

Myron Golden:

All right. Welcome to Sell Your Way To Wealth. This is your host Myron Golden and I am going to teach you tonight, module one, the seven-figure selling mindset. Sell Your Way To Wealth is a teleseminar series that I created for the purpose of teaching people the ends and outs of what it means to be a successful seller of goods and services. We're going to get started tonight and I've got nine points that I want to bring home to you and some of those points have sub-points and some of them don't have sub-points. But at the end of the night, you will definitely have a better mindset going into selling.

Myron Golden:

I believe most people when they get started in the arena of selling and they get ready to approach their first person and they get ready to go out and make their first presentation or prospect somebody or go knock on the door; whether it be the door of a business for B2B, or whether it be the door of a consumer for a B2C they're very nervous, and I believe that that nervousness is created by a couple of different things.

Myron Golden:

What I intend to do tonight is, I intend to assist you in getting rid of that nervousness and approaching the arena of selling with a level of confidence that is akin to a professional basketball player standing on the free-throw line knowing they're going to make these free throws. I am going to share with you a mindset that I believe will help you in the arena of selling to the degree that a race car driver, driving on the local streets of a town has that kind of confidence and that's what I want for you. I want you to have a level of confidence in the arena of selling that is unparalleled and certainly has been unparalleled by you. So we're going to get into module one if you haven't done so yet grab a pen and a piece of paper, you're gonna want to take some notes.

Myron Golden:

The first thing we need to look at is, if you're going to be a seven-figure seller and you're going to sell your way along, the first thing you need to understand is you don't want to make selling about you. Don't make selling about you. Now, what do I mean, don't make selling about you? There are a lot of people out there in the world who get started in the arena of selling, they get started in the arena of marketing, they get started in the arena of network marketing, or direct sales because they are in love with the product. And they make their love of the product the primary focus of their endeavors. I submit to you that you cannot afford to make selling about what you like because you're not the one you're going to be selling too. It can't be about what you like when you make selling about what you like, you are literally blinding yourself to the very thing that can help you make more sales because you are allowing your options, your likes, and your desires to get in the way. Don't make selling about what you like; not about the aspects of the product that you like, not about the aspects of the opportunity, if you're selling an opportunity that you like. You can't make it about you at all.

Myron Golden:

You have to become the least important component in your own mind about selling and when you're selling a product and when you do your prospect or customer will make you the most important thing in their mind. You've got to practice taking yourself out of the equation. I sell from a lot of different perspectives, so one on one and I'm very good at selling one on one but when I'm selling one on one

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never sell the parts of the opportunity or product that I like, I always sell what I know the customer wants. If I'm selling you, I'm gonna sell you one thing. I'm gonna sell you what you want to buy.

Myron Golden:

I can remember sitting at a restaurant in Harrisburg, Pennsylvania many years ago. I was working on some paperwork for the business that I was in, and someone came up to me and said, "Are you in sales?" and I said, "I am" and they said, "What do you sell?" And my answer was "That all depends. What do you want to buy?" And my answer... I wasn't being a smart alek. I was just saying that what I want to sell is gonna be determined by what you want to buy, because if I want to sell something that you don't want to buy it doesn't matter how badly I want to sell it. You can't make selling about what you like. Don't do that. It is a huge mistake.

Myron Golden:

Don't make selling about what you want. Selling can't be about the fact that you want to win a trip. It can't be about the fact that you wanna win a sales contest. It can't be about the fact that you wanna make some money. It can't be about the fact that you want people to think that you are the best salesperson in the office, or you're the best salesperson on the team. You can't make selling about what you like; not about the product; not about what you like about the opportunity. You also can't make it about what you want. In fact you've got to... If you're gonna become one of those high paid sales people... people who make six, seven and even eight figures... what you're going to have to do is you are going to have to forget about yourself. When you forget about yourself, it makes others remember you.

Myron Golden:

Here's what I found out. I found out when you treat people like they're the most important people in the world, they treat you like you're the most important person in the world. Imagine that! The law of sowing and reaping shows up again. When I treat people like they're the most important person in the world, they treat me like I'm the most important person in the world. I don't treat people like they're important because I want them to treat me like I'm important, because if I did it would be back to what I want and making the interaction about what I want.

