appreciate your honesty, especially when you offer it immediately. What's more, you will validate the credibility of everything you say thereafter.

2. Provide Social Proof

My price is too high. They're never going to buy. My fee is WAY out of their budget.

Consider sharing testimonials (hopefully videos!)

from past clients who have paid the full amount and received outstanding return on investment as a result. Instill confidence via social proof that working with you will be worth it.

3. You're Young Enough to be My Kid!

I'm just out of college. Everyone I work with is twice my age. My clients are going to think I'm some kid.

"A chicken ain't nuthin' but a bird," my Dad always says. Likewise, age is nothing but a number. You're only as old as you act. Remember, you are a professional. Project maturity. And show (don't tell) others about the accomplishments that have enabled you to achieve success. When they see that you know what you're doing, they won't care how old (or young) you are.

4. Do Your Research

This isn't my industry. This person is completely different than me. I'm clueless about the way they do business.

Google everything. Interview similar people and ask the question, "What's the one thing I could say to someone in your position that would get me in the most trouble?" Then say the opposite. Oh, and don't forget to share your research early. Make people think, "Wow, she did her homework!"

5. It's Not the Years, It's the Mileage

I'm new to the industry. I've only been working here a few months. I'm the most recent hire in the entire company.

What's your point? My suggestion: take inventory of your experiences and figure out what unique lessons you've learned and why those lessons benefit your clients.

If you want to persuade more effectively, your duty is to make your customer feel comfortable and confident by disarming that preoccupation as soon as possible.



LET ME SUGGEST THIS...

Make a list of the five most common, immediate concerns of your customers. Then, under each one, write a specific phrase to help disarm it.

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

If you
can't
hide it,
amplify
it!

Turn pigeonholes into goldmines

Speaking of preoccupations... The other day, an audience member of one of my seminars asked me, "What do you like least about your job?"

"Stereotypes," I replied.

"What do you mean?"

"Well, a lot of people think that authors and speakers are egomaniacal, self-serving, manipulative BS'ers who do nothing but spit fluff and hawk products instead of delivering real value."

"Wow," he said. "Is that really true?"

"Unfortunately for some speakers, it is," I admitted. "But I'd say it's really more of a pigeonhole."

Pigeonhole. That's an important word in business.

See, to pigeonhole someone means "to place him into a compartment or to assign him a category."

So, that means you have a few challenges:

1. To figure out what your pigeonhole is.
2. To disarm it whenever you meet someone who wants to put you in it.

The following five steps will help you accomplish those challenges so you can turn pigeonholes into goldmines:

1. **Brainstorm.** Create a list called “Top Ten Stereotypes and Pigeonholes about My Job Selling _____.” If you’re having trouble getting all ten, just call a coworker or someone who’s worked in your industry for a while. They should be able to help!
2. **Defend.** Create a sub-list for each item. Gather three examples, stories, statistics, testimonials or any other sort of evidence that proves those pigeonholes wrong.
3. **Post.** On your website or blog, share that list with your visitors. They’ll appreciate your honesty, transparency and openness. Feel free to use pictures, customer letters and videos. THAT should get them on your side.
4. **Review.** Spend a few minutes at the beginning of each day reviewing your Pigeonhole List. Keep it fresh in your mind, especially during conversations with customers and prospects. COOL IDEA: Write list on a post it note and stick it on your phone!
5. **Articulate.** As soon as possible during a conversation, speech or sales presentation, address your pigeonholes. Reassure your audience (or customers) that working with you will NOT be consistent with the existing stereotypes of your industry.

FINAL NOTE: The whole reason for this approachable practice is to disarm the immediate preoccupations of your buyers.

THAT is what instills comfort.

...which establishes trust.

...which reinforces value.

...which enables people to buy!

Start brainstorming your stereotypes TODAY!

And tomorrow, you'll begin turning pigeonholes into goldmines.



WATCH THIS...

Concerned about *customer* concerns? For a video lesson on how to approach skeptical buyers, tune in to the Sales Channel at NametagTV.com!

**People buy
people first.**

Immediate personal discounting

Now that you've gained an understanding of the immediate concerns of your customers, here's the next secret: the first words out of your mouth MUST project confidence.

That way, you build an effective, positive frame for your argument.

In a speech.

In a classroom.

In an audience.

In an interview.

In a boardroom.

When I was a marketing student at Miami University, my professor, Dr. David Rosenthal, stressed the importance building the right frame.

"Avoid immediate personal discounting," he stressed.

IPD, as we learned, was a dangerous way of opening an argument, question or comment. For example:

- "I'm not sure if this is right, but..."
- "I could be wrong, but..."
- "This might be a stupid question, but..."

- “I could be way off, but...”
- “I probably shouldn’t ask this, but...”
- “You might think this is dumb, but...”
- “This is going to sound really (x), but...”

No. No, no, no! Immediate personal discounting is detrimental to the effectiveness of your sales conversation for several reasons. It:

- shows lack of confidence.
- sets the wrong expectation.
- nullifies anything you say next.
- prepares people to satisfy your self-fulfilling prophecy.
- usually ends with the word “but,” which deletes everything you just said.

Look. Just because YOU think your comment isn’t correct, appropriate, or brilliant, doesn’t mean other people will agree with you!

So, when communicating your ideas, remember these three keys:

1. Watch your buts. But is a dangerous word. It nullifies anything you say before it and limits positive/creative thinking.

2. Replace with ands. Instead of “but,” consider using the word “and.” It’s more positive, open minded and encouraging. Alternatively, you could also use “Here’s the challenge...” as a worthy replacement.

3. Sell yourself first. As you learned earlier, no matter what you’re selling, you need to first sell

YOURSELF. On yourself AND on your ideas. Otherwise nobody is going to listen to, agree with, or buy from you.

A powerful, yet practical technique to accomplish these three ideas is to use affirmations, similar to the ones you read in chapter three.

And I know. They're totally cheesy.

But that doesn't mean they don't work!



WATCH THIS...

