



[www.butlerlearning.com](http://www.butlerlearning.com)

[info@butlerlearningsystems.com](mailto:info@butlerlearningsystems.com)

## ***September 2019 Monthly Sales Tip*** ***Empower Your Sales Professionals To Have*** ***The Authority To Negotiate!***

Greetings Sales Pros!

I hope all of you took time off this past Labor Day weekend and truly enjoyed the holiday with your family and friends. I remember growing up during this time of year and my Dad saying, "It's time to go back to work after Labor Day." What he meant was Summer Break is over and it's time to get ready for the fall harvest as he worked in agriculture before starting his consulting business. I'd like to share a story that impacted me at a young age and has brought me to this point in my career as a sales training consultant.

It all began over 50 years ago when I was a small boy. My Dad worked in the agriculture (feed and seed) industry for the first 10 years of his career, before establishing his consulting business. He'd work with the farmers on the side and in the evenings to help them with the business and financial side of farming and wouldn't accept any compensation for it. I remember one time, running to the door when a farmer dropped off a freezer full of beef and pork in appreciation for Dad's services. Another time we got over 300 chickens, "New York style" dressed, which means the guts and innards were still inside the chickens! It was July and man was it hot. Those chickens weren't going to last very long in the sun. Mom got the neighbors to help by setting up tables in the garage to clean out the chickens, wash 'em down, bag them and freeze them. The entire neighborhood ate chicken for a month! As Dad's business grew so did our stomachs as he consulted with many food companies like Wayne Candies (Bun Bars), Royal Crest Dairy, Mike-Sells Potato Chips, Cassano's Pizza, Blue Bird Baking, Parkmoor Chicken, Ponderosa and countless others. We ate more snacks, candy, ice cream and pie than anybody and even fed the neighborhood. The point is that he negotiated, bartered, swapped and traded with every customer he worked with. Maybe it was the sign of the times during the late 50s and early 60s, but I remember my Dad always trying to negotiate a better deal, no matter what he bought or sold personally and professionally. One time a huge delivery truck dropped off 500 frozen pizzas. Yeah, no kidding! That got Mom scrambling again with the neighbors for help. And finally, Dad facilitated one of his last seminars for a furniture manufacturer in Indiana and ended up with a custom couch and loveseat. Go figure!

As most of you can remember and appreciate fond memories with your father, mine was watching and learning how he leveraged power and persuasion to get his way. This drive and passion is what led him to develop the premier negotiation-selling seminar that hit the training industry in 1985. That's right! I share all of this with you so you have the knowledge and insight as to where our proven negotiation-selling strategies, handling counter responses to ploys and tactics as well as perfecting the art of concessions originated. My father's true love and passion was selling, especially negotiation-selling.

Sales Leaders, how well do your Sales Professionals negotiate to protect your profits? What have you provided to equip them with these advanced selling skills? Are your salespeople really empowered and have the authority to negotiate price, terms and

conditions? Experience and research shows how top performers continue to sell and negotiate with proven sales tactics and negotiation-selling strategies without burdening sales management. But you must learn and evolve to achieve this sales plateau. Our entire concept on negotiation-selling is based on being proficient in sales fundamentals in order to develop the leverage for Win/Win results. That's why we call it advanced selling skills and keep it separate as Level 2 in our Sales Certification Process. It's all about acquiring the next generation skills for Negotiation-Selling. I hope you enjoyed my little story about my father and me growing up in Dayton, Ohio. Today, it's all about margin, revenue and market share. Companies that invest in their systems, people and training, are going after it and capturing market share in these interesting times. Organizations that are hesitant, wait and sit back to see what happens, are losing market share; and may never get it back. Which one is your company?

Let us help you to better differentiate yourself and keep your competitive edge. It starts with attending our Level 2 Open Seminar on Negotiation-Selling, Friday, October 18th in Dayton, OH. If this seminar doesn't live up to your expectations, then you attend as my special guest, free of charge. Who's going to take me up on this one? Let's negotiate!

Good Luck & Good Selling  
Bob Butler, TSP  
and the Butler Learning Systems T.E.A.M.  
**T**ogether **E**ach **A**chieves **M**ore

**Send your information, ideas, thoughts and  
suggestions for monthly sales tips to  
[info@butlerlearningsystems.com](mailto:info@butlerlearningsystems.com)**

**Butler Learning Systems ~ P.O. Box 292555 ~ Dayton, OH 45429**  
Phone: 888-298-7462

[www.butlerlearning.com](http://www.butlerlearning.com) ~ [info@butlerlearningsystems.com](mailto:info@butlerlearningsystems.com)