Myron Golden:

The reason I make people feel important is because I believe they are important. I believe every single solitary person in this call is important.

Myron Golden:

I believe that if you are listening to this via audio, I believe that you are important. If you ever have the opportunity to interact with me... and you'll have that opportunity when you guys come to the One Year Millionaire Live at my training center here in Tampa... By the way, I've got that event coming up November 15th and 16th this month. Book your ticket now. You will be glad you did. You've two weeks before its time. I promise you it will change your life for the rest of your life. It will catapult you into a lifestyle that previously you could only dream about.

Myron Golden:

Don't make it about you. Don't make it about what you want. Don't make it about what you like. Don't make selling about what you say. When I get into teaching you how to do a presentation it is going to make a lot more sense to you. I'm going to tell you why selling is not about what you say. I know you're probably thinking, "Well, don't you have to memorize scripts and all that?" Well, it does help to memorize scripts, but not for the reason you think. Your script is not going to sell somebody. The reason it's good to memorize scripts is because it gives you a level of confidence, and it gives you a sense of feeling like you are in control. I don't mean in control of the conversation, I mean in control of your emotions, because you're not worried about what's going to happen. You don't want to memorize the scripts because the scripts are going to sell the person. Scripts are only as good as the person who is using them. Don't make your presentations about what you say.

Myron Golden:

One of the most valuable lessons I've ever learned in my life was... just because I said it doesn't mean they heard it. Let me say that again. Just because I said it doesn't mean they heard it. Now, who is they? Well, they are your teenagers. Just because you told them what to do doesn't mean they heard you. Who are they? They are the parishioners of your church if you're a pastor. Just because you preached a sermon, doesn't mean they heard the sermon. In the arena of selling, just because you told them about how great the product is, doesn't mean that they heard you. When we get to the presentation (third) module three weeks from now, I'm going to teach you how to get your prospect to give themselves your presentation. Now, here's why that's important, because if I say it, they can disagree with me. If I say it, they don't even have to be listening to me. If I say it they can block me out, but they can't disagree with themselves and ignore themselves and block themselves out, so therefore it's better if I don't make it about what I say, but I make my presentation and my sales process about what they say and about what they say to me.

Myron Golden:

Here's what I found out... If I ask enough questions my prospect will tell me everything I need to know in order to sell them what's in their best interest to buy. Let me say that again, because I know I said it to fast. If I get my prospect to answer enough questions; if I ask them enough questions, they will tell me everything I need to know in order for me to sell them what is in their best interest to by. If a product or a service is not in their best interest to buy I don't want to sell it to them anyway. That's just how it works. So I want to urge you, I wanna encourage you to make it not about you. Don't make it about what you like. Don't make it about what you want. Don't make it about what you say. Don't make it about what you think. It doesn't matter if you think the product is good. Most salespeople are horrible because they are too busy listening to their own voice. They talk and talk and talk and talk and talk. You say "Well, I know I'm supposed to be in sales because I have the gift of gab." The gift of gab, is not selling. The gift of shut-up-and-listen is selling. The gift of ask-a- question-and-wait-for-an-answer is selling. The gift of gab is not selling.

Myron Golden:

Don't make it about what you think. If you make it about what you say, and what you think, and what you want, and what you like, when you leave your prospects office or home, the only person that will own your product will be you. Don't make it about yourself. That's the first part of the seven-figure selling mindset. You have to have a high level of empathy. Great salespeople have a high level of empathy. They can feel what their prospect is feeling while they are talking to them, and it helps them to

adjust their course, because they are not focused on what they like, and what they want; what they say and what they think.

Myron Golden:

Don't make it about what you're going to earn. Yes, selling is one of the highest paid professions on earth. I'm going to get to that point later on. The last thing you need to be thinking about while you're doing a presentation is how much money you're going to make. Thinking about how much money you're going to make while you're doing a sales presentation will cause you to make less money. Did you hear what I just said? That was phenomenal. Thinking about how much money you're about to make when you're doing a sales presentation will cause you to make less money. If you want to make more money, stop thinking about you. Stop thinking about what you say; what you think, and what you want; and especially stop think about what you're going to earn if you make that sale. That's the first part of the selling mindset. Take yourself out of the equation. All great salespeople do this.