What's the word on *your* words? For a video lesson on Immediate Personal Discounting, tune in to the Sales Channel on NametagTV.com!

When you
care
the least,
you do
the
best.

I'm such a moron!

Now, although confidence is KING, there's still something to be said about humility and approachability.

This reminds me of the opening scene of Al Gore's *An Inconvenient Truth*. The former presidential candidate takes the stage, PowerPoint clicker in-hand.

His famous Global Warming Slideshow appears on the enormous screen in the background. Thousands of bright-eyed college students anxiously await his opening remarks.

The applause fades. The crowd falls silent.

And the first words out of Al Gore's mouth are, "Hello, my name is Al Gore, and I used to be the next president of the United States."

The students roar with laughter! Cheers, whistles and applause echo from the auditorium for the next 20 seconds. Even Gore chuckles a bit to himself on stage. At that very moment, you realize something: Al Gore has every single one of those students in the palm of his hand. Instantly, he's become likeable, funny, and, believe it or not, sort of cool.

BEHOLD! The amazing power of self-deprecating humor!

- It neutralizes conflict.
- It makes others want to be around you.
- It is the fastest way to someone's heart.
- It is a key indicator of emotional intelligence.
- It defuses an otherwise tense or difficult situation.
- It combines modesty and likeability, while at the same time demonstrating confidence and self-assurance.

The word "deprecation" stems from the Latin *deprecari*, which means, "to avert by prayer."

Now, although you probably don't think of poking fun at yourself as praying, self-deprecating humor does help sidestep three communication barriers:

I. You avoid offending someone. Let's face it: people have become WAY too sensitive. It's almost hard NOT to offend someone! Political cartoonist Paul Rigby said it best: "Everyone is on edge. I think that's a fault in the human species these days. We are all very scared of critical analysis."

LESSON LEARNED: Use self-deprecating humor as a protective measure. It's safe, it's fun, and it works. After all, you're poking fun

at yourself! It's doubtful that anyone else will take offense.

2. You avoid threatening someone. Humans tend to gravitate toward people and situations that are the least threatening and uncertain. This is known as the approach/avoid mechanism. Therefore, self-deprecating humor makes you more approachable, both personally and professionally.

PERFECT EXAMPLE: In the April 1997 issue of *Men's Health*, psychologist Michael Cunningham reported, "Self-effacing humor isn't threatening because it points out someone is confident enough to risk looking silly."

3. You avoid alienating someone. Even individuals with great power and responsibility use self-deprecating humor to their advantage. Landon Parvin, a former speechwriter for Ronald Reagan, helped George W. Bush write the jokes contrasting Bush's public voice with his supposed inner thoughts.

Amazingly, Parvin, who was responsible for most of the president's intentional humor, believed this strategy helped win over skeptical voters by increasing Bush's likeability. What's more, CNN and MSNBC reports from the 2004 election indicated that Bush's approachability surpassed that of John Kerry's.

CAUTION: Still, self-deprecating humor isn't all fun and games. It has the potential to be disadvantageous.

After spending a few Googleable hours researching the topic, I've discovered three caveats you must consider before ripping yourself a new one:

GENDER.

Although it probably differs from person to person, two pieces of research caught my attention on this topic. The first comes from Jan Frankel Schau of the Southern California Mediation Association. She wrote, "A woman appears to be lacking in confidence when she engages in self-deprecating humor. This is not to censor her use of humor, but only to enlighten it by pointing out the hidden messages that may be revealed, or that are unintentionally displayed."

On the other hand, attraction expert and dating coach "Swingcat," founder of *Real World Seduction*, says, "A little self deprecating humor can be powerful; but a man who recites an hour-long stand-up comedy routine about what a loser he is will make women avoid him like a leper."

According to Swingcat, self-deprecating humor violates a fundamental attraction maxim: people are attracted to "prizability." If you want to successfully attract someone, he says, you need to establish the frame that you are the "prize" in the interaction.

INTENTION.

Have you ever suspected someone of using self-deprecating humor for sole purpose of getting other people to defend him? According to fascinating report titled *The Self-Deprecating Narcissist*

by Dr. Sam Vaknin, "If a narcissist engages in self-deprecating humor, he expects to be contradicted, rebuked and rebuffed by his listeners ('Come on, you are actually quite handsome!'), or to be commended or admired for his courage or for his wit and intellectual acerbity ('I envy your ability to laugh at yourself!')."

Vaknin concluded with, "As everything else in a narcissist's life, his sense of humor is deployed in the interminable pursuit of Narcissistic Supply."

FREQUENCY.

Lastly, offering too many self-deprecating remarks may raise questions about your self-esteem. Famous comedy writer and magician Robert Orben says, "Self-deprecating humor should always be two-pronged. It should comically acknowledge a criticism or situation, but also infer that there is no substance to it and that you're in the driver's seat."

Additionally, saturating yourself with self-deprecating remarks can create a negative, circular pattern. See, humans are what they are because of the way other people see them. So, if you keep telling people that you're a moron, then people will start to agree with you. After a while, you might start wondering to yourself, "Huh. Maybe I really AM a moron!"

Woody Allen, the world's most notorious self-deprecator, once said, "Self deprecating humor is all around. It's a staple of comedians, and should be a staple of people in general."

Right on, Woody. Besides, if you can't laugh at yourself, who can you laugh at?

Ultimately, self-deprecating humor is a potent ingredient to enhance your personal and professional communication.

With practice, you'll learn that when the right amount is applied, and done so within the appropriate context, you'll be sure to maximize your approachability – one conversation at a time.

Besides, if it's good enough for Al Gore, it's good enough for you too.

REMEMBER:

They can't make
fun of you if
you do it first!

The fine line between pushy and persistent

Now, as you continue through the sales process, I also wanted to share with you a surefire way to turn customers off...

All you have to do is be really, really pushy.

Many businesspeople are guilty of this. Especially salespeople. They clearly misunderstand the difference between persistence and annoyance.

