

# **THE ULTIMATE SALES MACHINE**

**Turbocharge Your Business with  
Relentless Focus on 12 Key Strategies**

**CHET HOLMES**

**CHET HOLMES** is a corporate trainer and business strategist. He has consulted with more than a thousand companies and sixty Fortune 500 companies including NBC, Pacific Bell, Citibank, Warner Bros. and Merrill Lynch. Mr. Holmes at one time ran nine divisions of a company for Charlie Munger, Warren Buffet's partner. He managed to double the sales volume of each division assigned to him, often within twelve to eighteen months. Mr. Holmes has designed advertising and sales systems for companies in hundreds of industries and has developed 65 training products which sell in more than 20 countries.

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**MAIN IDEA**

To turn your business into the “Ultimate Sales Machine”, you actually don’t have to do 4,000 different things. Instead, you have to do 12 basic things or core competencies 4,000 times. Put another way, success comes from doing the right things with pigheaded determination and persistence.

The twelve building blocks which you must have in place if your company is to succeed long term are:

1. Teach everyone how to manage their time.
2. Have training happening on a consistent basis.
3. Get everyone to use meetings effectively.
4. Have good strategies and great tactics.
5. Accelerate growth by hiring superstars.
6. Instead of trying to sell everyone, be selective.
7. Harness the seven must do’s of marketing.
8. Integrate compelling visuals into your processes.
9. Make a concerted effort to get the best buyers.
10. Develop a highly polished sales process.
11. Keep your clients forever to boost profits.
12. Set ongoing goals and measure your progress.

Instead of bouncing from one new management fad to another, focus on doing each of these twelve things progressively better over time. Work at it until every aspect of your business runs with machine like precision. Make certain everyone in your organization has access to the tools, the training and the resources they will require to master these twelve core competencies.

*“You can profoundly improve your company or department if you absolutely commit to one hour per week in which you do nothing else but work on making the business much more effective. The key is learning and practicing the pigheaded discipline and determination you need to constantly address and readdress the 12 areas outlined.”*

– Chet Holmes

*“The Ultimate Sales Machine is all about working smarter, not harder. Doesn’t it seem smarter to take 12 proven strategies and perfect them, than to scramble about using hundreds of different ideas without any real traction on any of them?”*

– Chet Holmes

**The twelve core competencies of highly successful companies**

**1 Time Management**

There are six simple things you can do to ensure everyone is using their time as efficiently as possible. Master these basics and have everyone in your company do the same on a regular basis to make impressive performance gains.

Page 2

**2 Regular Training**

If you run ongoing regular training sessions, you can make your organization run better, smarter and faster. The key here is consistency rather than stop/start efforts. Train regularly with enthusiasm or be prepared to feel the pain.

Page 2

**3 Effective Meetings**

Use workshop training to help everyone learn what to do when face-to-face with a customer. Train together so you can work in sync to improve every aspect of your company’s operations. Pay attention to planning, procedures and policy.

Page 3

**4 Brilliant Strategies**

Learn how to think and plan like a strategist but implement like a great tactician. If you can do this, you can get more bang for your buck and more impact from every move you try and make. Strategies get you to the door and tactics get you in.

Page 3

**5 Hire Superstars**

If you can inject high-octane talent at every level of your business, you can’t help but accelerate your growth. Be perfectly willing to pay for superior performance and you’ll be amazed at what top producers are able to generate for you.

Page 4

**6 Best Buyers**

Instead of trying to sell to everyone, identify who the best buyers are for your products and target them intensively. This will always be cheaper than mass marketing and it will generate or produce superior results.

Page 4

**7 Great Marketing**

There are only seven marketing vehicles great companies use to attract ongoing and sustainable levels of business. Learn how to use and maximize each for your specific requirements and then get as many as possible into action.

Page 5

**8 Superior Visuals**

Do whatever you can to incorporate a visual component into your sales and marketing processes. Not only will this make you appear more professional but it will nearly triple your communication impact as well. People remember what they see.

Page 6

**9 Dream 100**

Make a consistent and constant effort to secure the business of your top 100 ideal customers. Get down to the nitty-gritty details of actually making this happen rather than leave it to chance. Look at this as a process, not as a single event.

Page 6

**10 Sales Skills**

Instead of leaving the sales process up to your individual salespeople, you need to develop a highly polished sales process. You then need to teach this process to everyone and get them using it consistently well. This is what all great companies do.

Page 7

**11 Client Bonding**

It’s always harder to attract new clients than it is to do more business with the clients you already have. Therefore, work at bonding with your clients. Fine new and creative ways to build your relationship to a deeper, more profitable level.

Page 7

**12 Set Goals**

Goal setting is the 12th skill because it soups up and enhances all eleven other skills. Setting goals is not simply about writing your objectives. It’s also about achieving things faster and more automatically than you ever thought feasible.

Page 8

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