

Dynamic Sales Secrets Revealed:

## **Dynamic Sales Coaching, LLC - Sales Guide:**

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### **Table of Contents:**

The Power of Synergy (Page 4)

Chapter 1: Self Confidence (Page 6)

Chapter 2: Personal Relationships Expertise (Page 17)

Dynamic Sales Secrets Revealed:

Chapter 3: The Power of Reputation (Page 22)

Chapter 4: Leadership Dynamics (Page 25)

Chapter 5: Overcoming the Fear of Rejection (Page 30)

Chapter 6: Powerful Sales Presentations (Page 32)

Conclusion: Page (33)

### **Introduction:**

I wrote this Sales Guide to give you free valuable sales tips that will make a significant difference in your sales career. I also wrote this Sales Guide for the purpose of giving you a feel for what my sales coaching has to offer and how it can transform your sales career.

I have 43 years of sales experience. During those 43 years I was a sales manager for 30 plus years. I have sold and been a sales manager in the real estate business, the auto business, the dealer aftermarket business, the insurance business and the mortgage business. I was successful and made good money in each and every one of these businesses. Now I am not bragging I am just giving you a brief synopsis of my background so that you will know that I have been there and done what you are trying to do, which is close lots of sales and make lots of **\$\$\$\$\$\$\$\$**. After all, selling is about making money, right? And hopefully big money, at least six figures. You need to set your goals high. Six figures at the least. If you do not believe that you can make six figures in sales, then you need to start believing it. There are many sales people that are making six

Dynamic Sales Secrets Revealed:

figures, why not you? What do they know that you don't know? If they can do it, so can you. I have always been a firm believer that what one man or woman can do, another man or woman can do. It's all about awareness. "The Secret to life and business is that there are no secrets there is only lack of awareness."

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

I have 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 if you are lucky. But, if you want to rise to the top of the leader board and make big bank in sales, you will need more than just basic sales and closing strategies. It is also about possessing a high level of self-confidence, personal relationships expertise, leadership capacity, expert product knowledge and a powerful reputation to name just a few. When you possess a powerful reputation there are times when your reputation will close the sale before you even meet with the customer. We will be talking more about reputation in chapter 3.

If you are interested in becoming outstanding in sales, then you are in the right place. If you are satisfied with being average or somewhere in that neighborhood, then don't waste your time looking at the Dynamic Sales Coaching program. This program is about becoming the best of the best and making big money in sales.

## **The Power of Synergy:**



I want to introduce you to a very powerful concept called Synergy, also known as Synergism. It is a metaphysical law that will help you better comprehend why it is important to learn and digest everything that I am talking about in this guide. Here is the dictionary definition of synergy: the interaction of elements that when combined produce a total effect that is greater than the sum of the individual elements, contributions, etc.; synergism.

Dynamic Sales Secrets Revealed:

### **The Magic of Synergy:**

So your question is, Mike how does this apply to sales and your sales coaching? Well here is why I am bringing synergy into the conversation.

When a person has synergy working in their life, a mysterious force enters into their life. One plus one equals three not two. The whole becomes greater than the sum of the parts.

When we add a competency to our personal power portfolio we increase our personal power by an amount that cannot be measured. So when we add personal relationships expertise to leadership skills we increase our personal power times maybe four, not just times two.

How much would a person's level of personal power increase if they added a powerful reputation to their personal relationships expertise and leadership skills? Maybe that person's personal power would increase times eight or ten.

There are many natural laws and success concepts that you need to learn and digest in order to increase your sales capacity. If you were to embrace and digest just the few concepts that I cover in this short guide, imagine what the synergistic effect could be on your sales career and your life.

## Chapter 1: Self Confidence:



I am talking about possessing a superior level of self-confidence. Here is what I mean. You know that you know that you know that you are going to close the sale. You know that you are the best sales person in your line of business. 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.**

## Dynamic Sales Secrets Revealed:

Let's switch gears for a moment and talk about customers. If a customer was not interested in buying why would they take the time to meet with you? Many customers act like they are not sincerely interested in your product or service and that is just their game and most of them play it. If I am in car sales and I have a customer walk into my showroom, why would they be there if they weren't interested in buying a car? People don't walk into a new car showroom if they are not serious buyers. If you are in Real Estate and a homeowner takes time to meet with you regarding listing their home, you know that they are going to list it with someone.