PICTURE THIS: You meet someone at a networking event. You hit it off. You exchange business cards. You hope to stay in touch. You seek to help each other out.

Then this person starts calling you. Like, all the time. On your office phone. On your cell phone. Even an e-mail or two, just to make sure!

And in the back of your mind you can't help but wonder, "Why do they want to talk to me so badly?"

This happened to me a few months ago. And just for fun, I followed through with my pushy new friend, just to see if I was right.

So he called and called.
E-mailed me a bunch of times.

He even instant messaged me, too.

And like any human with a healthy suspicion for overly pushy people, I wondered, “Why does this guy want to talk to me so badly? There’s no way I’m THAT cool.”

So I agreed to have lunch with him. Just to see if I was right.

About halfway through our meal, he handed me one of his business cards.

He worked for an insurance company.

His target customers were entrepreneurs and small business owners, just like me.

“I like to talk to you about a financial plan that will generate...”

Uh huh. Just as I suspected.

Check please.

NEW RULE: In the world of approachability, here’s how it works... Pushy leads to suspicion... Suspicion lowers trust. ...Lower trust forces people to check you off.

Here are three keys to make sure this doesn’t happen to you.

I. Understand the Difference. The word “pushy” actually means “obnoxiously forward or self-assertive.” The word “persistence” actually means “insistently repetitive or continuous.” It’s an important distinction.

CHALLENGE: Draw a line down the center of a piece of paper. On the left, make a list of five pushy people and their leading attributes. On the right, make a list of five persistent people and their leading attributes.

This will help you better understand the distinction AND what to avoid so people don't check you off.

2. Consistency is King. A recent article in *BusinessWeek* addressed the pushy/persistent topic. Carrie Marcinkevage, MBA Admissions Director at Penn State's College of Business, says that a MAJOR turn-off is when people make hierarchical distinctions between different staff members.

"Don't only suck up to the people you think count," she noted.

LESSON LEARNED: Kiss everybody's ass.

Just kidding!

But seriously:

LESSON LEARNED: Consistency is far better than rare moments of greatness.

3. Don't Force It. That same article from *BusinessWeek* also reported that trying TOO hard to drum up rapport with people doesn't go over well.

"When you don't have a question, but you're calling anyway—or asking constant questions about things you can get off the Web site, you get a sense that they're just trying to hype up the relationship," says Rose Martinelli, associate dean of

student recruitment and admissions at University of Chicago Graduate School of Business.

LESSON LEARNED: Don't call just to call. Have a valid reason for every touch point.

Ultimately, persistence is about perception.

SEMI-FINAL NOTE: Some customers, regardless of your approachable persistence, will check you off no matter what.

Don't sweat it. Usually about 10% of the people you meet won't like you, or your ideas or your products anyway. It's totally cool. You can't please everybody. Forget about the 10 and focus on the 90.

FINAL NOTE: Make it your new goal to be more cognizant about the distinction between pushy and persistent.

Follow these guidelines and exercises, you'll greatly reduce the risk of someone on the other line of the phone wondering, "Why does this person want to talk to me so bad?"



WATCH THIS...

To learn how to be persistent (not pushy) tune into the Sales Channel on NametagTV.com!

When you care the least, you do the best

OK, let's say you're on a sales call. And in the back of your mind, you don't care.

Which is not to say you're apathetic. It's just that you're relaxed.

With yourself. With your product. With your prospect. So, you "don't care" insofar as you're not negatively affected by the thought of failure.

If I don't make the sale, no biggie, you think. You do the best you can, be yourself, and if you close the deal, great. If not, it's cool.

So, what often happens?

That's right. You make the sale.

Because when you care the least, you do the best.

Now let's say you walk into a bar.

And in the back of your mind, you don't care.

Which is not to say you're being cold. You're just looking to have a good time, laugh, hang out with your friends; maybe throw back a few pints of Guinness. You're not actively looking for a date. But if someone cute DOES approach you, that would be great.

If I don't get her number, no biggie, you think. You

act friendly, be yourself, and if you secure the digits, great. If not, it's cool. Plenty other fish in the sea!

So, what often happens?

That's right. You meet someone.

Because when you care the least, you do the best.

Lastly, let's say you attend an industry-wide conference. And in the back of your mind, you don't care.

Which is not to say you're slacking off. After all, your goals are to learn, network with fellow professionals, even have a little fun at the after hours parties. NOT to pound the pavement while dishing out 100's of business cards trying gain new customers. But you approach that conference with a prepared, positive, (yet peaceful) attitude.

If I find myself a new customer, awesome! you say. If not, that's ok too. There's plenty other benefits of attending the event.

So, what often happens?

That's right. You attract "lucky" people and situations.

Because when you care the least, you do the best.

Alright, hold on for a sec, you think. Scott, are you telling me NOT to care?!

Of course not! Caring is KING. In fact, the world could use a little more caring if you ask me.

BUT THAT'S THE THING: It's not about NOT caring.

It's about relaxing. Relaxing your mind. Relaxing your body. Relaxing your expectations.

Because when you're relaxed, you become more approachable. To the world. To other people. To ideas and powerful thoughts.

(Thomas Edison said: "When you become quiet, it just dawns on you.")

AND REMEMBER THIS: It's not about selling.

It's about enabling people to buy. Giving value. Being yourself. Positioning (er, broadcasting) your uniqueness.

Because when you enable people to buy, you become more approachable. To customers. To prospects. Even to the competition.

OH, AND DON'T FORGET: It's not about having a target or a mark.

It's about becoming less goal-oriented. Just having fun. Enjoying yourself. Focusing on the umbrella. Detaching from outcomes.

When customers discover that you're not trying to sell them, but rather develop mutually valuable relationships WITH them, you become more approachable.

So whether you're on a sales call, looking for a date or attending a conference, remember:

Slow down. Relax. Open your mind to the world around you. Let intuition take over. Be nobody but yourself. Give value. Have fun. Watch success come your way.

