

Dynamic Sales Secrets Revealed:

## **Dynamic Sales Guide:**

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### **Table of Contents:**

Introduction: (Page 2)

Leadership Development: (Page 3)

Self Confidence: (Page 4)

Personal Relationships Expertise: (Page 7)

The Power of Your Reputation: (Page 10)

Dynamic Sales Secrets Revealed:

Our Philosophy: (Page 12)

Overcoming the Fear of Failure: (Page 14)

Powerful Sales Presentations: (Page 16)

Important Sales Tip: Page (17)

Conclusion: Page (18)

### **Introduction:**

I wrote this short sales guide to give you some valuable information that can make a significant difference in your sales career. I also wrote this guide to give you a feel for how my coaching can transform your career.

The driving force behind my expert sales coaching is over forty years of authentic sales experience. Seven years in real estate sales, ten years in retail auto sales, thirteen years in dealer aftermarket sales, five years in insurance sales and nine years in mortgage origination. During these four decades I was also a sales manager for over thirty years.

Why not take advantage of my extensive experience and one on one coaching to transform your sales career? My coaching is very reasonably priced and carries a money back guarantee. So you have nothing to lose and everything to gain.

Dynamic Sales Secrets Revealed:

### **Becoming More than Just Average:**

I spent many hours searching the Internet to discover what other sales coaches are teaching and what I found is that they are mainly about basic sales and closing strategies. These two competencies might get you to average, but if you want to make big money in sales you will need more than just basic sales and closing strategies. You will also need leadership skills, a high level of self-confidence, personal relationships expertise, expert product knowledge and a powerful reputation.

No matter what field you aspire to be successful in, leadership will be at the forefront. Without leadership skills you will not succeed at anything in life, including sales. So let's start here with leadership development.

### **Leadership Development:**



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Self-leadership is at the foundation of leadership. In the sales world self-leadership is about working on those things on a daily basis that are going to make the greatest difference in your career. Having your goals set and keeping them at the top of your mind with a crystal clear vision. Building strong desire and passion for the achievement of your goals and cultivating faith in your abilities to reach your goals.

Leadership in sales is also about successfully leading your customers through the sales and closing process. You accomplish this with expert product knowledge and proficiency with your sales presentation. Every customer receives the same presentation including referrals. Consistency is a major key to a high closing ratio.

### **Self Confidence:**



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I am talking about possessing a superior level of self-confidence. Here is what I mean. You know that if the sale can be closed, you will close it. You know that you are the best. Self-confidence is faith in your- self and your sales and closing abilities. Faith is simply this.... you know that you are the best just as surely as you know that the sun is going to rise in the morning. Faith is more than just believing, **faith is knowing**.

So now your question is how do I build my self-confidence to that level? There are thirteen pathways that I have identified to help you build a superior level of self-confidence. I am going to talk about two of them here. I cannot discuss all thirteen in this short guide. First one is product knowledge and the second is adhering to a sales system.

**Product Knowledge:** I find it amazing how many sales people are out there talking to prospective customers that don't know their product. In my opinion this is a result of very lazy sales management and a lack of professional sales training.

Product knowledge is an essential sales competency. You need to know your product top to bottom, left to right and inside out. You need to know it better than your competition knows theirs. You need to know every detail. This is how you demonstrate to the customer that you are an expert. And you need to be seen as an expert if you want to make big **\$\$\$\$\$\$** in sales.

## Dynamic Sales Secrets Revealed:

When your prospect asks you questions that you don't know the answers to you will lose them most of the time. And when your prospect has objections that you did not anticipate you are not going to close that sale.

The bad news is that it will take some work on your part to become that expert. The good news is that once you have paid the price to acquire that comprehensive product knowledge you are the expert.

You can see where I am going with this. Being a product expert is not an option, it is the "Holy Grail." If you are not an expert with the product or service that you are selling you will never be above average and most likely you will be below average. Take the time to become that product expert. This will separate you from the pack, strengthen your reputation, maximize your closing ratio and raise your level of self-confidence.

**Sales Systems:** I first learned about comprehensive sales systems way back in 1983 while working as a sales manager for a Nissan dealer in Milwaukee. I was already working at the dealership when the dealer decided to install the system. When the system was installed the dealership went from last in the Milwaukee zone to first in less than 90 days. The dealership went from selling 100 cars per month to selling over 200 cars per month. This experience made me a huge believer in sales systems and I have embraced them ever since.

Another company I worked for that had a comprehensive sales system was a mortgage company. This company had eleven branches and was

## Dynamic Sales Secrets Revealed:

one of the largest mortgage brokers in the country. Before the owner of the company was in the mortgage business he was a Lieutenant in the United States Marine Corps and was in charge of security at the US embassy in Moscow. With his military and security background you know that he was systems oriented, he had a system for everything.

