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DIAMONDS

OWNERSHIP REVOLUTION
Visionary Companies Redefine Ownership

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AdvantEdge

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IS EVERYONE GETTING RICH IN REAL ESTATE BUT ME?

p38

Real Estate Master Dr. Dolf de Roos tells you what you're missing.

PLUS:
6 Rules of
High Trust
Selling

p48

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48 **6 Rules of High Trust Selling**

Low trust selling is not dead ... but it should be. Short-sighted traditional salespeople are still insulting their customers with high-pressure low trust tactics, relying on an endless supply of new customers. The high trust salesperson relies on a philosophy that guides every aspect of a "nonmanipulative" process that creates win-win situations for both the buyer and seller all the time, every time. Learn the six rules to create loyal customer bases that generate future sales, provide referrals, and act as lifetime annuities.

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Visionary companies are redefining ownership and empowering employees at all levels to think and act like ... owners.

Would you trust this guy? Learn the six rules of high trust selling.



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Every kind of work has enormous opportunity lurking within it. The opportunities are there now, clamoring to be noticed. But they cannot speak or print signs for us to read. Our part of the bargain is to look at our work with "intelligent objectivity. If we have the wisdom and patience to intelligently, effectively explore the work in which we're now engaged, to explore ourselves, we would most likely find the riches we seek.

By Earl Nightingale

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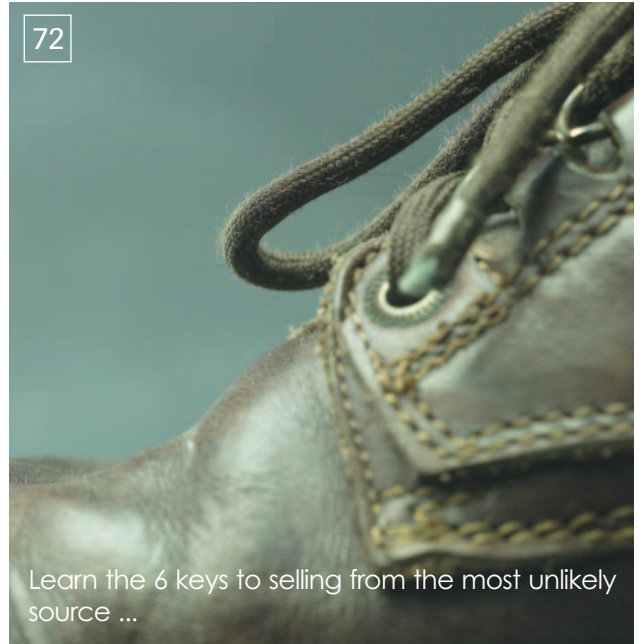
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By Mike Summey



Learn the 6 keys to selling from the most unlikely source ...

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Shoeshine Sales Lesson

By Dion McInnis

Follow the six lessons of the shoeshine man to develop rapport, trust, and confidence, and close the sale.

“It has been said often by many that we spend so much time selling that we don’t close the sale.”

It was a miserable conference, therefore a wonderful time to escape to the streets of downtown Chicago for a sanity and commonsense break from the overblown, minimally useful meanderings of the presenters. There on the streets, outside a posh high-end clothing store, I found the most effective teacher of the week.

On my break, I milled around, taking photos. Photography means the world to me, as it has for my lifetime since Santa Claus brought me a camera when I was six. A 10-minute interaction during my photo taking provided me a sales refresher course.

As I knelt down, finding the right angle for the image I had in mind, I heard a voice.

“Hey, I know what will make a great photo.”

I glanced over to a shoeshine man with his small setup outside the store. I smiled, intrigued, but I remained distant; I came out to photograph alone,

not to be bothered.

“You do, huh?” I replied, a bit out of curiosity and a lot out of not wanting to be rude to a guy just trying to make a living.

“Yeah. Take a photo of me,” he said. A pause. A long pause. “Shining your shoes.”

I was intrigued and amused. Finally someone with personality and a sense of humor. Laughing a bit, I replied, “You think so?”

“You bet.”

I ignored his first appeal, took a few more photos, and then walked his direction as I headed down the sidewalk for more photo opportunities.

“Hey, come here. I could do a great job on your shoes. They sure do need a polish.”

Laughing, knowing I had been busted by the truth, I said, “You are right. Okay, how much do you charge?”

“Eight bucks. I do great work.”

“No doubt.”



“Put your foot up here on the bucket.”

As he performed his clean-spritz-polish-buff magic on the first shoe, we chatted about his work, about the people walking by who ignore him, and a variety of other things. I didn't take any photos.

“Done. Put your other foot up there. Hey, you know how you can make my day? Give me \$20 for this great job and I can go home for a break.”

I had to appreciate his candor. “I am sure that would make your day! But I need to catch a cab later today. I'll meet you halfway though.”

“You're killing me,” he said in between buffs of the cloth and with a large, broad smile.

“No I'm not. You are doing just fine with this.”

“You're right. Thank you, sir. Have a great day.”

I walked away with my shoes looking better than they had since I bought them, having paid more for the service than I had intended (and I had not even thought about getting my shoes shined anyway), and having just enough cash to get me back to the airport a couple hours later. I walked away with a brain full of important lessons, but also without a single photo taken during the transaction. The workshop that I was in town for was about fundraising; the shoeshine man's lessons were more clear and appropriate to fundraising than any of the speakers' were. His instructions apply to sales as well.