Because when you care the least, you do the best.

**Complexity
generates
contemplation
...and
contemplation
kills sales.**

The longer they take, the less they buy

PICTURE THIS: You walk into Borders on a Sunday afternoon. You head over to the business section to pick up the latest book on leadership.

Flipping through, you see nothing remarkable...yet.

So you keep flipping. And flipping. And flipping. Frustratingly hoping to come across a poignant sentence, a cool graph or an astonishing picture to use in tomorrow's staff meeting.

But to no avail.

About seven minutes go by. You reach the appendix of the book, having found nothing that stood out.

Well, back on the shelf you go! You think.

And then.

Then something else catches your eye.

"Hmm. What's this...?" you think.

You grab a different book. You lean up against the shelf and randomly open it to page 147.

And within three seconds, you're smiling. Nodding and affirming and pointing out a piece of leadership advice that's SO relevant, you say to yourself,

“Wow. That’s goooooood! I’m buying this book for my boss!”

So you do.

And it only took ... what? A few seconds?

LESSON LEARNED: The longer they take, the less they buy.

In Doug Hall’s *Jumpstart Your Brain*, he shares several brilliant observations on this very topic. Based on his extensive work with Proctor & Gamble’s retail division, Doug learned three things:

1. **Complexity generates contemplation.** You lose when your customer has to contemplate your idea because in the process of contemplating, customers start looking at other options.
2. **Get them early.** If it takes more than ten seconds to explain or grasp, it’s probably not a wicked good idea.
3. **Simple ideas are self-evident.** And self-evident products make you want to pick them up when you see the name and the front of the package. No additional communication required.

It’s kind of like the end of *Jerry Maguire*.

Tom Cruise barges into Renee Zellweger’s house to profess his love for her. He rambles on and on about how she “completes” him. Everyone in the audience is sobbing.

Eventually, she interrupts his monologue and says, “You had me at hello.”

And that's exactly what you need to do.

You need to have them at hello.

If you don't, every second that passes decreases the probability of a sale.

...of an idea.

...of yourself.

...of a service.

...of a product.

If you don't have them at hello, it's already too late.

Because the longer they take, the less they buy.

HERE'S HOW I KNOW THIS: I've been wearing a nametag 24-7 for the past 8 years.

I do it to make people friendlier. That's it!

And I've probably explained this idea to well over 100,000 people.

Now, according to eight years of non-scientific data, approximately 10% of the people I encounter will think I'm out of my damn mind for wearing a nametag.

(Which is true.)

But these people just don't (and won't) get it.

They require me to cite scientific data. They ask me to explain my philosophy over and over. They argue relentlessly about the validity of my idea. Which makes me realize something: these people will NEVER, at any point, accept, like or embrace my idea.

Because I never had them at hello!

See, first impressions are based on instinct and emotion. And because they tend to be correct, the first impressions people form about you will probably stay in their minds forever.

BECAUSE: People put pressure on themselves to behave consistently with their own existing commitments.

This is known as the *primacy effect*. Meaning, the information people see or learn about you is more powerful than what is learned later.

IN SHORT: If it takes too long for someone to “get” you (or your idea), they’re probably not going to buy into it. Ever.

So, back to the nametag for a second...

Here’s something else I’ve noticed after 2,697 days.

90% of the people I encounter, only SECONDS after hearing that I choose to wear a nametag all the time, will say to me, “That’s the coolest idea I’ve ever heard!”

See! Because I had them at hello.

It took ... what? Three seconds?
Right. Because...

The longer they take, the less they buy.

OK. So, here’s what this means for you:

KEEP it simple.

Say ONE thing. Assure that your ideas, products, services and marketing materials are self-evident. That they need no further communication. That people “get” your stuff right away.

MAKE it easy.

Ever read a business book without boldface, underlines, italics, font changes or pictures? It’s a pain in the butt! See, few authors understand the value of architecture in writing. So, even if you don’t write books, remember: make it easy. Punch people in the face with what they need to see, hear and know about your business right away.

TOUCH it up.

If you find that it’s taking too long to convince people, don’t worry! This is your opportunity to tweak your idea, sales pitch or product. Brainstorm several approaches and practice them on friends. If you get them at hello, you’re on the right track. Super easy litmus test.

Ultimately, this is about a first impression.

...of you.

...of your ideas.

...of your business.

REMEMBER: Complexity generates contemplation; and contemplation kills sales.

Get them at hello.

Because they longer they take, the less they buy.

**Turn
Touchpoint
Tuesday into
Wealthy
Wednesday!**

Tuesday is the day.

"I'd gladly pay you Tuesday for a hamburger today."

Recognize those words?

Straight from the mouth of J. Wellington, aka "Wimpy," famous for his appearances in the Pop-eye cartoons.

Wimpy's unforgettable character first aired in 1934. Interestingly, 70+ years later, his words still contain a nugget of truth: Tuesday is the day.

A 2007 survey conducted by Pitney Bowes revealed that Tuesday was the #1 arrival day for direct mail for three reasons:

1. It's the lightest mail day in the U.S.
2. Having your letter delivered to a prospect on the day they receive the least amount of mail boosts your chances of the piece being opened and read!
3. Every other day in the week falls short.

HERE'S WHY: According to a related article in *CRM Today*, Monday is a bad day for contact because the Monday Blues will be descending and thoughts will be split between the weekend's

activities and the challenges that the week holds in store.

By Tuesday the weekend has quickly become a distant memory and minds are focused.

Any day thereafter, the mindset may be, "Well, I'll deal with it next week."

So, Tuesday is the day.

HERE'S THE CHALLENGE: What pieces do you send to prospects, customers and potential clients that are unique, memorable and persuasive?

I'm glad you asked. Here's a list of seven ways to convert Touchpoint Tuesday into Wealthy Wednesday.

1. **Event Postcard.** When my St. Louis Cardinals won the World Series in 2006 (woo hoo!) I bought a box of limited edition postcards and sent them out to my top 50 prospects. On the back of the card I wrote "GOOOOOO CARDS!" Half of them called me back within two days. One client even booked me to do another round of training for his hotel! Going...going...GONE!