All of our branches produced over five million dollars per year in sales revenue. Our top sales people consistently made over \$20,000 per month while our average sales people all made over \$10,000 per month. This would not have been possible without our sales systems.

Now if your company does not have a sales system installed, and odds are that they don't, you will need to develop your own system. When you hire me as your coach I help you design a personalized sales system.

## **Personal Relationships Expertise:**



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It has been said that when you are good at personal relationships you can be good at anything. I agree with that statement and believe that you need to be really good at personal relationships if you want to make big **\$\$\$\$\$\$\$** in sales. And this is why I coach personal relationships.

If you search the Internet you will not find any other sales coaching that addresses personal relationships training. I know because I have looked and found nothing. I am of course talking about personal relationships training as it applies to sales and business. I am going to talk about two things here that always affect your relationships, integrity and prejudice.

Integrity is at the core of personal relationships. Here is the definition of integrity from the dictionary: adherence to moral and ethical principles; soundness of moral character; honesty. Here is my personal definition of Integrity: “Always say what you mean and do what you say. Never agree to anything that you will not or cannot do. Always keep your word and always honor your agreements.”

**Integrity** is essential in building your relationships and will also affect your reputation. People don't like other people that don't say what they mean or do what they say. And one of the fastest ways to ruin any relationship is to not keep your agreements. The other way to absolutely destroy a relationship is to get caught in a lie. Once you get caught in a lie the relationship is over.



Dynamic Sales Secrets Revealed:

“The quality of your relationships will always be in direct proportion to the trust that you have earned.” Trust is the currency of any relationship. If you are lying or cheating or if you are not keeping your agreements, how can that other person trust you? What currency could you possibly have within a relationship without the trust factor? “Integrity is a key factor in determining your effectiveness as a sales person.”

**Prejudice** is a major problem when it comes to relationships, especially in the area of sales. I am going to give you an example of how I saw prejudice get in the way of a relationship with a customer. I experienced this while working as the sales manager at the Nissan dealership.

A customer walked into the showroom one afternoon and was looking at the 300ZX turbo we had on the floor. This sports car was selling at the time for around \$30,000. That was a very large sum of money back in the early 1980s. The customer was dressed in coveralls and was very dirty in his appearance. He had just gotten off from work and had not showered. All of my salespeople scattered when they saw him come in, so I decided to personally handle this customer. It turns out that this customer worked at AO Smith and was a foreman in the shop.

This customer did not need a product presentation. He knew the car inside and out. His brother already owned the same car. This customer was presold and was paying cash. He was the perfect customer.

## Dynamic Sales Secrets Revealed:

Now because it was the only 300ZX turbo available anywhere in the state we had what is called an additional dealer mark up on this car. It was a hot car with low supply and we never gave a discount on this car. The profit on this deal was over \$8,000 which was a very huge deal. Now because I sold the car as the sales manager the deal became a house deal. The typical commission payout to a sales person on this deal would have been around \$2,400. Back in 1983 if you were making \$2,400 per month commission selling cars you were doing pretty well.

This deal could have made a sales person's entire month, but prejudice stood in the way. Whenever you meet a customer for the very first time, don't prejudge them, it could cost you big **\$\$\$\$\$\$\$**.

## **The Power of Your Reputation:**



## Dynamic Sales Secrets Revealed:

The quality of your reputation can determine the size of your pot of gold. Your reputation is your life's calling card. It is what people know and believe about you and it affects your relationships and your level of success in life and business.

Ask yourself the following questions. What is my reputation with my boss and the company that I work for? What is my reputation with my peers at work? What is my reputation with my existing clients and my prospective clients?

Your reputation is your most valuable asset. Design it, protect it, guard it, build it and enhance it. Work on it every day like your life depends on it because your life does depend upon it.

When you have that certain special reputation, people will seek you out. Customers are calling you because your reputation has already sold them. The doors to opportunity always swing wide open for sales and business people that possess a powerful, quality reputation.

When what you sell comes up in conversations, you want to be the man or woman that people are talking about. I want people saying “You have to call Mike Petrusek. He is a straight shooter and took good care of me. Mike will get you the best deal. You can trust Mike.”

## **Our Philosophy:**



The dictionary defines philosophy as follows: the rational investigation of the truths and principles of being, knowledge, or conduct. Here is my personal definition for philosophy: Our philosophy is what we know, believe, value and trust and our philosophy determines our reality.

