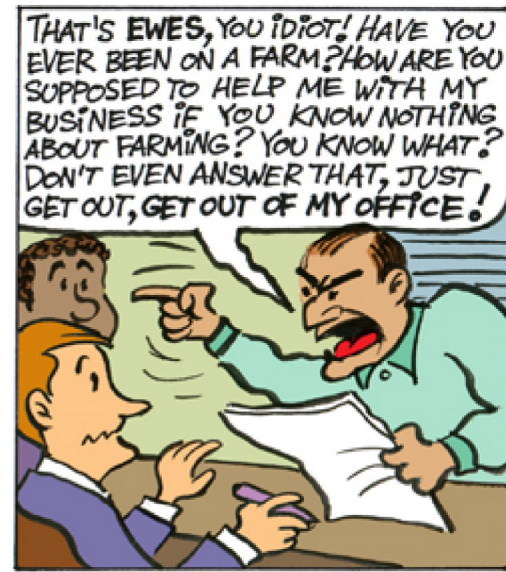


# BAAAD LUCK AT THE FARM

From SALESAUTOPSY.com

JOHN WILL BE COUNTING SHEEP, INSTEAD OF MONEY, IN HIS SLEEP TONIGHT

MY PARTNER AND I HAD FINISHED A TOUGH SERIES OF SALES CALLS ON A LARGE CORPORATE FARM. THE OWNER WAS TAKING ON A COMPLETE INSURANCE PACKAGE - WE WERE COVERING EVERYTHING. A CHICAGO CITY BOY LIKE ME COULD MAKE GOOD MONEY IN THE COUNTRY - EVEN WITH MINIMAL SELLING SKILLS.



WE WALKED QUICKLY TO MY CAR, NOT EVEN STOPPING TO CLEAN OUR SHOES, HOPPED IN AND DROVE AWAY.



**POSTMORTEM:** "Okay, so John was a bit short in his product knowledge training, but let's focus on something else. What to do you do when you blow it on a call? Here's what I suggest at all the speaking and training programs I do: Be very, very remorseful. Say something like this, "Oh Lord. You must think I'm my company's village idiot. I'm so sorry. If you don't want to do business with me, I completely understand." Don't be surprised if the prospect says "Hey, that's okay. I've done some dumb things, too. Let's keep going." If you feel bad, you'll make most people want to help you to not be so hard on yourself - and you could save a sale." Dan