What well-known, hometown event/holiday could you leverage to make your prospects think of you?

2. **Article.** If you come across an article that's relevant to your prospect, his company or his industry, send that baby out! E-mailing a link works best, although snail-mail and faxing works too. Just be sure to leave a little note (on your stationary, of course) that reads:

“Thought of you when I saw this!”

What publications are your prospects reading?

3. **(Your) Article.** Better yet, send them an article YOU wrote. If it's online, shoot them an e-mail with the link. If it's in print, send a copy in the mail. If possible, use your prospect as a positive example in your article. Then highlight that section when you send it to them. Appeal to their ego

What did you write today?

4. **Travel Postcards.** Every summer I spend a few weeks in Geneva, Switzerland, speaking at a youth leadership camp. One of my traditions is to stop by the local souvenir shop, pick up a few dozen postcards, grab a seat with a view of the Alps and spend the next half hour telling my prospects, “I wish you were here!”

NOTE: The key to this technique is to offer Social Proof. Don't forget to “mention” in your postcard that the reason you're traveling is because you're working with an existing client.

When is your next business trip? To whom are you going to write home about it?

**Tuesday is
the day!**

Solve,
don't sell.

Offer,
don't pressure.

Present,
don't hurl.

Follow up with value.

OK, brief re-cap:

So far, you learned about the Approachable Sales philosophy: **Don't sell; enable people to buy.**

We talked about the most important appointment of the day: **The one where you sell yourself to yourself.**

We talked about the beginning of the sales conversation: **The concerns, preoccupations and existing stereotypes.**

We talked about the continuation of the sales conversation: **How your language changes EVERYTHING.**

—

Here's the next issue for an approachable salesperson: Follow up with value.

So, what's your approach?

THREE WORDS: Gentle Reminder Selling.

It's non-threatening.

It's not overly salesy.

It's a great method for delivering value.

FOE EXAMPLE: Let's say a certain prospect hasn't returned your calls or e-mails.

Maybe she's busy.

Maybe she forgot to reply.

Maybe she has more important stuff to do that week.

No problem!

Your duty as an approachable salesperson is to gently remind them who you are AND how you uniquely give value ... without being too pushy.

Here's a list of five Gentle Reminder Selling techniques to help you follow up like a pro:

1. **Send an article.** Displays your expertise, delivers lots of value. If possible, send a link to your article that's already been published. The mere fact that it WAS published is a third-party testament to your skills.

2. **Send a blog post.** Similar to sending an article. Also a good opportunity to keep your branding in front of key prospects. **NOTE:** If you get comments on your post, awesome! It's an instant testimonial.

3. **Send a media link.** Been in news lately? Cool! Send a link to your story with a note saying, "Thought you'd like this article!" An example like this shows that you're not only credible, but current too.

4. **Send a testimonial.** If you just finished working with a similar client, drop a note that reads,

“Here’s what the CEO of Dynatech just said about my software...”Then write, “And I’d love to do the same for your company.”

5. **Send a picture.** Preferably, a picture that shows you doing what you do. Maybe even you and one of your other clients. NOTE: be sure you’re smiling, laughing and having fun. Make it look like you’re cool to work with.

IN ONE WORD: Friendly.

IN TWO WORDS: Delivers value.

IN THREE WORDS: Persistent, not pushy.

That’s Gentle Reminder Selling.

After all, it sure beats saying, “Hey Mark, did you get a chance to look at my proposal?”

Are you following up with value?



LET ME SUGGEST THIS...

For a list of 134 Questions Every Salesperson Should Ask, send an e-mail today to scott@hellomynameisscott.com!

Anonymity
is your
greatest
barrier
to business
success

Don't network; make friends

OK, my approachable friend! Let's examine another sales truism:

Customers will ONLY do business with you for three reasons:

1. They've HEARD you.
2. They've HEARD OF you.
3. SOMEONE THEY TRUST
has heard of you.

So ... doesn't it just make sense to, like, make friends with everybody?

I dunno. Maybe it's just me.

That's why I don't believe in networking.

Networking, schmetworking.

The last time that word carried any meaning was in 1997.

The world is tired of it. It's overused, cliché and slightly annoying. Not to mention it often conjures up negative images like:

1. Dealing the deck of business cards to everyone in sight
2. One-sided conversations based on how others can help you.
3. Superficial conversations with little or no value offered to the other person.

STOP networking and START making friends.

Everywhere you go, with everyone you meet.
For no reason other than to make friends. Zero
motive conversations.

Then work hard to keep those relationships alive.

That's it.



LET ME SUGGEST THIS...

To learn about the difference between *intentional* networking and *incidental* networking, send an e-mail with "Networking 101" in the subject line to scott@hellomynameisscott.com!

Go to where people are.

Speaking of making friends...

One of my favorite movies is M. Night Shyamalan's *Unbreakable*, starring Bruce Willis.

He plays David Dunn, a mild-mannered security guard who discovers he's a superhero.

The coolest part of the movie is when he finally comes to terms with his true identity.

"I wasn't hurt in that car accident," he admits. "I've never been injured."

Willis goes on to ask, "What do I do?"

"Go to where people are," Samuel Jackson says. "You won't have to look very long."

Wow. I get chills every time I watch this scene.

Mainly because Shyamalan is an amazing director:

But also because there's a powerful sales lesson to be learned.

Go to where people are.

HERE'S YOUR ASSIGNMENT: Think of yourself as a superhero.

Your expertise is your superpower.
Your branding is your costume.
And there are innocent bystanders (aka, customers) who need saving.

They need you to rescue them.

HERE'S YOUR CHALLENGE: Figure out where your people are.

Your target market.
Your perfect customers.
Your pool of prospects that need you.

Here's a list of five questions (and five approaches) to help you find the answer:

1. **Where do they hang?** Maybe there's a popular bar, club or coffee shop that draws crowds of your people. Perfect! That's where you need to be spending time.