This coaching is also about refining your philosophy. If you are not successful to your satisfaction, then you must change what you know, believe, value and trust. Albert Einstein stated that: “the definition of insanity is doing the same things over and over again and expecting a different result.” Einstein’s advice here was that if you don’t like your results you need to change things. I am quite certain that this advice also applies to a person’s philosophy.

Dynamic Sales Secrets Revealed:

Most people are not willing to pay the price for a refined philosophy. Refining your philosophy is about the extra learning and it takes work. The right philosophy will help you become more successful in sales and is a major key to your career transformation.

### **Your Philosophy Determines Your Attitude:**

We have all heard about attitude since we were little children. We heard it from our parents, our friends and our family members. People talk about attitude all of the time. We certainly hear about it from our supervisors, our managers and our coworkers. Attitude is constantly up for discussion on a daily basis. So what is attitude? Can you define it?

The dictionary definition of attitude is as follows: manner, disposition, feeling, position, etc., with regard to a person or thing; tendency or orientation, especially of the mind. This definition somewhat hits the nail on the head, but this definition is ambiguous. So let's see if we can manifest a deeper understanding of this popular subject.

Here is my definition for attitude. "Our attitude is how we apply our philosophy in our life. Our philosophy is our essence and our attitude is how we manifest our essence in our life. Our attitude determines our conduct and ultimately determines our reputation." So then we could say that if we want to change our attitude we must change our philosophy.

Dynamic Sales Secrets Revealed:

My expert sales coaching will help you refine your philosophy so that you can transform your sales career, close more sales and make the big **\$\$\$\$\$\$\$** that you deserve.

### **Overcoming the Fear of Failure:**



Our hardest challenges will one day reveal themselves to be our greatest teachers. Failure is just part of the human condition. We need to realize that our past mistakes are neither good nor bad, but are only wise or unwise depending on our particular awareness at the time. We must learn to look at our mistakes as growth opportunities. Our awareness increases as we learn from our mistakes. Personal power lies in the

Dynamic Sales Secrets Revealed:

understanding that our mistakes are simply learning opportunities that cannot be avoided. As some have said, we fail our way to success.

The Eagle is the mightiest hunter in nature but fails 90% of the time while hunting. The best baseball players in the majors fail over 60% of the time when they are up at the plate. The best sales people that I ever worked with failed 60% of the time. My point here is that the “best of the best” fail 50% to 60% of the time.

I am a student of Vince Lombardi. In my opinion he was the greatest coach that ever lived. His portrait hangs on the wall above my desk as a reminder of his great coaching. Lombardi was the Green Bay Packer’s head coach for nine years and in that short time he won five NFL world titles. He was world champion 56% of the time that he coached in Green Bay and he built his team from the ground up.

My favorite Lombardi quote should inspire anyone that is in sales. Here is the quote: “We can’t accept winning if we can’t accept losing.” How profound is this statement. It implies that even when you are the “best of the best” you don’t always win.

When your closing ratio is consistently 40% you are outstanding. When it is consistently above 40% you are the best of the best. Put failure in perspective and get over it. No one is perfect.....

## **Powerful Sales Presentations:**



What is that one thing that can maximize the power of your sales presentation? “Reasons” You need to give your customers as many reasons as possible as to why they should buy from you and your company. Reasons are power when it comes to selling anything.

You give every customer the same sales presentation and apply the same closing techniques. The sales process is as similar as possible with every customer. This insures that you are doing all that you can do to sell every customer. Every customer receives the full treatment including referrals. When you sell with a system you know when to close and you have all the answers to handle any possible customer objections.



### Important Sales Tip:



Before I wrap it up I want to leave you with a valuable sales tip. I have been in sales for 43 years and the 80/20 rule has helped me become a much better sales person. I learned the 80/20 rule way back in 1983 at the Nissan dealership where I worked as the new car sales manager. This one concept probably did more to take our dealership from last to first in sales in the Milwaukee zone than anything else. Here is the tip. “Spend 80% of your time selling and 20% of your time closing.”

Most sales people spend 20% of their time selling and 80% of their time closing and as a result they have a low closing ratio. A high closing ratio is a result of doing a thorough job of selling. Focus on the selling and the closing will come smooth and easy.

Dynamic Sales Secrets Revealed:

### **Conclusion:**

I wrote this sales guide to provide some valuable information to help transform your sales career. I also wrote this guide to give you a feel for my coaching style to help you make a buying decision. If you feel that my coaching will help you become a better sales person and make more **\$\$\$\$\$\$** then why not hire me as your coach? You can contact me via email at: [mike@dynamicsalescoaching.com](mailto:mike@dynamicsalescoaching.com)



***To Your Sales Success,***

***Mike Petrusek***

***Professional Sales Coach***