Myron Golden:

Number two-- If you're going to become great at selling you have to realize selling adds value in the world. I covered that a little bit on the presentation last night, but I'm going to come at it from a little bit of a different perspective. Selling adds more product value in the world. By the way Mark Victor Hansen and Robert Allen in their book, "Cracking The Millionaire Code" gave a great wealth formula that they call the Prism Code (...prism like you look through a prism and light refracts through that prism into different colors) Prism is an acronym that stands for Product, Related Product, Information Product, Service, and Media. Now, what does that mean? It means every time a new product is created or invented, because that product was created, it literally gives birth to the need for more products. For instance an iPhone, we'll call the iPhone the product. Well, after that product was created, related products were created; iPhone cases, iPhone apps, etc. Then other phone companies said we need to create a touchscreen phone too; so they came out with the Android version, the Android phone, and then the Windows phone.

Myron Golden:

All of those are related products to the iPhone because the iPhone was the first smartphone that was an everything device. Well, other phones, other phone cases, apps from Apple, apps from Microsoft, apps from the Google Play store, the app store for Blackberry... all of those are related products. And then you've got the "I" --information products. People had to create products to teach you how to use your iPhone, how to use your different apps, how to use your Android, how to use your Windows phone, how to use your Blackberry, etc. When you have a product, then you have related products and then you have information products. Then you have service. When you drop your iPhone and the screen breaks... now you gotta get it fixed; or my iPhone camera went out so I'm going to take my iPhone to the shop and get the camera fixed, because I have this eight-megapixel camera, and I can't take any pictures with the rear camera. I can take pictures with the front camera, but not the rear camera, so I need to take it in for service.

PART 1 OF 3 ENDS [00:16:04]

New Speaker:

When Steve Jobs and his Apple team created the iPhone, they literally created billions of dollars more product value into the world because of related products and information products, and service businesses. There are whole businesses created around this service. I know of at least two stores other than the Apple Store in Tampa that fix iPhones and iPads and other i-devices. Think about that. Those businesses wouldn't even exist if six years ago Apple had not come out with the iPhone.

New Speaker:

Then you have media. What is media? Media is all of the pictures, all of the movies, all of the audios that people are recording on their iPhones, and all of the recordings and videos and audios that people are taking of their iPhones. Those are all media related products. Understand that selling adds more value to the world. Selling adds more product value. Every time you create a product, that product gives birth to more products. Selling not only adds more product value, selling adds more emotional value.

New Speaker:

What do I mean, selling adds more emotional value? Well have you ever bought a pair of shoes that you've wanted for a long time? Do you remember how it made you feel? Do you remember the first time you sat in your car when it was new; when it wasn't just that old clunker, but it was brand new and you sat in it? Do you remember how you felt? Do you remember the smells? Do you remember when you bought your first house? Or the house you live in now? Or your dream home? Do you remember how you felt?

New Speaker:

Selling adds more product value, but selling adds more emotional value into the world. I remember how I felt. Folks, I'm gonna tell you something, when they came out with iPhone they had built up so much emotional anticipation in the marketplace. When it came out, I was on vacation in Hawaii for a month. So imagine... Apple comes out... I think they came out with it on the 12th or the 15th of July 2007... I'm in Hawaii. I'm not getting back until the end of July; we got there on the 1st and left around the 30th. This iPhone comes out, and they didn't even have an Apple Store in Maui. They had an AT&T store. I went to the AT&T store. I was number 108 out of about 112 people and they only had eight phones. Needless to say, I didn't get one that day. They had built up so much emotional anticipation. As soon as the Apple Store in Baltimore Maryland had an iPhone, I called my assistant, I had her take one of my credit cards and go down to the Apple Store. It was an hour and a half away, buy me an iPhone, and overnight it to me, so I could get it the next day. Why? Because I knew the emotional value that phone was going to bring to me. I remember my very first iPhone, okay? ...so selling adds more emotional value in the world.

