

ULTIMATE SELLING POWER

How To Create and Enjoy a
Multimillion Dollar Sales Career

DONALD MOINE and KEN LLOYD

DONALD MOINE is one of the top sales coaches in the United States and a popular keynote speaker. Dr. Moine is credited with founding the new scientific discipline of sales and market psychology. He is president of the Association for Human Achievement, a sales training and consulting company. Dr. Moine and Dr. Lloyd also co-wrote *Unlimited Selling Power*.

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MAIN IDEA

Why is it that some salespeople excel regardless of whether the economy is robust or in recession? And more specifically, what do sales income millionaires – those who generate more than \$1 million per year in personal remuneration – do better than the rest?

Simply put, the highest paid salespeople apply the key principles, strategies and techniques of selling better and more effectively than the average salesperson. They also cultivate and maintain a mindset of success which underpins everything they do and every action they take. And, importantly, sales millionaires understand how to maintain that optimum attitude, even in the face of some extraordinary problems and challenges.

In all, sales millionaires master eleven basics exceptionally well:

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| What the World's Most Successful Salespeople Do Differently From Average Salespeople | ✓ | 1. Develop the mindset of sales success. |
| | ✓ | 2. Deal with objections productively. |
| | ✓ | 3. Prepare good scripts which build momentum. |
| | ✓ | 4. Put in place systems which consistently generate leads. |
| | ✓ | 5. Develop and project a strong USP (unique sales proposition). |
| | ✓ | 6. Make good use of pre-sale warm-up opportunities. |
| | ✓ | 7. Let the media help sell your products and services. |
| | ✓ | 8. Harness the power of seminar selling opportunities. |
| | ✓ | 9. Learn how to deal effectively with challenging people. |
| | ✓ | 10. Capitalize on CRM (customer relationship marketing). |
| | ✓ | 11. Take advantage of the right sales coach. |

Ultimate selling power has at its heart these key concepts

- Create customers for life by always structuring deals that produce win-win outcomes.
- Build a long-term relationship with your customers so they will buy more in the future and refer their friends and associates.
- Leave nothing to chance, but prepare meticulously for each and every customer interaction.
- Learn how to incorporate powerful words into your sales presentations to make them sizzle.
- Multiply your effectiveness and reach by learning how to use group or seminar sales opportunities.
- Become an expert at customer satisfaction so you can create satisfied customers from difficult people.
- Develop PR know-how so you can enlist the media's help in selling more of what you have to offer.
- Be up to date with technology so you can harness the incredible power of CRM.
- Never stop learning, but keep progressing your career by becoming better and better at persuading people to act on your advice.

"Because it is so easy to make a great deal of money in sales if you have the right techniques, the right mindset, and great products or services, why not earn a hundred thousand to a million dollars or more per year in sales? If you don't need all that money, give some of it away to worthwhile causes or your favorite charities – but make it while you can. The techniques and strategies we share with you are ones that any salesperson, even an average salesperson, can use to dramatically increase his or her outcome. Here are 10 years worth of the best strategies and success mindsets we have collected from the most powerful sales professionals in the world."

– Donald Moine and Ken Lloyd

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