



# Sales 101

101 Tips on How to  
Relieve Sales Stress  
Over-Achieve Quota  
And, Have Fun Doing It!

[www.SmoothSale.net](http://www.SmoothSale.net)

by Elinor Stutz



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**Sales 101**

**How to Relieve Sales Stress,**

Over-Achieve Quota and Have Fun Doing It!

Featuring 101 Sales Tips

**By**

**Elinor Stutz, CEO**

**Smooth Sale, LLC**

**And**

**Author of:**

***"Nice Girls DO Get the Sale:***

***Relationship Building That Gets Results"***

## **It All Depends Upon Your Attitude!**

When you first begin something new, you may have your own doubts but have decided to proceed because just maybe you will succeed. The problem is when others compound the shades of doubt. They may go as far as telling you "*That won't work!*" or, "*You don't have enough experience!*"

It's hard enough to fight the own negative voices in your head let alone hear the negativity from others. The best actions to take are to stay away from the negative people as much as possible, and make it a priority to prove them wrong!

You must have a very strong belief that you are helping others and that you will succeed. I must share my favorite story demonstrating how I turned a nasty comment into the best thing I ever did for my business:

When I turned sales trainer, the men wanted me to prove myself all over again and the women ran away from me. I knew my messaging was off so I began to read marketing materials.

Every marketing piece said, "*Write a book*". I wrote from experience of my corporate sales days and within a year proudly displayed my self-published book. It was out only two weeks when a man from our social network said to me in a very nasty voice, "*If your book were any good a publisher would have picked it up!*"

Immediately, I used my 3-step process for handling mean comments.

- a) Smile
- b) Agree with the nasty person (they think they have won and leave)
- c) Mentally think to yourself, "Eat my dust!"

The very next week I met an author's representative and hired her on the spot to attend a publishers' fair for me. She returned with 11 leads for publishers. Within a few months Sourcebooks said yes to my proposal.

Since that day, "Nice Girls DO Get The Sale: Relationship Building That Gets Results" was featured in TIME Magazine, translated into multiple languages

and sells worldwide. The book opened many doors of opportunity.

Now think back and imagine if I had only gotten angry at that man I know and stomped off without giving a second thought to his remark. Take the opportunity to prove others wrong and you will be far happier with your results.

**Tips 1-7 Will Help You Succeed:**

1. Work to help prospects and clients
2. Desire to do your best each day
3. Ignore negative comments
4. Have faith in your abilities
5. Don't copy anyone else's style
6. Be true to yourself
7. Keep a solid code of ethics

Your success is truly all about you! You need to know just how far you are willing to go for business and when to put on the brakes. How do you wish to be remembered? What type of role model do you wish to be for your family and/or community? Are you willing to bend the truth to make a sale, and, if so, just how far are you willing to bend it? How many hoops are you willing to jump through to get business? Are you willing to put up with people who do not respect you just to make a sale?

Your words, actions and deeds must all be complementary to one another. They become part of your brand. Every person you meet will know what to expect when they interact with you and if you are the right candidate to refer to others in their network.

Building business is all about establishing credibility and trust so that your business will primarily be based upon repeat business, referrals and testimonials. In your spare time, check your client list to see how you are scoring in these avenues. What

are your percentages for returning clients, referrals and testimonials received?

Once you know who you are and you're your brand is, you will never waste another sleepless night on worrying about negative comments made by others. You will be true to yourself.

### **Tips 8 – 15 Are All About You!**

8. Know your boundaries
9. Stand your ground
10. Know when to say "no"
11. Withdraw your offer of help
12. Give due respect to everyone you meet
13. Always say "please" and "thank you" when requesting and receiving help
14. Become known as an expert in your field
15. Command respect from everyone you meet

Most new entrepreneurs and salespeople suffer from lack of time management. They get caught up in mundane activities such as email rather than devoting most of their time to projects and appointments that will produce income.

It is critical to prioritize the biggest money making activities as the highest ranking and devote a portion of each day to these. If you have several big projects that excite you, assign a portion of a particular day to each of them.

Each night write a list of tasks that need to be completed the next day such as email and phone calls and assign time allotments to them. Next review your appointments for the next day. Make certain everything required is ready to go so that when the next day arrives you will not be in a panicked rush and will have everything you need for a successful day.

Be certain to keep both a manual and an electronic calendar. On occasion a computerized system will fail, and on others the manual system may disappear. By duplicating important appointments, you will be in good hands. Another method is to use an internet based system so that the other company has backups to the minute of all of your information.

I grew up with the saying, "*The customer is always right*". As an adult, I learned this isn't completely true. Perhaps the customer is right 90% of the time and it is up to you to figure out if they just need to hear another opinion or if it is a matter of their being unreasonable. Let me explain.