Many sales people get defeated right out of the gate when the customer starts to game them. Most customers are going to game you, that is what most customers do. You need to accept it as normal customer behavior and just ignore it. I wish I had a dollar for every customer that I heard say "I am just looking" Every single customer I ever sold a car to said, "I'm just looking." What I heard was, "I need help."

## Sales Tip:



The biggest mistake that most sales people make is that they spend 20% of their time with customers selling and 80% of their time closing. That is backwards. You need to spend 80% of your time selling and 20% of your time closing. There is an old saying from the car business. Sell, Sell, Sell. I never heard anyone say, Close, Close, Close. When you have done a thorough job selling your product the closing process comes easy. Closing is mainly a byproduct of being a great presenter.

This is why you need to know everything about your product or service and need to know it better than anyone else that you are competing with for the business.



## Dynamic Sales Secrets Revealed:

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 sales coaching guide.

It will be difficult to fully explain the two that I have chosen to discuss here, but I will give you enough of an understanding regarding each so that you will comprehend how they can help you close more sales and make more money. First one is product knowledge and the second one 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 comes from poor sales management and lack of 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 little detail. This is how you demonstrate to the customer that you are the expert. And you need to be an expert if you want to make big **\$\$\$\$\$\$\$\$**. When your prospect asks you questions that you don't know the answers to you will lose them most of the time.

The bad news is that it is going to 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. When I was out in the field selling fixed annuities, I knew more about

Dynamic Sales Secrets Revealed:

annuities than anyone else. When I was selling Toyotas, I knew more about Toyotas than anyone else. When I was selling mortgages, I knew more about mortgages than anyone else knew.

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 and raise your level of self-confidence.

**Sales Systems:** There are two companies that I worked for that had sales systems installed and they were both top producing companies. 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 a month to selling over 300 cars a month. This experience made me a huge believer in sales systems and I have embraced them ever since.

The other company that I worked for that had a comprehensive sales system was a mortgage company. This company had eleven branches in different areas of the country. Four around Minneapolis, four around

Dynamic Sales Secrets Revealed:

Phoenix, one in my home town of Milwaukee, one in Denver and one in Miami. We were 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 and I mean everything. I do not want to state his name here as a courtesy, so I am going to just refer to him here as Mac.

Mac started his company out of a tiny little office in Minneapolis and grew it to eleven branches around the country in eight years. Mac was able to achieve this because of the systems that he had installed.

All of our branches had their own telemarketing department on site with thirty-five telemarketers. Each branch had four loan processors, three receptionists and twelve to fifteen mortgage originators and ran like a Swiss watch. Every branch produced over ten million dollars per year in sales revenue.

We had originators making as much as \$30,000 per month while our average originators made between \$10,000 and \$15,000 per month. This would never have been possible without our sales systems.

Now if your company does not have a sales system installed, which I am betting they don't, you need to develop your own system. When you hire

Dynamic Sales Secrets Revealed:

me as your coach I help you design a personalized sales system. You will not find this type of sales coaching anywhere else on the planet.

Some people call this type of sales system a sales track because it is like a train running on a track. You sell on the same track with every customer and always end up at the same destination which is a closed sale with maximum profit.

Can sales be this simple? The answer is: “Yes, sales can be this simple.”

Remember the old saying, “Keep it simple stupid.”

## Case Studies:



I am going to talk about two sales people that worked for me that would never have made it in sales if it were not for a sales system. These are true stories that demonstrate the validity of what I am talking about here.