Contact the Customer Where He or She Is

The shoeshine man came to me, to where my heart was. He saw me taking photographs and offered a new, better photographic opportunity — that

included a sale for him, of course. Brilliant. Do we often enough remember what is foremost in the customer's mind? Both personally and professionally? Are we aware enough to pay attention? When we move to where our customers' interests are, we are in a better place to carry out the relationship of business.

Persistence with Questions and Answers Pays Off

He was persistent with his questions and clear with his answers, which allowed for dialogue. It has been said often by many that we sometimes spend so much time selling that we don't close the sale. By listening, not just to words but also to the actions of our customers and prospects, we find a greater understanding of their needs and what is important to them. Where there is importance, there is value, and where there is value, there is a place for a sale.

Clearly Explain Benefits

There were no before and after photographs of shoes dirty and shoes shined; there were no PowerPoint™ presentations explaining the role of misted water in the effective cleaning and polishing process. Perhaps we often explain the process at the expense of describing the results, forgetting that the customer is ultimately interested in results — “I could do a great job on your shoes. They sure do need a polish.”

Be Clear About Pricing

Clear pricing is critical. Even with the sometimes necessary add-ons,

taxes, fees, and contingencies, do what you can to explain clearly what the price is. Attempts to hide, gloss over, or disguise with euphemisms — instead of stating clearly what the price will be — serves no one.

Ask for a Larger Sale

When a customer places an order, try increasing the size, using valid value and benefits in the explanation and proposal. The “value” may be feeling cool in a convertible, or being able to land a larger fish, or the reduction of on-the-job accidents because of what you're selling. In other words, no matter what you're selling, there is an opportunity and valid reason to ask for a larger order; however, without the other lessons listed above, you're likely not in a good or trusted position to ask for it.

Accept “No” Gracefully

“No” is not a bad word. We all hear it, and we will for as long as we're selling, which is as long as we are breathing. The shoeshine man accepted my declinations with poise and humor. He turned the first “no” around into a sale but was unable to get the complete sale he wanted.

Less than a month later, I was dealing with an apartment locator in the Houston area who was upset that I had chosen not to do business with him after he showed me one place that I had found on the Internet. The limit of his effort was to show me one lease condo option. When I explained that I had selected another place, he became upset and mumbled as he was hanging up on the phone call, “f*#@ing idiot.” Maybe he needs to go to Chicago to meet the shoeshine man!

Your customers and potential customers will spend their money on something that gives them the value they are looking for. There is no reason it should not be you if you follow the lessons of the shoeshine man to develop rapport, trust, and confidence. ■

Dion McInnis' work focuses on “common truths.” He has worked for organizations ranging from NASA/JSC to the Bay Area Turning Point Women's Shelter.

To learn more about Dion McInnis and his free newsletter, *Listen for Life*, please visit www.AdvantiEdgeMag.com/008 today.

6 Lessons of the Shoeshine Man

1. Contact the customer where he or she is
2. Persistence with questions and answers pays off
3. Clearly explain benefits
4. Be clear about pricing
5. Ask for a larger sale
6. Accept “no” gracefully



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STOP DOING WHAT YOU'RE DOING

"The more you do what you're doing, the more you'll get of what you've got," writes Brian Tracy in this issue's article "Access Your Intuition" (p72). In other words, if you're happy with where you are in life, then keep doing what you're doing — or

better yet, do more of what you're doing. If you are not, then you will never break free of that unhappiness until you *stop doing what you're doing*.

Sounds simple. And, it makes perfect sense. But the irony is that most of us never take the steps to break that cycle. We often know exactly what holds us back, and yet so few of us take the time to plan a new direction for ourselves and then act on it to its conclusion.

Books and magazines like *AdvantEdge* are filled with powerful ideas to build happiness, create more success, and live the lives we most desire. However, the "what" is the easy part. The hard part is having the courage to act on these ideas, break old habits, and make real changes in our lives.

We read an inspiring book or article, or we meet an inspirational person, and for a moment we think, *Yes, I am going to do this. This is a step toward the life I most desire. I'll do this right after I ...* And, instead of taking some action right then

and there to anchor this idea in our lives, we delay, and eventually we forget. The result is ... we continue getting more of what we've got. And then we ask, *Why?*

The answer is courage — the personal strength to act when others of lesser courage will not. Every day most of us squelch the very ideas and ambitions that could lead us to the life we desire. Don't fall victim to this malady of fear and inaction. Instead, face your fears and jump in with both feet while you have the passion.

I encourage you to experiment with this concept right now. When you read an article in *AdvantEdge* that inspires you, don't stop there. Tear out the article and tape it to your bathroom mirror; write down the ideas that you have taken from the article and then write down 10 ways you can implement them immediately; visit advantagedgemag.com/008 and print copies of this article for everyone who will be affected by this idea and then distribute them before the inspiration passes. Like the old expression that says "strike while the iron is hot," I encourage you to *act while the passion is hot!* Once the inspiration passes, there is a very good chance you will never take action and you will never know the great benefits that could have resulted.

The alternative is just more of what you've got. Have the courage to get more of what you want ... by acting while the passion is hot!

Thank you and enjoy!

Carson V. Conant
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P.S.

Please email me your thoughts, ideas, and suggestions about anything relating to *AdvantEdge*. Are there certain articles or authors you enjoyed most? Do you have further questions for the authors? Do you have a success story to tell? Email me today. I look forward to hearing from you.



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