

*BITS & PIECES*  
*for*  
SALESPEOPLE

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**The harder you work, the luckier you get.**



GARY PLAYER  
Professional golfer

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*Success is going from failure to failure without loss of enthusiasm.*

WINSTON CHURCHILL (1874-1965)  
British Prime Minister

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“YOU’VE GOT to know how to merchandise if you want to get ahead,” a sales executive told a shoeshine man with a stand in the lobby.

The next day the shoeshine man attracted a flood of new business with a sign that read: “One shoe shined FREE.”

*Executive’s Handbook of Humor for Speakers*  
Bureau of Business Practice

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## THE POWER OF COMMITMENT

“IF YOU STAY COMMITTED, your dreams can come true,” says screenwriter Michael Blake.

“I left home at 17 and had nothing but rejections for 25 years. I wrote more than 20 screenplays, but I never gave up.”

You may have heard of Michael’s most recent script: *Dances with Wolves*, the moving starring Kevin Costner that won the Oscar for best picture of the year.

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**No problem is so great it cannot be overcome by a salesperson who has the proper motivation.**

SCOTT ADAMS  
*The Dilbert Principle*  
HarperCollins

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## DOING YOUR BEST

THE SALES MANAGER assigned a new sales representative the task of writing a proposal for an important potential account.

When the salesperson came to work the morning after handing in the finished proposal to his sales manager for review, he

found it on his desk with a note that said, "YOU CAN DO BETTER!"

The salesperson redoubled his efforts, adding facts, figures, graphs, charts, data, and persuasive arguments, then handed in the revised draft.

Imagine his disappointment when he came in the next morning and found the proposal back on his desk, again with a note, "YOU CAN DO BETTER!"

Again, he revised the proposal. After two days of rewriting, it was even more complete and persuasive. Late that night, he left it in the sales manager's in basket.

So when the salesperson again found it back on his desk with the note admonishing, "YOU CAN DO BETTER!" he stormed into his manager's office carrying the report.

"I've written and rewritten this proposal *three times!*" the salesperson complained. "I *can't* do any better. *This is my best effort!*"

The sales manager took the report, smiled, and said, "In that case, I'll read it!"

**Experience is a hard school, but the fool learneth in none other.**

TOM FITTMAN

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## **POWERFUL FOLLOW-UP QUESTIONS**

- 1. Am I catching you at a bad time?*
- 2. Did you receive the information I sent you?*
- 3. Did you have a chance to look over the material?*
- 4. Do you use this type of product or service from time to time?*
- 5. Do you have a budget for acquiring this product or service?*
- 6. What is the approximate amount of the budget?*
- 7. What's your time frame for acquiring this type of product—three months, six months, longer?*
- 8. Are you authorized to approve this purchase, or will others be involved in the approval?*
- 9. Is there anything I should have asked you that I haven't?*
- 10. What do you want to happen next?*



*The winds and waves are  
always on the side of the  
ablest navigators.*

EDWARD GIBBON (1737-1794)  
Historian

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**There is hardly anything in the world that someone can't make a little worse and sell a little cheaper, and people who consider price alone are this man's lawful prey.**

JOHN RUSKIN (1819-1900)  
Critic

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BEFORE GOING to Europe on business, a man drove his Rolls-Royce to a downtown New York City bank and went in to ask for a \$5,000 loan.

When the loan officer asked for collateral, the man gave him the keys to his Rolls. The loan officer drove the car into the bank's underground garage for safekeeping and gave the man \$5,000.

Two weeks later, the man came in to settle his loan and get his Rolls back.

"That will be \$5,000 in principal plus \$15.40 interest." The man wrote a check for

\$5,015.40 and gave it to the loan officer.

“I’m curious,” said the loan officer. “I ran a credit check while you were gone, and found you are a multimillionaire. Why in the world would you want to borrow \$5,000?”

The man smiled. “Where else could I safely park my Rolls-Royce in Manhattan for two weeks and pay only \$15.40?”

DAN HOLOHAN  
*Words from Woody*

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### WHEN PROSPECTS SAY NO

THE WORD “NO” should be viewed as an opportunity to learn what is on your customer’s mind. After you know what is keeping him from buying, you can start to work on overcoming those objections.

DONALD H. PERRY  
Magazine editor

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Like a rubber ball, we bounce not knowing  
where we’ll spring from next;  
but the harder we fall—the  
higher we’ll bounce back.

LAURA ST. GEORGE  
Business writer

*Success is meaningless if you cannot share it. You can only spend so much money on yourself. The real fun is making life better for those you love.*

JOY HOUGHTON  
Writer

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## TURN LEMONS INTO LEMONADE

**I**N HIS CLASSIC book *Tested Advertising Methods* (Prentice Hall), John Caples quotes the following story by Jim Young, a farmer and direct marketer:

A few years ago there was a hailstorm just before harvest. I had thousands of mail orders and checks, and almost every apple hail-pocked. Problem: Should I send the checks back or risk dissatisfied customers? Actually these apples were damaged only in appearance. They were better eating than ever. Cold weather, when apples are ripening, improves their flavor. So I filled the orders. In every carton I put a printed card:

*"Note the hail marks which have caused minor skin blemishes on some of these apples. These are proof of their growth at a*

*high mountain altitude, where the sudden chills from hailstorms help firm the flesh and develop the natural fruit sugars which give these apples their incomparable flavor."*



Not one customer complained. Next year I received orders which said: "Hail-marked apples, if available; otherwise the ordinary kind."

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**Any fool can paint a picture, but it takes a wise man to be able to sell it.**

SAMUEL BUTLER (1835-1902)  
Author

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*We must dare to dream great dreams—and then we must dare to put them into action.*

PETER MACDONALD

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**Remember, nothing that's good works by itself, just to please you. You've got to make the damn thing work.**

THOMAS EDISON (1847-1931)  
Inventor