**First case study** I want to talk about is from the Nissan dealership that I worked for in Milwaukee back in the 1980s. Let me introduce you to Wayne. He was a pretty plain person. He was somewhat introverted and very average looking. Wayne was just a real average guy. Not someone

Dynamic Sales Secrets Revealed:

you would expect to work in sales. Now here is the thing that was really crazy about how we ended up hiring Wayne.

There were three managers at the dealership that were involved with hiring sales people and of course I was one of them. We all interviewed Wayne and all three of us were thumbs down on hiring Wayne. We all agreed he was a nice guy but not cut out for sales, especially car sales.

Now what happened is our assistant called Wayne by mistake and told him that the dealership wanted to hire him to sell new cars. Crazy but true. You know that this is true because I could not make this stuff up. Somehow Wayne's application got put in the hiring stack by mistake and our assistant called him and told him to come in for training.

We were not aware of this mistake, believe it or not, until Monday morning when the training started. All of the new hires had finished their hiring packs and were now officially employees, including Wayne. So the three of us huddled up and decided that what the heck, he is here and he is hired so let's give him a chance and see how he does.

Wayne became a good sales person at the dealership and made good money. Here is the thing though. Wayne would never have experienced much success in car sales without our sales track and systems. Our sales track was a series of steps that our sales people executed in the proper order. They did step one and then step two and etc.

## Dynamic Sales Secrets Revealed:

First we would properly meet and greet the customer. Then we would go through the model selection process and perform a thorough walk around product presentation. Then we would take the customer out for a demo ride. Returning from the demo ride we had the customer park in the sold row which was right behind the service department.

Then we walked the customer through the service department on the way back to the new car showroom. While walking back through service we pointed out that we had four master mechanics. While walking by the car wash we would inform the customer that if they bought a new car from us they would receive free car washes for as long as they owned their new car. Then we would walk past the parts department and talk about how they will never have to wait days for repairs because we have the largest parts department in the region and stock everything. We would also let the customer know that when they buy their new car from us they receive a 15% discount on all parts and service. I could go on for hours about our systems but that is not my purpose. My purpose is to demonstrate how a comprehensive sales system streamlines the sales process and instills a high level of self-confidence in a sales person.

**Second case study** I want to talk about is from the Mortgage Company I worked for. Let me introduce you to Jenny. Like Wayne from the first case study, Jenny was a pretty plain person. She also was somewhat of an introvert and very average looking. Like Wayne, not someone you would expect to do well in sales.

## Dynamic Sales Secrets Revealed:

I hired Jenny because she needed to make money. Jenny was a single mom and was not receiving any support. Jenny did not have a choice about whether or not she was going to make money. She needed to make money to support her family. Just like Wayne in our first case study, Jenny would never have experienced much success in sales without a sales system. She might have done OK somewhere else with some coaching, but she never would have made over \$100,000 per year like she did with our company.

Imagine having a sales system designed specifically for you from a sales professional with over forty years of sales experience. When you hire me as your sales coach I help you design a personalized sales system to raise your level of self-confidence and help you make the big **\$\$\$\$\$\$\$\$** that you deserve. All you have to do is work the system.

You will not find this type of coaching anywhere else on the planet. You can only get it from Mike Petrusek and Dynamic Sales Coaching, LLC.



## Chapter 2: Personal Relationships Expertise:



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 have to be good at “personal relationships” if you want to make big **\$\$\$\$\$\$\$** in sales. This is why I coach personal relationships with my one on one coaching program. 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.

## Dynamic Sales Secrets Revealed:

I will be talking about two things here that always affect your business relationships in a very big way, 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 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 all of 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 with that other person. The other way to absolutely destroy a relationship is to get caught in a lie. Once you get caught in a lie, your relationship is over no matter what the basis is of that relationship.

“The quality of your relationships will always be in direct proportion to the trust that you have earned.” Trust is the currency of any personal 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.