YOUR APPROACH: Next time you meet with an existing customer, ask him: "Where do you guys hang out at lunch or after work?"

YOUR GOAL: Create such a presence in this hangout that your customers either think you work there, or that you're one of them!

2. **Where do they meet?** As a professional speaker, if there's one thing I've learned, it's that there's an association for EVERYTHING! Especially your target market.

YOUR APPROACH: Go online and do a search for "association," "your city" and "your

target market.” For example, if you sell copiers to lawyers in Milwaukee, type “Milwaukee” “attorney” “association.”

YOUR GOAL: Find out where they meet up, and join up!

3. **Who (else) do they see?** OK, let’s say you’re a massage therapist who specializes in athletes over 50. Ask yourself, “What other doctors or health professionals do they see?” After all, those are the exact people who will recommend your services!

YOUR APPROACH: Consider writing articles, white papers or even books on your area of expertise and giving them away for free. Great way to deliver value.

YOUR GOAL: To develop mutually valuable relationships with these “other people” your customers also see.

4. **Who else serves them?** You’re not the only person who serves the people you serve. Now, this isn’t about competition; this is about complimenting. For example, when you go to the store to buy a bag of Tostitos for the Superbowl, what else might you buy? Salsa? Beer? Nacho cheese? Right. All of these items are complimentary products.

YOUR APPROACH: Ask your customers “WHAT else you buying?” and “WHOM else are you buying from?”

YOUR GOAL: Make sure these complimentary

salespeople know who you are; and vice versa.

5. Where do they grow? Let's say your target customers are independent hairstylists in Chicago. Ask yourself, "Where do they study, train and grow?" Research every beauty school, hair styling college and fashion organization in the city! They key is to start early. Do what McDonald's does: get 'em while they're young.

YOUR APPROACH: Ask if you can be a guest lecturer. Position yourself as an expert from The Real World who seeks to educate these up-and-comers. Tell them what to expect when they graduate.

YOUR GOAL: To build relationships with the faculty, and more importantly, the students. And eventually when your customers are old enough to be on their own, they'll perceive you as an expert, a friend and a resource.

CHALLENGE: This week, take time to ask yourself these five questions.

And remember that you truly ARE a superhero.

**You have the power
to deliver value and
save the day!**

But ONLY if you go to where people are.

Self-disclosure openings

Now that you've decided to "go where people are," would you like a GREAT conversation starter that's honest, fun and positive?

Cool. Then consider trying the Self-Disclosure Opening.

For example, you might walk up to someone and say, "Hi! I'm Scott. I don't know ANYBODY here!"

See, this is an effective approach NOT ONLY because it's honest, fun and positive. But also because The Self Disclosure opening appeals to a human being's inherent helpful nature.

After all, what are they gonna say? "Well Scott, you don't know me. See ya!"

No. The Self Disclosure Opening is PERFECT for: Approaching trade show booths. Approaching strangers at networking events. Approaching a group of people at a conference. Approaching someone while waiting in a long line.

Here's a quick list of 14 variations you can test out:

1. I'm new here...
2. Today's my first day.
3. I just joined!

4. I'm a first timer.
5. I've never been to one of these before...
6. I'm a guinea pig!
7. I've never been to this city before.
8. I know nothing about...
9. I'm kind of new to...
10. I'm a rookie!
11. I'm brand new to this whole (x) thing.
12. I'm not sure what I'm supposed to do here...
13. I've never seen one of these before!
14. I've always wanted to try this...

Most of the time, people respond well to The Self Disclosure Opening.

They're non-threatening and, in some cases, self-deprecating. And that's the PERFECT way to start an interaction: by laying a foundation of COMFORT.

The Self-Disclosure Opening.

Try it. Practice it. Master it. Stick yourself out there today!



WATCH THIS...

Got a shy friend? Send 'em to NametagTV.com to watch The Self-Disclosure Opening in action!

Always have something to give.

PICTURE THIS: You plop down next to a friendly guy on the plane.

After a brief greeting, he asks about your work.

"I'm an author," you say.

"Cool! What kind of books?" he asks.

So you tell him. And he becomes very excited. Obviously, he's a perfect reader for you.

"Wow, that sounds great," he replies. "My entire office needs to read your book! You wouldn't happen to have an extra copy in your bag, would you?"

"Oh, uh ... no. Sorry," you say. "But I'm sure your local Borders has it in stock."

"Oh."

Yeah. "Oh" is right.

LESSON LEARNED: Being in the right place at the right time does you no good...

Until you deliver VALUE.

That's one of the keys to sticking yourself out there: always having something to give.

As an author, I don't go anywhere without at least one of my books.

Because you never know whom you might meet. You never know who might ask for one.

And you never know what business opportunities might arise by one.

Of course, this isn't just about authors.

This is about ANY entrepreneur, artist, solo practitioner, consultant, writer, speaker, performer or musician ... who wants to make a name for himself.

Always have something to give.

See, people need visuals. They need proof that you're the real deal.

Unfortunately, first impressions don't take very long. That's why having something to give the perfect shortcut.

I remember a few years ago, I was chatting with a guy while waiting in line at Kinko's. Turns out he was an up-and-coming DJ.

When I asked him if he had any of his music handy, he said, "Sure, follow me..."

We walked over to his car, he popped the trunk, and this guy had five boxes of CD's ready to go!

"Here ya go! I always keep a few copies handy, just in case," he laughed.

Think that guy is going to be successful?

Absolutely!

Because he's always ready to pitch on a moment's notice. Because he always has something to give.

See, Strategic Serendipity is about preparation.

And if you want to make a name for yourself, consider all the potential things YOU could be ready to give!

1. Philosophy cards
2. Tip sheets
3. Demo Videos
4. Copies of your CDs
5. Copies of your books

...all of these items deliver value, support your brand and enable a conversation to go from mundane to memorable.

