



The Secret of Sales

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The most powerful and effective secret to creating successful sales begins and ends with you. You are the one who makes it happen. You hold all the tools, techniques and skills to open and close the sale. You know how to drive performance and increase bottom line results. The Secret of Sales is within you – learn how to access it and bring into full power the most amazing sales person ever.

Here are a couple of things you need to know. Sales people are:

- **The Backbone of the Company**
Without you, there is no product, no service, no HR, no R&D, no bottom line, no shareholders, nothing! You are the most important asset of your organization. Know it, feel it, live it.
- **Amazing**
You have to handle every type of human being in many different situations and do it in a way that makes everyone want to help you make the sale.
- **Knowledgeable**
Not only do you have to know about your product and service, you also have to know about how your company is organized so that everyone involved gets what they want to allow the sale to go through easily.
- **Tough**
When you get rejected not only do you not take it personally, you also bounce back to make the next call the best call of the day!

I could go on and on about the attributes of a sales person, but you know them already. I could also tell you the many ways to open and close the sale, about commitment and questioning techniques, but those too, you know, in fact if you want to read about them, there is a great book called "OPEN-Question Selling" published by McGraw-Hill and which I happened to write. It's one of the very best sales books around; it's in a story format and makes an easy read – you should buy it right now! But that's not what I am here to tell you about. Today is about 'The Secret of Sales.'



How you start making more sales than you ever dreamed of, just by making the right choice at the most effective time. And I'm going to make it really easy for you: Secret by secret so that you know exactly the right step to take. Ready? Here we go.

Secret #1

You are in charge of every aspect of your life. Your manager, your boss, family, friends, partner or kids, none of these people have anything to do with you, your life or your sales. Once you understand that you are in charge of you, you have taken the first big step to an extremely successful sales career. You make the choices every day about how your life is going to be, you have the power to tap into the power of your mind.

Secret #2

The way you think drives your performance. Everything in your life begins with a thought, from the moment you wake up in the morning, to the moment you go to sleep at night. Your thoughts – create your actions – which create your results. If you want to make lots of sales, start thinking it right now. Visualize yourself getting top sales awards. See yourself having a great time, enjoying every aspect of the process. Think it, see it, believe it, act it and it will happen.

Secret #3

Wake up to the best day every day. I know it seems impossible sometimes and sometimes it may be. But here's the secret, as soon as you realize that you are paddling upstream and making your life difficult by having bad thoughts, you must wake up to the fact that you are in charge of your life. Have just one small 'better' thought and soon you will be having more 'better' thoughts until you have lifted yourself entirely out of your blackness. That is the power of your mind. You can do and be anything that you think about – I know because I've done it, and if I can do it, anyone can!

Secret #4

There is no such thing as failure. You've heard it before I am sure, and it's true. Failure is just another way of not doing it. So don't buy into feeling bad if things don't always go the way you want. Feeling bad doesn't bring in sales, it doesn't create money and it doesn't create happiness – so don't do it and if you find yourself in a bad mood, treat it like a red hot coal and let go of it as fast as you possibly can.

Secret #5

Reward yourself a lot. Yes you get paid for making sales, but that is not what it's all about. Life is meant to be great. You are meant to be happy and you can't be happy unless you take a bit of time to have some fun, some peace, some joy or whatever it is that makes you feel good about yourself. Don't wait until you feel the time is right – reward yourself now, today, and enjoy the feeling. A guru once told me, "Do a little bit of what you dream of doing every day, even if it's a very small something." And I understood what he meant, if you wait until you retire, or have enough money, or time, or people to do what you dream of, it may never happen. So do a bit of what you love every day and you will be a much happier sales person. You will be the one who always has a twinkle in your eye because you are enjoying every bit of your deliciously sweet life.



Secret #6

When you are working, put your whole self into it. Every time you pick up the phone, or go online, focus 100% on what you are doing. Make everything you do count. Be so amazing that people wonder what you ate for breakfast. Not only will you succeed in sales, you will succeed beyond your wildest dreams in every aspect of your life.

Secret #7

Be curious. Curiosity will keep you young, alert, interested and interesting. If you ever hear anyone say, "I am bored," you are hearing the empty words of someone who has fallen into the 'boring rut' of life. Being curious makes you ask questions and gain knowledge, and knowledge is Power.

Secret #8

Your energy is a vibration that attracts the exact same energy to you. Whether we are talking about people, events or situations, your energy is like a huge magnet drawing everything that is similar to you. Be positive and you will see positive things coming at you. Be happy and you will find yourself surrounded by happy people. Be a great sales person and you will find yourself drawing customers to you who want to buy. Try it out right now, be happy, be amazing and see what happens!

Secret #9

Be persistent. Never give up on sales. Even if your career takes you along a different road, your sales expertise will win you a life filled with charm, grace and opportunity. Be the one who walks into a room with a confident stride. Be the first one to start up a conversation. Be the one who isn't afraid to make a difference. Everyone is selling all the time, you just happen to know it.

Secret #10

Be of service. The biggest opportunity for making sales is having the thought to be of service. Start with your family. Take small steps and look for ways to be helpful. Take out the garbage, pick up after yourself, find out what you can do to be of service and you will be rewarded by a feeling of worth, purpose and gratitude. It's the most fantastic feeling that again draws positive sales opportunities towards you.

Finally, Secret #11

Ask and it is given. Ask for what you want. Know what you want, so that when someone asks you, "What do you want?" You answer immediately and confidently exactly what you want. Know how many sales you want to create and how much commission you want to make. Everything in this world is set up to give you what you want.

There is a huge amount of abundance just waiting to be tapped into by you. Know what you want and be ready to receive. Enjoy your sales life, enjoy your home life, enjoy your sales quota. Enjoy your family and friends. Enjoy your boss and co-workers. Enjoy your customers and success will be yours – guaranteed.



Val Gee has published four books with McGraw-Hill – “OPEN-Question Selling,” “The Winner’s Attitude,” “Super Service,” and “The Customer Service Toolkit.” Before co-founding McNeil & Johnson with her husband, she worked as a sales rep for Pitney Bowes, and gained top sales award in her first year.

Val began her writing career as a consultant and instructional designer developing and producing hundreds of employee training programs for companies such as Motorola, Hyatt Hotels, GE Financial, Siemens, Baxter Pharmaceutical and many more. For article feedback, contact Val at val@mjlearning.com