Dynamic Sales Secrets Revealed:

**Prejudice** is a major problem when it comes to relationships, especially in the area of sales. I am going to give you two examples of how I have seen prejudice get in the way of relationships with customers and cost sales people big **\$\$\$\$\$\$\$**. These are events that I experienced 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. 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 because he knew the car inside and out. His brother already owned the same car. So I took this customer out for a demo ride and had him park the car in the sold row when we returned. This customer was presold on the vehicle and just wanted to buy the car. This is a car salesman's dream customer that you talk to very seldom. Odds are probably one in a thousand

In those days the factory gave every Nissan dealer just one 300ZX turbo per month. Our dealership had the only 300ZX turbo in stock in all of Southeast Wisconsin and the customer knew that this was the case. I wrote up the deal and escorted the customer into the business office for

Dynamic Sales Secrets Revealed:

delivery. The customer paid cash for the car and took it with him. He had all of the money and did not need financing.

So we have a customer that was presold and had cash. He was the perfect customer. 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. This was a once in a lifetime deal for a Nissan sales person. Now because I sold the car as the new car sales manager the deal became a house deal. Sales people never get paid on house deals.

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 good. This deal could have made a sales person's entire month, but prejudice prevented this from happening. I can still see this customer's face like it was yesterday. I used this event to teach the sales people in the dealership what can happen when we prejudge people. One more example and then we will move on.

A Customer came into the show room looking at a 280ZX turbo. This customer was a young man around 18 years old. Pretty young to be looking at any car, much less a \$30,000 sports car. Again, there wasn't a salesperson on the floor that would talk to this customer so I personally

## Dynamic Sales Secrets Revealed:

handled this customer. It turned out that this customer was the son of a man that owned a very large frozen pizza company that was based in the Milwaukee metro area. I will not state the name of the family here because their frozen pizzas are still being sold all over the country.

Needless to say this customer came from a family of millionaire status. So here we go again, because sales people were prejudging, they left a month's worth of commission on the table. It was again a house deal. I wrote the deal up and the kid paid cash for the car and took it with him. He was prepared to buy the car before he walked in the door.

Now when the Dealer found out about these 2 events he was very upset with everyone on the sales team. If I had not personally closed these 2 customers it would have cost the dealership \$16,000 in sales revenues. He was considering firing the entire sales team. Instead he installed our sales system. One of the components of the system was a sales rotation. Our sales people no longer had the luxury of picking and choosing what customers they could approach. With the new system, if a sales person is next in line they must handle the next customer that walks on the lot.

These two examples demonstrate how costly profiling customers can be. When you meet a customer for the very first time, don't prejudge them, it could cost you big **\$\$\$\$\$\$\$**. Personal relationships training will help you close more sales and you can only get it from Mike Petrussek and Dynamic Sales Coaching, LLC.

### **Chapter 3: The Power of Your Reputation:**



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 family and friends? What is my reputation with my boss and the company that I work for? What is my reputation with my peers at work?

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What is my reputation in the community that I live in? What is my reputation with my existing clients and 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. You can lose your reputation only one time with any one individual or organization and once it is gone you can never get it back.

Your reputation is something that you need to address if you have aspirations of becoming outstanding in sales and business or just life in general. Your reputation always needs to be a priority. Your reputation needs to be at the top of your mind all day every day.

Being great at what you do is a key to gaining the respect and esteem of people around you. You need to develop a reputation for competence and capability. When you do that you become more visible to the people in your work environment.

When you have that certain special reputation, people will seek you out. If you are in sales, 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 have 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 "Hey you

Dynamic Sales Secrets Revealed:

have to call Mike Petrussek, he is the best. Mike took good care of me and is a straight shooter. He will get you a great deal.”

“The amount of referrals that you receive will be in direct proportion to your reputation.” I don’t know about you, but I want lots of referrals. They are the easiest sales to close. By the way do you ask for referrals? You should ask every customer that you make a sale to for referrals.

If you are not asking for referrals you are costing yourself big **\$\$\$\$\$\$\$**. I always ask every customer for referrals right after I close the sale. This is the easiest time to get referrals because the customer is still excited about their new purchase.

When I asked some of the most professional sales people that I know what they were doing to build their reputation, they all gave me that deer in the headlight look. Unfortunately most sales people do not have a plan to build their reputation. A powerful reputation will help you close more sales and make the big **\$\$\$\$\$\$\$**.