So whether it's in person, on the plane or even waiting in line at Kinko's, remember this:

Being in the right place at the right time does you no good...

Until you deliver VALUE.

Always have something to give.

Are you
ready to
deliver
value
on a
moment's
notice?

Redefine the testimonial.

Let's begin this chapter with two facts:

1. The word "testimonial" is defined as "writing testifying to one's qualification or character."
2. The word "testimonial" is derived from the 1432 French term *testimonie*, which means "evidence, statement of a witness."

So, does a testimonial for your business HAVE to be a piece of letterhead from one of your customers?

Au contraire, Mon Frere!

Your job is to SHOW and PROVE, not TELL and SELL. So, here's a list of twelve ways to redefine the testimonial:

1. **Video.** Capture your customer on tape. Have him show (and tell) the camera about his experience working with you. Get those videos on your website!
2. **Letter.** Traditional, yet still effective. Be sure to get the note written on your customer's letterhead. Consider scanning those letters and making them available as a PDF e-book on your website.

3. **E-mail.** Encourage your customer to e-mail his colleagues who work in similar positions. Great for regional or area directors, of which there are dozens around the country.
4. **Comments.** Every time you receive a comment on your blog post or website, that's a testimonial. To your page, to your writing, to your company, to your products and to your value. Be sure your feedback box is easy, accessible and quick.
5. **In person.** Invite a potential customer to "see you in action." When she sees the reaction of the existing customers you're working with, it will offer sufficient proof that you do, in fact, rock so hard.
6. **Demo.** Similar to the above example, but on video. Professional speakers like myself call it a "demo video." But just because you're not a speaker doesn't mean you can't have one too! Get a demo. Be sure to have audience (aka, customer) reactions too.
7. **Their Article.** Whether the publication quotes you or features you, someone is supporting your value with THEIR publication, which testifies to your character and value.
8. **Your Article.** Published writing is a testimonial because a third party, i.e., a newspaper, values your expertise enough to run an article you write in their publication.
9. **Ping.** Any time someone's blog, website, message board or publicized message on the Internet reference you and/or your site, you've just been

pinged, aka, given a testimonial. **NOTE:** Be sure to use Google Alerts to track these!

10. **Reaction.** If you're giving a speech or working in public, you know you're good when the staff of the conference center (or other uninvited guests) stops to watch. That's called social proof. And it's a great testimonial to your abilities.

11. **Endorsement.** If someone sees another person (hopefully famous) using your product, they'll think, "If it's good enough for Ben Affleck, it's good enough for me!"

12. **Fans.** Next time you have a line of people waiting to get into your club, restaurant, or just to see you, congrats! It's a perfect way to prove to surrounding customers that you're in high demand.

REMEMBER: Testimonials qualify your character. They're among the greatest sales and marketing tools in the world.

It's time to start thinking beyond the letterhead.



LET ME ASK YA THIS...

How many different types of testimonials are you providing to your customers?

How e-proachable are you?

(made ya look!)

How to become a Virtual Extrovert

As you've already learned, anonymity is the greatest barrier to business success.

Especially online.

Because if you don't exist on the Internet, you don't exist.

WELL, HERE'S THE GOOD NEWS: Even the painfully shy, even the most introverted souls, can still become Virtual Extroverts.

A Virtual Expert voices her opinion ...online.

A Virtual Expert takes the first step ...online.

A Virtual Expert sticks herself out there ...online.

Here's a list of seven ways to do so:

1. **Post pictures.** On a photo-sharing website. On your blog posts. On your website. Just make sure customers can see you doing what you do.
2. **E-mail the author.** If you read an article that touches, educates or connects with your philosophy, respond! Scroll down to the bio box at the end of the piece – it usually lists an e-mail for the author. Send a note with your comments.
3. **Blog comments.** When you read a great blog post, always leave comments. Even if it's as simple

as, "Great post! Thanks!" Doing so not only sticks yourself out there, but also enables other readers to link back to your website.

4. **Connect with like-minded colleagues.** Do some Googling. Find other people who do what you do. Check out associations, user groups and other online communities. Introduce yourself with the intention of connecting, not selling. Be proactive in developing mutually valuable relationships.

5. **Publish!** Don't be selfish with your knowledge. At least once a month, publish an e-zine. At least once every few weeks, publish an article. And at least one a week, publish a blog. Be the first one to step out there and share your thoughts. Over time, they WILL come to you.

6. **Join up!** Part of extroversion is going where people are, as you learned earlier from Samuel L. Jackson. Especially your target customers. Consider brainstorming a list called "10 Online Hotspots for My Industry." From MySpace to LinkedIn, create strong presence in a variety of online communities.

7. **Message Boards.** Another great resource for knowledge sharing, building community and making friends. Don't be afraid to post questions and ask for help. Most message board types are willing to help AND respond quickly.

REMEMBER: Be e-pproachable!

On delivering value.

Value. That's what this book has been about since page one.

AND HERE'S WHY: Like a lot of salespeople, I would rather jump off a ten-story building than make cold calls.

Sure, I've made cold calls before. But I can honestly say that after all these years, I've only closed ONE sale as a result.

So, that either means:

- a) I suck at cold calling.
- b) People won't buy from you unless you've given value first.
- c) It's becoming increasingly difficult for business people to successfully use interruption marketing techniques to obtain new clients.

Probably all three.

On the other hand, consider this example. I've been contributing a monthly column to the *St. Louis Small Business Monthly* for the past five years. They don't pay me, but then again, I don't do it for the money.

I do it because it I love to write. Because it's free publicity. Because I've developed a mutually valuable relationship with my editor, Ron. And I do it because I know that an article is one way to MAGNETIZE more business.

Because an article gives value!

It offers helpful content, displays credibility and expertise, and most importantly, builds trust between the author and the reader. And my hope is that when the reader completes the piece, she's thinking to herself, "Wow, what a great article! I'd love to learn more."

Then the reader comes to the bottom of the page and sees my bio.