In my corporate sales life, a prospect called to say he was ready to purchase. Upon presenting the contract, he began to scream at me that he wanted lower pricing and supplies included with his purchase even though it was not our company policy. I do not do well when others are hostile and his yelling got to me.

Although I very much wanted and needed the sale to stabilize my career, I stood up and said, "*Sir, you know we offer the best equipment on the market. So when you are serious about purchasing our equipment, I will return. I cannot and will not work under these circumstances.*" I then walked out the door.

Analyze each situation to determine if others are trying to take advantage of you and be willing to say "no". When you are able to take a strong stance, you will demonstrate your authority and expertise.

**Tips 16 – 45 Provide Ideas of How to Best Utilize Your Time.**

**Time Management**

16. Be time efficient
17. Implement time management skills
18. Keep a routine such as new phone calls in the morning and follow-up calls in the afternoon

19. Set attainable daily goals
20. Set a designated number of new phone calls per day
21. Set a designated number of appointments per day
22. Set a designated number of email and snail mail per day
23. Stick to your daily goals
24. Start work first thing in the morning
25. Avoid long coffee breaks
26. Avoid extra long lunches
27. Avoid coworker huddles in the office
28. If you fall short one day, make up for it the next day
29. Keep a running task list
30. Cross off the completed tasks for feeling of accomplishment
31. Star the high priority tasks – work on those first
32. Follow-up immediately on all requests
33. Keep in touch with everyone at least monthly
34. Ask your clientele their preferred method of contact such as phone or email
35. Alter methods of contact if no preference
36. Each evening review your day
37. Analyze each activity – was anything missed, new requests, added ideas to pursue
38. Plan the next step for each activity
39. Understand where one activity may be stalemated
40. Consider alternatives to proceed
41. Honestly look at mistakes of the day
42. Work to understand where and why mistakes were made
43. Take steps to avoid the mistakes in the future
44. Honestly consider what you did well
45. Consistently duplicate what you did well

Chaos in the office can throw off the best planned schedule. It's critical to clean up every evening and file important papers. A stack of single sheet papers is lost to oblivion by the end of a month. Toward the end of the day, begin putting things away, make note of what needs to be continued in the morning and you will be able to enjoy a relaxing evening.

Take control of interruptions during the day. Be firm by not letting others determine your schedule. Offer a choice of dates and times when you are easily able to attend to the needs of others. Again this will demonstrate your authority and leadership position.

The reason for sounding strict is I became acquainted with an office that allows interruptions to rule their day. No one on the entire team is able to accomplish their goals and not one member has true job satisfaction. Take action on what you need to do to feel good about your business.

**Tips 46-50 Offer Advice on Office Clutter:**

**Office Organization**

46. Logically arrange your office
47. Clearly mark files
48. Discard unnecessary papers
49. Routinely clean out files – both paper and computer based
50. Motto heard: *"If you can't find it in 3 seconds – it's in the wrong place!"*

In my corporate experience, I found that everyone is a decision maker once you set foot on the client's premises. There are no totem poles of importance. Although there is a CEO in charge of the company business, I have had secretaries chase them down to take my phone call; a security guard with guns gave me all of the contacts in his little black book; and at a Fortune 100 company where the vice-presidents could not collectively make a decision, it was the man in the basement who could!

**Tips 51-55 Advise How to Build Relationships with Gatekeepers.**

**Extra Kindness goes a long way**

51. Treat everyone kindly
52. Ask everyone their first name, write it down and from that moment on, address them accordingly
53. Thank the gatekeepers for their help
54. Compliment the gatekeepers when speaking to their managers
55. At holiday time, give candy or samples of what you offer to the gatekeepers and remind them they are appreciated

Knowing your subject matter well, believing it will truly benefit others, and speaking with confidence will increase your credibility and the trust others have in you. If you need help in any area of your business, do not hesitate to get it whether it be from a web designer, or a business or speech coach. You must walk, dress and speak with confidence for others to believe in you and what you have to offer. This will lead to how others perceive you.

My all time favorite prospecting story is about a guard built like a bull dog with guns at his side who scared me to death. He was the one and only who had an affect like that on me. I was new on the sales job and could not tell my manager.

Long story short, on Halloween one year, I visited the office with a tiny candy bar and gave it to him. The next thing I saw was tears coming down the guard's cheeks. He mumbled, "*No one ever gave me anything before.*"

The guard proceeded to give me the names of all the contacts at the facility and I was able to make numerous appointments. The guard had scared off everyone else and the people behind their desks were thrilled I got past him because it was

boring without having people visiting. They appreciated I knew how to get past the guard!