My “Total Sales Coaching Package” includes reputation coaching to help you develop that powerful reputation that we are talking about here.



## **Chapter 4: Leadership Dynamics:**



Why is there so much mystery surrounding Leadership? I have read many books on leadership and it seems like all of these books seem to miss the mark. The most important key to leadership is self-leadership. I have never read anything about self-leadership in any book or ever heard an expert talk about self-leadership. If we cannot lead ourselves, how will we lead others? Leadership begins and ends with self-leadership.

Dynamic Sales Secrets Revealed:

“Your ability to lead others will always be in direct proportion to your ability to lead yourself.”

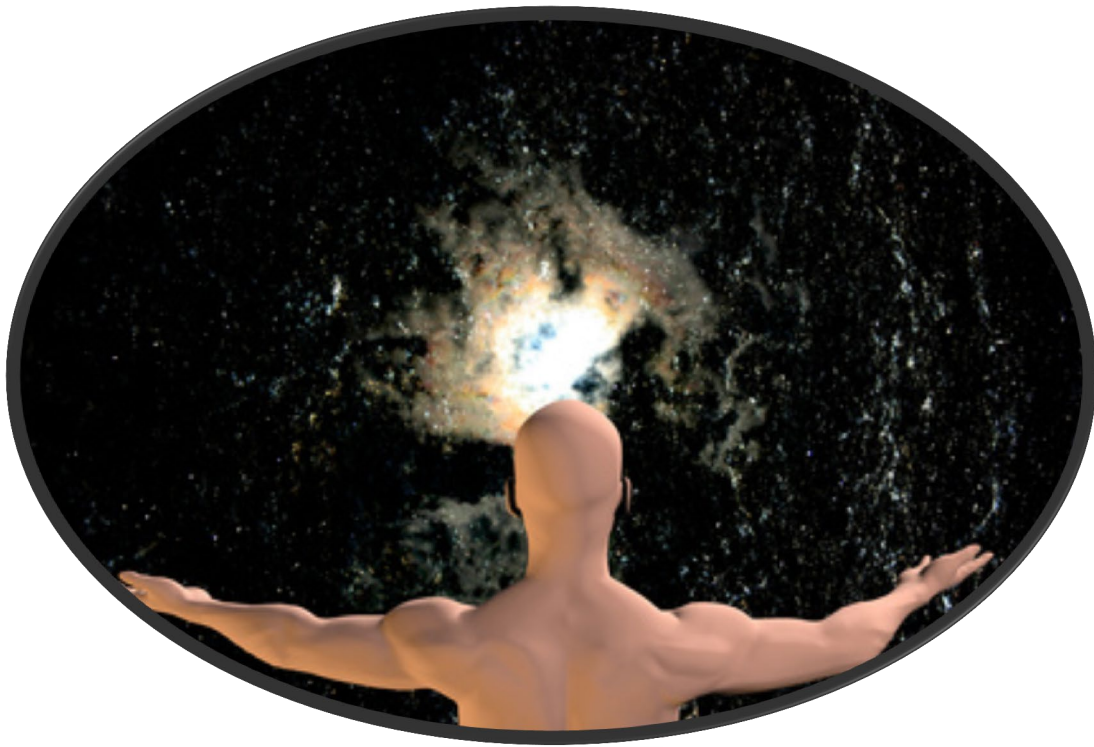
Self-leadership in the sales world is about working on those things on a daily basis that are going to make the greatest difference in your career. Having your goals set and keeping them at the top of your mind with a clear vision. Building strong desire and passion for the achievement of your goals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

You do need:

1. Self-Confidence
2. Self-Discipline
3. Passion
4. Self-Reliance
5. Faith
6. Expert Product Knowledge
7. Positive Thinking
8. Self-Esteem
9. Personal Relationships Expertise and Integrity

When you hire me as your sales coach I will help you develop and refine your leadership skills.