New Speaker:

Selling adds more monetary value in the world. What does that mean? Literally the amount of money in the world is multiplied because people sell. When you increase your wealth, you don't just increase your wealth, you increase the wealth of all the places you spend the money; so selling adds more monetary value into the world. Selling adds more esteem value in the world. What do I mean by that? You know how you feel when you put on that favorite outfit? You know I think about the fact that I started my own clothing line. The name of my company is Skillionaire Enterprises, Inc. I remember when I started the Skillionaire Millionaire collection and I had these suits custom made and these custom made shirts and my shirts have my name on the sleeve. My wife always makes fun of me when I wear them. She says

"Are you afraid you're gonna forget who you are if you didn't have your name on your sleeve?" Only a wife can get away with that.

New Speaker:

I remember when I got these suits custom designed and on the inside right lapel it says Skillionaire Millionaire collection and on the inside left lapel it says Myron Golden in a cursive font and just the way you feel when you're wearing your own custom clothing or when you're wearing that favorite outfit or you have on that pair of exquisite shades or you take your Montblanc or your Cartier pen out to sign that contract. It adds more esteem value in the world. You can feel good about selling because selling makes people feel good when they buy. It's a beautiful thing. I love the arena of selling. And by the way, you should too.

New Speaker:

Selling adds more charitable value into the world. As I said last night on the call, the only reason anybody ever has any money to do anything they want to do is because somebody somewhere sold something to someone. Do you understand that there's not a charity on earth that would have any support at all were it not for salespeople because nobody would have any money to give them? The only reason businesses have money to pay their employees is because salespeople have sold the products in the marketplace. I want to encourage you to have a mindset that when I go out here and sell I am adding more value into the world.

New Speaker:

The media would have you to believe that when you are selling, you are taking value out of the world. Nothing could be further from the truth. I submit to you that if you don't sell... If you've got something good and you don't sell it, you are taking value out of the world. Let me say that again. I submit to you that if you have something good and you refuse to sell it, you are robbing the world of your value. No wonder the wisest, wealthiest man who ever lived, said "If you have something good, you have a moral obligation to sell it to as many people as possible."

New Speaker:

What am I talking about? Where did King Solomon say that? In Proverbs 11:26, he said, "He that withholdeth corn (or grain) the people shall curse him: but blessings shall be upon the head of him that selleth it." I love selling because selling makes the world a better place to live. I love selling because selling enhances the lives of all of those I sold to. Imagine how much worse your life would be (and I'm serious when I say this) had you not bought this teleseminar series and learned these valuable principles about selling so that you can go out into the marketplace selling with a brand new kind of boldness that you didn't even know how to have before; and the only reason you did it... the only reason you are benefiting from this teleconference right now (or if you're listening to it on audio) the only reason you're benefiting from this audio is because someone skillfully sold you on buying this value... so selling adds more charitable value into the world.

New Speaker:

So the first thing we looked at in the Seven Figure Selling Mindset is don't make selling about you --number one. Number two, selling adds to the value in the world. Number three, selling is worth getting good at. You know there are jobs out there that can only go to a point, and you can get good, and then it

comes to a point of diminishing return and it doesn't matter how much better you get. I mean, you can be a forklift driver and you can become the top forklift driver in the world, and the amount of variance between the best forklift driver in the world and the worst forklift driver in the world is probably not \$10,000 a year. The difference between the best truck driver in the world and the worst truck driver in the world is probably not more than \$25,000 or \$30,000 a year... but the difference between the best salesperson in the world and the worst salesperson in the world, literally, I want you wrap your mind around this, is billions of dollars.

New Speaker:

Why am I telling you that? I'm telling you that because selling is worth getting good at. It's worth getting good at because the benefits are monumental. Selling is worth getting good at because good salespeople make a difference and if you don't get good enough to make sales you will never make the difference you could have made had you focused your time, your effort, and your energy on getting good at sales.

New Speaker:

Salespeople make a difference. The world is a better place because of good salespeople who sell good products. I'm not talking about cheesy shysters who schlep products that are substandard to people who can't afford them. That's not what I'm talking about. I'm talking about the masters. I'm talking about the sales craftsmen and craftswomen; the ones who know how to paint word pictures that are as beautiful as anything Picasso or Michelangelo ever painted with a brush. I'm talking about people who know how to put the right words together in the right order, that incites an emotion inside of their prospect; that will not allow that prospect to leave without making a purchase.