**Tips 56 – 84 Advise How to Become Known As An Expert  
in Your Field:**

**Become an Information Resource**

56. Develop expert status
57. Read the business news daily
58. Be knowledgeable of your own industry
59. Know your competitors well
60. Understand how your competitors might be better
61. Understand how your service out-performs that of your competitors
62. Be familiar with your prospects' industries
63. Know who your prospects' competitors are
64. Understand your prospects' strong points
65. Understand your prospects' deficiencies
66. Study your prospects' businesses
67. Anticipate your prospects' needs
68. If publicly traded, know your prospects' stock price
69. Speak to your prospects' pain points
70. Continually work to build credibility and trust
71. Solution Sell
72. Value-add sell
73. Relationship build – always
74. Work for a lifetime client
75. Work for a win-win
76. View prospects and alliances as potential friends
77. Show appropriate appreciation
78. Hand write thank you notes for meetings
79. Write thank you notes for business
80. Show appreciation with a box of candy, lunch or food for the team
81. Offer help to clients and prospects through introductions

82. Make recommendations that will be a win for everyone
83. Introduce your clients to others
84. Ask for referrals and testimonials when a "good job" has been acknowledged

When you begin to freely offer your help and advice on your area of expertise, you will find others becoming increasingly attracted to you. They will be so appreciative for your help that they will begin to refer potential clients to you. Furthermore, potential alliances will develop as you get to know others better. This is an excellent way to grow your business more quickly.

Giving to communities at large will help you find a gentle, highly appreciative group of people who will likewise refer you to others. By giving first, you will be viewed as a generous and trustworthy person with whom others will want to conduct business. The generosity will be returned.

**Tips 85 - 96 Will Help Make You An Expert and Center of Influence!**

**Become A Known Resource**

85. Give back to your community
86. Help a non-profit - Seek speaking opportunities
87. Write articles
88. Seek publicity as appropriate
89. Network
90. Expand your network
91. Listen to the advice of others
92. Implement new ideas to grow your business or territory more quickly
93. Look for complementary alliances to exchange leads
94. Ask others what a good lead is for them
95. Continue to make introductions
96. Your business neighborhood is all the people you know plus all the people who know them.

Continuing education is essential for further development of business. Sign up for

newsletters in your field, tele-classes, networking events, conferences, read books and magazines, listen to CD's, and attend adult high school and college courses. The more you learn and apply, the better you will be able to help your clientele.

It is very easy to offer advice in blogs, article, online and newsletters. You do not have to recreate the wheel for each. Instead write brief blogs frequently; you will see a running theme which can be transformed into an article. Extract the highlights from your finished article and write your online newsletter. While none of the avenues are exactly the same, you will serve a variety of audiences in less time.

Determine your skill set and translate it into community service. For instance if you are a beauty representative offer to host a beauty day for the women at a senior home. You will make the older women feel special, the staff will be thrilled and the families will be so delighted they will tell everyone they know about the good deed you did. Good word of mouth will spread through the community.

### **Tips 97 – 101 Provide Direction for Sailing to New Horizons!**

#### **Expand Your Horizons**

97. Get training where you may
98. Find a mentor
98. Hire a coach
99. Observe others – implement what you like and avoid what you dislike
100. Promise yourself that you will strive to improve each day
101. Celebrate your accomplishments!

Being an entrepreneur is difficult at best. I call it the entrepreneurial Olympics because it is a race against time, knowledge and money. 95% of businesses close within the first 5 years and the same is true the next 5 years. It is very important to not get discouraged but instead get the help you need when you need it.

My door is always open for questions. If I may be of service to you by phone or email, please let me know.

When you accomplish what you set out to do, you owe it to yourself to tell yourself "Good Job", tell the world through articles and celebrate with good friends and significant others. Looking back to see how far you have come, cherishing the moment and laying out plans to explore new ground is what being an entrepreneur is all about.

Wishing you a very Smooth Sale!

Sincerely,

*Elinor Stutz*

P.S. We offer a 20 minute free consultation for you to determine if our program is right for you!



Ms. Stutz was featured in TIME Magazine, appeared on ABC-TV KGO San Francisco "View from the Bay", interviewed on numerous radio shows, writes articles for Habla Blog and a column for Diversity Edge Magazine.

Elinor's book, "Nice Girls DO Get the Sale: Relationship Building That Gets Results" published by Sourcebooks was featured in TIME Magazine, translated into multiple languages and is selling worldwide.

Questions about what you just read? Please see the contact information below. Ms. Stutz is available for coaching and will customize her Smooth Sale training program for you or your team.

Smooth Sale offers sales training, licensing, coaching, speaking and the Smooth Sale Product Line.

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