## **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 of philosophy: Our philosophy is what we know, believe, value and trust and our philosophy determines our reality. This coaching is about refining your sales philosophy. If you are not successful to your satisfaction, then you must change what you know, believe, value and trust.

Dynamic Sales Secrets Revealed:

If you don't make major changes to your philosophy, then you are going to continue to have the same old results that you have been experiencing in your sales career.

Albert Einstein stated that: "the definition of insanity is doing the same things over and over again and expecting a different result." If you want to move forward with your sales career and your life you are going to have to make some profound changes.

Most people are not willing to pay the price for a refined philosophy. Refining your philosophy is about the extra learning and it takes time and effort. You must be willing to commit to the extra work to refine your philosophy because it is the major piece to your life puzzle. Without a positive philosophy you cannot and will not become more successful in life and sales. What you believe, value and trust determines your reality and is the master key to your 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?

## Dynamic Sales Secrets Revealed:

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. Our attitude determines our conduct and ultimately determines our reputation and our sales success. So then we could say that if we want to change our attitude we must change our philosophy.

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

## **Chapter 6: Overcoming the Fear of Rejection:**



Our hardest challenges will one day reveal themselves to be our greatest teachers. Fear of failure is just part of the human condition and fear of rejection is just part of the sales game. The fear of failure and the fear of rejection are cousins that are connected at the hip. They are one in the same. We need to understand this annoying fear so that we can put it in perspective and overcome it.

## Dynamic Sales Secrets Revealed:

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 will increase as we learn from our mistakes. A man or woman that has not made mistakes has not yet lived. Mistakes are necessary in order for us to find our pattern for success.

We all make mistakes and will continue to make mistakes. Personal power lies in the understanding that our mistakes are simply learning opportunities that cannot be avoided. Thomas Edison reported that he experienced over a thousand failures in the process of the development of the common light bulb. If Edison would have let the fear of failure dictate his destiny, more than likely we would still be lighting our way with kerosene lamps.

Failure is part of the success process. We need to expect and accept failure on our pathway to success because it is inevitable. It is just part of the journey. “We can’t accept winning if we can’t accept losing.”  
(Vince Lombardi)

The fear of rejection is really the fear of failing with one little difference. The fear of rejection is the fear of not being liked by our customers. Now this is a problem that you need to overcome because it can hold you back. The fear of rejection is a result of insufficient self- confidence and as your confidence grows this fear subsides exponentially. You need to understand that as you get more sales experience under your belt this

Dynamic Sales Secrets Revealed:

fear will dissipate and eventually disappear for good. Fear of rejection is just temporary emotional pain that you will overcome with experience.

## **Chapter 7: Powerful Sales Presentations:**



What is that one thing that can maximize the power of your sales presentation? “Reasons” You need to give your customer as many reasons as possible as to why they should buy from you and your company. I am not talking about just four or five reasons. I am talking about trying to find a hundred reasons.



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Chances are you will not be able to find that many reasons, but you need to discover as many reasons as possible and incorporate them into your sales presentation. Reasons are power when it comes to selling anything.

You give the same sales presentation and apply the same selling and closing techniques with every customer. The 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 gets the full treatment with very few exceptions. Selling with your sales track will streamline the closing process and eliminate any guesswork on your part.

When you sell with a sales track you know when to close and you have all the answers available to handle any possible customer objections. And you have laid the groundwork to handle any possible objections. Now I know that this sounds simple and it is simple, but most sales people are not selling with a system. Selling with a system and a sales track will transform your sales career and enable you to make the big **\$\$\$\$\$\$\$\$** that you deserve.

### **Conclusion:**

I wrote this guide to give you some valuable information to help you transform your sales career and close more sales. I also wrote this guide to give you a feel for my coaching style to help you make a buying decision.

Dynamic Sales Secrets Revealed:

If you feel that my coaching will help you become a better sales person and help you make more **\$\$\$\$\$\$**, then I recommend that you hire me as your sales coach.

[Link back to Dynamic Sales Coaching home page:](#)



To Your Sales Success,

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