Then the reader (hopefully) e-mails or calls to learn more about how I can help.

And that's why publishing beats cold calls any day of the week: because it doesn't sell, it enables people to buy.

—

So, since this book is almost finished, I wanted to summarize what you've read thus far with a powerful lesson about delivering value.

**And of course, not just
ANY type of value...**

Deliver ADDITIONAL value.

Because it exceeds customers' expectations.

Deliver BUZZ-WORTHY value.

Because people who get talked about get business.

Deliver CONSISTENT value.

Because consistency is far better than rare moments of greatness.

Deliver DAILY value.

Because nobody wants to read a newspaper (or a website) that's two years old.

Deliver DOWNLOADABLE value.

Because customers need to be able to take you with them.

Deliver FOCUSED value.

Because niches = riches.

Deliver LOCAL value.

Because everybody loves a homeboy.

Deliver MAXIMUM value.

Because ... well, just because.

Deliver ONLINE value.

Because if you don't exist on the Internet, you don't exist.

Deliver PREDICTABLE value.

Because predictability creates familiarity, which creates trust.

Deliver SOLID value.

Because content is king.

Deliver SPECIFIC value.

Because credibility comes from specificity.

Deliver UNARGUABLE value.

Because customers can't object to it.

Deliver UNEXPECTED value.

Because the most effective way to capture someone's attention is to b-r-e-a-k her patterns.

Deliver UNFORGETTABLE value.

Because being "memorable" isn't enough.

Deliver UNIQUE value.

Because being "different" merely means to stand out, while being "unique" means to be THE-ONLY-ONE.

Deliver UNMATCHED value.

Because the best way to eliminate the competition is to (not) have any.

Deliver WEEKLY value.

Because branding is about repeated impressions.

Deliver WORLD-CLASS value.

Because, as Seth Godin says, being average is for losers. Be exceptional or quit.

Deliver WRITTEN value.

Because writing is the basis of all wealth.

**How many different ways
do YOU deliver value?**

And
finally,
here's what
matters
most...

...because
everything
you've read
in this book
so far means
NOTHING
without:

COMMITMENT

COMMIT yourself...

COMMIT your team...

COMMIT your company...

...to becoming more approachable every single day.

**Make sure you're VISUALLY
reminding the people you
serve OF that commitment
every single day.**

CONSISTENCY

Because customers won't give you credit
for what they HEAR you SAY consistently.

They will only give you credit for what
they SEE you DO consistently.

**Because you never know where
your next customer will come from.**

So, remember the Approachable Sales Philosophy:

1. People buy people first.
2. Friendly always wins.
3. Make the mundane memorable.
4. Unique, not different.
5. Interaction, not interruption.
6. Be That Guy.
7. Fans, not customers.
8. Don't sell; enable people to buy.
9. Consistency is far better than rare moments of greatness.
10. If you don't make a name for yourself, someone will make one for you.

My name is Scott.

I'm The Nametag Guy,
reminding you:

**When you
stick yourself
out there,
you get them
to come
to you.**



Scott Ginsberg

That Guy with the Nametag

AUTHOR. Scott is the author of seven books including *HELLO, my name is Scott*, *The Power of Approachability*, *How to be That Guy*, *Make a Name for Yourself*, *The Approachable Frontline* and *The Approachable Salesperson*.

SPEAKER. As a member of National Speakers Association, Scott gives presentations, breakout sessions, keynote speeches and seminars to thousands of people each year. Companies and organizations worldwide have been successfully implementing his programs since 2003.

THE NAMETAG GUY. Scott is the only person in the world who wears a nametag 24-7 to make people friendlier. (In case you're wondering, he has a nametag tattooed on his chest for certain occasions.) While transforming his simple idea into a business, his adventures have earned him recognition as "The World's Foremost Expert on Nametags" and secured a spot in *Ripley's Believe it Or Not!*

COLUMNIST. Scott is a regular contributor to the *St. Louis Small Business Monthly*, *INSTORE Magazine* and

Expert Village. His conversational, content-rich articles have appeared in hundreds of online and offline publications worldwide. Also, his work has been reprinted in dozens of textbooks and resource guides.

MEDIA EXPERT. Dubbed as “The Authority on Approachability,” Scott is regularly interviewed by various online, print, radio and TV media for his unique expertise. He has been featured in hundreds of outlets such as *CNN*, *20/20*, *USA Today*, *The Wall Street Journal*, *Inc. Magazine*, *REDBOOK*, *The Associated Press*, *FastCompany*, *The Washington Post*, *Paul Harvey*, *The CBS Early Show* and *Headline News*. He even wrote “The Quiz” on approachability for *COSMO*!

NAMETAG NETWORK. Scott’s award winning, content-rich websites get as many as 35,000 hits a day from readers and audience members around the world. His ubiquitous web presence and powerful platform set the standard for entrepreneurs and marketers in his field, and have earned him an surprising amount of credibility seeing that he’s just some guy who wears a nametag every day. Check out www.thenametagnetwork.com for details!

HELLO, my name is Scott!

7563 Oxford Drive #2 South

Saint Louis, Missouri 63105

Office: 314/256-1800

scott@hellomynameisscott.com

www.hellomynameisscott.com

Bring The Approachable Salesperson Program to YOUR organization!

HELLO, my name is Scott's The
Approachable Salesperson is now available
as a corporate training program!

Teach your staff the principles of first
impressions, last impressions, Phrases
That Payses, growing bigger ears and
other essential sales lessons!

To learn more about customized training
kits, NametagTV courses and multimedia
tools, e-mail scott@hellomynameisscott.com
and write, "I'm approachable!"
in the subject line!

HELLO, my name is Scott Resources

Books

HELLO, my name is Scott

The Power of Approachability

How to be That Guy

Make a Name for Yourself

The Approachable Frontline

The Approachable Salesperson

The Approachable Manager

Visit www.hellomynameisscott.com and other
sites in The Nametag Network to learn
about corporate discounts!

Don't sell;
**enable
people**
to buy.