New Speaker:

Salespeople make a difference. Selling is worth getting good at, because good salespeople make a difference. Selling is worth getting good at because good salespeople make lots of money, and I'm not just talking about lots of money in their lifetime, and I'm not just talking about lots of money a year. I'm not just talking about lots of money a month, or per week, or per day. I'm talking about lots of money an hour. Because I am good at selling, I've had the privilege on multiple occasions to make more in an hour than most people will make in a couple of years and some people will make in five or six years. Why? Because good salespeople makes lots of money.

New Speaker:

Getting good at selling is worth it. It's worth it. Selling is something that is worth getting good at. I mean think about it... If you are a person who fixes computers, and that's what you do for a living... is it worth getting good at? Yeah, kinda. But the difference between the best computer repair person in the world and the worst and the amount of money they make is just not that much. Okay, so you're a waiter, and you wait on tables, great? The difference between the amount the top waiter in the world makes and the worst waiter in the world makes is just not that much. I mean it could be \$30,000 or \$40,000 a year, but in the grand scheme of things, it's not that much. The difference between top salespeople and the bottom salespeople is easily hundreds of thousands or millions of dollars a year. Selling is worth getting good at because salespeople make a difference, because good salespeople make a difference and good salespeople make lots of money.

New Speaker:

Selling is worth getting good at, because good salespeople get to travel for free. I know I've won sales contests where I've won trips and won vacations. I know salespeople who've won trips and won vacations and cruises and trips to Mexico and trips to the Final Four and trips to the Caribbean and trips to Hawaii, simply because they're good at selling. Smart business owners have sales contests, so that when people go out and sell, they win something beyond just the amount of money they make. Selling is worth getting good at because good salespeople get to travel sometimes for free.

New Speaker:

Selling is worth getting good at because good salespeople get to see the world from a brighter perspective. You know the most positive, happy, jovial, entertaining people that I know are salespeople. And I love salespeople. I love great salespeople. A lot of people say "Well I don't like salespeople and I don't like anybody trying to sell me something." I'm gonna tell you something, until you change that attitude you'll never be good at selling. You don't like somebody trying to sell you something, then you won't like yourself trying to sell somebody else something. I love it when people try to sell me something. You know why? Because when a good salesperson is trying to sell me something, I am learning what I can do. I'm adding tools to my toolbox.

New Speaker:

I even love it when a bad salesperson tries to sell me something. Why? Because I'm learning what not to do. I'm making mental notes and sometimes I'm writing them down on paper. Don't do this. I remember I used to work for 7-UP and I would go and call on grocery stores and convenience stores and try to sell them. I remember my sales manager taking me out to train me and he was horrible! He was one of the worst salesmen I've ever met and I couldn't believe this guy was training me. It was mind blowing. He would literally walk into a business, look at the manager or whoever was working and say, "Tom Haines, 7-UP", and he would wait for them to say something and they'd say "Yeah?" I'm telling you it was one of the worst sales presentations I'd ever seen and I probably shouldn't put Tom on blast, but he doesn't know me anymore, and I don't know him anymore. I just remember how horrible that was.

New Speaker:

Selling is worth getting good at because salespeople get to see the world from a brighter side. I can tell often times when I ask somebody how they're doing... If they're in sales, generally speaking they give me an over the top answer, because salespeople realize that you can always sell more with honey than you can with vinegar. The last point I wanna make is this... selling is worth getting good at because good salespeople create the butterfly effect. Now you're probably wondering what in the world is the butterfly effect? The butterfly effect. I don't remember who came up with it. Somebody came up with the concept that everything affects everything else and that a butterfly that flaps its wings in Tibet contributes to the wind current in Southern California. That's called the butterfly effect. Everything affects everything else. In other words, I'll go out and make a sale. I might make a \$4,000 or a \$40,000 commission, and I'll go spend some of that money somewhere. And I'll spend it in a business and that business will pay some of their employees, who will go spend it somewhere else. And before you know it, within a week or so that money has made it around the world. Selling is worth getting good at because good salespeople create the butterfly effect.

