

SELLING SUCKS

How to Stop Selling and Start Getting Prospects to Buy!

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FRANK RUMBAUSKAS JR. is a marketing consultant and sales coach. Prior to founding his own business, Mr. Rumbauskas worked as an account executive for a Fortune 100 company where he was mentored by a top sales professional who went from an entry-level sales position to upper management in three years. Mr. Rumbauskas is currently the owner of a consulting company, an accomplished public speaker, a partner in an insurance agency and a shareholder in an emerging wireless Internet and telecom company. Mr. Rumbauskas is also the author of *Never Cold Call Again*.

The Web site for this book is at NeverColdCall.com/secrets.

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MAIN IDEA

Forget about trying to memorize the “fifty power closes of sales champions” or any other canned sales pitches. That’s for people who want to spend their careers figuratively twisting their customer’s arms to make them buy something they don’t really want. Selling that way is difficult, stressful and ultimately manipulative.

Instead of doing that, work only with people who are motivated enough to actually approach you. Partner with prospective customers and help them buy. If you work with those who have approached you to buy rather than the other way around, then instead of being a manipulator all you need to do is become an effective persuader.

To be successful in sales, position yourself so people who genuinely need what you have to offer approach you to buy because you’re the expert in that field. In other words, get more qualified prospects to come to you and then help them buy rather than going out and drumming up people to sell to. As counterintuitive as it may sound, the real secret to selling more is not to sell at all.

If you develop a workable system for getting enough business to come to you, then you can forget about:

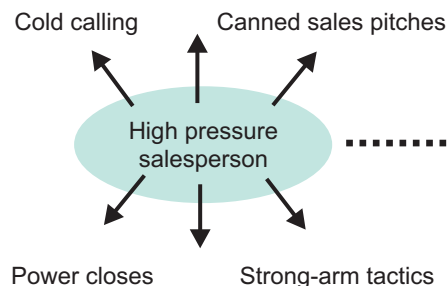
- Cold calling or sales blitzes.
- Elevator pitches and other memorized pitches.
- Overcoming objections and sleazy closes.

Quite simply the traditional approach to selling sucks. Focus instead on attracting those who want to buy. Set yourself up to create and maintain systems which will generate an ongoing stream of people ready to buy what you have to offer. Achieve that and selling becomes very easy and stressfree.

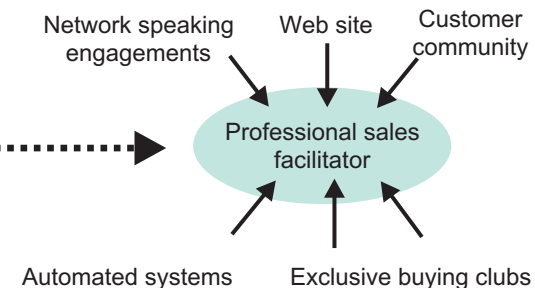
“My sales went through the roof when I figured out how to stop selling and start getting people to buy. That’s what top sales pros do. They never sell – they simply create the circumstances for buying to take place, and then allow it to happen. The old way of selling sucks. Becoming a top sales pro isn’t hard. It’s simply a matter of learning a skill set, a simple series of tactics and techniques.”

– Frank Rumbauskas Jr.

The old way of selling



The new way of selling



The key principles involved in moving from the old way of selling to the new

- ▶ 1 Become a powerful business leader and act that way
- ▶ 2 Establish yourself as an expert in your field
- ▶ 3 Speak competently and powerfully at network events
- ▶ 4 Build communities of prospects to generate referrals
- ▶ 5 Provide value to everyone who interacts with you
- ▶ 6 Develop your sales systems and then automate them
- ▶ 7 Integrate your customers into an exclusive club

1. Become a powerful business leader and act that way Page 2
Don’t act like a salesperson. Think like a business owner, and focus on what they care about.

2. Establish yourself as an expert in your field Page 3
People like doing business with the best in their field, so make sure that’s you.

3. Speak competently and powerfully at network events Page 4
Don’t just attend networking meetings – be the featured speaker at these events.

4. Build communities of prospects to generate referrals Page 5
If you’re smart, you should build communities of people who will generate business for you in the future.

5. Provide value to everyone who interacts with you Page 6
Value is what you provide without any expectation of payment. Find ways to deliver more value.

6. Develop your sales systems and then automate them Page 7
If you’re good at selling, you need to set up systems so you can maximize the time you spend selling.

7. Integrate your customers into an exclusive club Page 8
Create a customer-only club to solidify and enhance your reputation as an expert in your field.