PART 2 OF 3 ENDS [00:32:04]

New Speaker:

Most people have never, ever thought about sales on this level. Because they think, "Well, selling is just people trying to sell me something." Well, I want you to understand that selling is worth getting good at because 95% of the people hate to sell. I know I've said this before, but I'm going to say it again. If 95% of the people hate to sell, there's only one alternative to selling, and that's buying. If 95% of the people hate to sell, that means 95% of people love to buy. But not only do they love to buy, they "only" love to buy. In other words, they love to buy and they don't like to sell at all. Which means for those of us in the 5% of the marketplace who love to sell are like an ant in the middle of an apple pie. We're having a great day. I'm telling you, that is exactly where you are if you will fall in love with this noble, beautiful, honorable profession called selling.

New Speaker:

As a quick review, don't make selling about you-- that's number one. Number two, selling adds to the value in the world. Number three, selling is worth getting good at. Number four, selling is easy to do, but it's hard to learn. I'm going to say that again. By the way, most people think selling is hard. The reason people think selling is hard is because they're not good at it, but selling is easy to do. It's just hard to learn. I've figured this stuff out about by selling millions of dollars worth of stuff myself and by teaching other people how to sell. Selling is easy to do, but it's hard to learn. Selling is easy to do because people already want to buy. I just told you, 95% of the people in the world only love to buy, because they hate to sell. That means the marketplace is unsaturable. There are so many people out there.

New Speaker:

Tomorrow is payday, but it's not really payday. It's transfer day. There are people out there who have been waiting all week to get their paycheck just so they can go spend it on something, just so they can go and buy something. I don't know about you, but for me it just makes sense. If that's where people are in their mind and they love to buy that much, I need to position myself in a place where they can buy from me. It just makes sense, so selling is easy to do, but it's hard to learn. Selling is easy to do because people already want to buy. That's the first reason selling is easy to do.

New Speaker:

The second reason selling is easy to do is because if you will take time to learn and practice it, you can get good at it. You know, there's some things if you practice them you won't ever get good. I know people who practice playing golf all the time and they're as horrible today as they were the first time they ever picked up a club. One of the reasons selling is easy is because if you will learn how to do it from practice, even if you're not good at it right now, selling will become an activity of ease for you if you'll take time to learn how to do it.

New Speaker:

I've read so many books on selling. I've got a couple of books I'm reading on selling right now. I'm always learning about selling. Why? Because I love to persuade people for a couple of reasons. One, it's like a game. But two, because I believe I've got all this great stuff that I've learned, or all this great stuff that I know how to do, or all this great stuff that I want to do, or all this great value to share. It'd be a shame not to be able to skillfully get that across. So selling is easy, number one, because most people only want to buy. Selling is easy if you'll take time to learn and practice. Selling is easy to do if you like people.

New Speaker:

Now, if you don't like people, my recommendation is don't go into sales. If you don't like people and people get on your nerves, and if you don't want to be around people, if when people come around you feel drained and you want to get away from people... my recommendation would be don't go into sales. Go into working on computers or fixing trucks... something that doesn't require personality. But if you like people, selling is so easy to do when you like people, and I happen to like people, so for me selling is easy to do.

New Speaker:

Well, selling is not just easy to do if you like people, but selling is also easy to do compared to things that are hard. When I think about this, it reminds me of my friend in Pennsylvania, Keith Doyle. Keith would always say, "The only thing more fascinating than what people won't do for money is what people will do for money." You see people standing out in the hot sun in a dog costume or an elephant costume or an alligator costume, twirling a sign to attract business to some store or some restaurant. They'll do that but they won't learn how to sell. It's amazing to me what people will do for money, but people won't learn how to talk to people. People won't spend time learning how to play the game of selling.

New Speaker:

What if selling was like a game of cards? What if it was like a board game? What if it was like dominoes and you were just playing? What if selling was just play? Would you get good at it? You probably would. Well, I've got good news for you. Selling is just playing. It's like a game. Selling is really easy to do compared to things that are hard. When I was unemployed one time, my next door neighbor named Steve was a roofer. Steve put on rubber roofs on industrial buildings. He needed a spare hand so I said you know what? I'm not doing anything, so he hired me for \$10 an hour and we put on a rubber roof. Now, let me tell you something, I know how to put flashing in I can pull up the old roof. I know how to use a crowbar. I know how to use a hammer. I know how to use a saw. I know how to pull off the old rolled roofing and when we need to replace some boards... I got that. I can hammer the flashing on. I got all that. ---well, I had never put on a rubber roof. What I didn't realize was that when you put on a rubber roof, the last thing that you put on the roof is gravel. Now, they don't have gravel roof throwers. A big dump truck came about two days before the end of this project and dumped out the whole truck full of gravel on the ground. We had to shovel the gravel in the bucket, carry the buckets up the ladder, walk the buckets across the roof and pour them out and spread them, and come down and do that same thing all over again. We did this for days... for days! ...carrying buckets of gravel up a ladder. You know why I love selling? Because it's easier than that.

New Speaker:

I can remember the first job I got when I went to college. I got a job sanding buses to prep them... school buses, to prep them for a paint job. Phew! Unbelievable. I remember working like a three legged mule. I remember another job I got pulling sorghum. It's the shortest job I ever had. I had that job for one day pulling sorghum in the fields of Lowell, Indiana. I remember it like it was yesterday. When I was done, everything hurt. Hands hurt, fingers hurt, back, knees, hips, everything hurt... even like that Bruce Lee movie from back in the '70s... my hair hurt! Everything. My hair was hurting I was in so much pain. I went to bed that night. I dreamed about sorghum. At the end of the first day, I went to the boss and I said to him, "You know what, boss? Keep my check if you want to. I won't be back tomorrow." I didn't know what I was supposed to do with my life, but I knew what I wasn't supposed to do. I wasn't put here to

pull sorghum. I love selling because selling is not sanding buses, it's not carrying gravel up a ladder and it's not pulling sorghum. So selling is easy compared to things that are hard.

New Speaker:

And not only is selling easy compared to things that are hard. Selling is easy but it's hard to learn. If selling is so easy, the question then becomes why is it so hard to learn? Selling is hard to learn because it's counterintuitive. You think that because you're selling something and you're going to make a lot of money that you need to focus on making the money. When somebody gets started in selling, their natural tendency in the beginning is to focus on the money they are going to make. It is absolutely the worst thing you should do. It's counterintuitive when you're selling in the beginning to think about the benefits of your prospect and not the benefits of yourself.

New Speaker:

But you must think of the benefits of your prospect and not the benefits of yourself. Selling is hard because it's counterintuitive; that's why selling must be relearned. When you were born you were born knowing how to sell, but you got it programmed out of you by the time you graduated from high school. My goal is to reprogram you; is to reteach you how to sell. You were born selling... pick me up, Mommy. Wah!! ...feed me. Wah!! ...play with me. Wah!! Those are called sales pitches!

New Speaker:

Selling is hard to learn because of all of our programming and pseudo- sophistication. Selling is counterintuitive because selling is more like being a little kid. In fact, I teach people in my seminars that if you really want to get great at selling, learn to let the little kid in you connect the little kid in your prospect, instead of trying to impress the adult in your prospect with the adult in you. Let me say that again. You let the little kid in you connect with the little kid in your prospect instead of impressing the adult in your prospect with the adult in you. Selling is hard because it's counterintuitive and selling is hard to learn because most salespeople and sales trainers are so bad.

New Speaker:

I want to congratulate you. You are in the right place at the right time. I was a horrible salesman. I was horrible. I wasn't bad. I was horrible. When I first got started in selling, it took me a year and a half to earn my first paycheck... \$166.25. The good news is I lasted through the learning curve, and because I lasted through the learning curve, you are here today. I want you to understand that selling is hard because most salespeople and sales trainers are so bad.

New Speaker:

So far we've covered... Don't make it about you, selling adds value into the world, selling is worth getting good at and selling is easy to do but hard to learn.

PART 3 OF 3 ENDS [00:45:48]