Arms and the man!

In the wrestling world arms are the pillars of the wrestler's body. They may be the most important attribute of success. Take away those arms — or even just one — and the hope of being a wrestler vanishes. Unless you are Mark Lake who, with only a left arm, is anything but handicapped.

Mark lost his arm at the age of two in the spin cycle of a washing machine. There is only a stub of about seven inches but that hasn't stopped him from becoming a serious bicyclist, an accomplished photographer, and a triathlete. As a high school student in Orange County, California, Mark was also a talented wrestler!

Mark didn't want pity. He didn't want anyone to go easy on him. As a senior he was 11-2 in the 126-pound class for the Saxons who were the favorites to win their eighth straight Empire League Championship. He went on to defeat Jim Valenzuela in the Magnolia Eight-Way Tournament. Valenzuela, who had a 19-4 record himself, said, "Some people go in against him saying 'Uh-oh, I'm wrestling a guy with one arm!' But since I had wrestled him before about six years ago, I just treated him like any regular guy."

Mark wanted it that way. He never wanted anyone to go easy on him. Coach Gary Bowden said Mark was one of the best 126-pounders in the County. Not one of the best one armed wrestlers in his weight, one of the best wrestlers.

Mark got into wrestling, he said, because of his brother Steve, a 145-pounder who wrestled a few years before. "I just wanted to outdo my older brother," Mark said.

What doesn't happen to most people is overcoming what Mark overcame. He did



everything himself, even to climbing the rope hanging from the ceiling of the wrestling room (a requirement). Nothing was out of his reach.

And there was a message on the back of the T-shirt he often wore: "A man is never more a man than when he's reaching for what is beyond his grasp."

#### Here's what you can do:

- Concentrate on what you have, not on what you haven't got — whether it's a physical limitation, a lack of money, or a limited education. Be a Mark Lake and use what you have to the fullest.
- Make your own mark, write your own life script, march to the beat of your own music, set your own goals — only YOU can decide to do what you can do, so DO IT!
- Drop self-pity like a hot potato its effects are devastating. The benefits of being free of self-pity are joy, hope and goals to achieve.
- 4. Set some new goals for yourself that will stretch you beyond your grasp but within your reach. Your potential is unlimited, and you live right now in unlimited times!



The Unlimited Unlimited Unlimited Unl Times

"Dedicated to helping you tap your unlimited potential."

## Fight, suffer, pay and win

### A word to those who would carry forth a new idea

Good ideas abound. What your idea happens to be is far less important than how you carry it. The very fact that you are carrying forth an idea, any idea, will make you unique.

So carry on. But remember, uniqueness has its burden, as described by Howard Roark, the main character in Ayn Rand's famous novel.

The Fountainhead:

Throughout the centuries there were men who took first steps down new roads armed with nothing but their own vision. Their goals differed, but they all had this in common: that the step was first, the road new, the vision unborrowed, and the response they received — hatred. The great creators — the thinkers, the artists, the scientists, the inventors — stood alone against the men of their time. Every great new invention was denounced. The first motor was considered foolish. The airplane was considered impossible. The power loom was considered vicious. Anesthesia was considered sinful. But the men of unborrowed vision went ahead. They fought, they suffered and they paid. But they won.

Here's what you can do: As you carry forth your new idea, you may encounter discouragement from others. But just as important, expect to see your idea through, in spite of it all.

# Professional selling defined

#### Everyone is a salesperson

Yes, you sell yourself and your ideas to others every day, and if you're a salesperson by profession you also sell a product or service.

Professionals in selling build America. You can be proud if you are one... and the principal reason is because more than any other person, you and millions of others like you built America.

The individual who builds a better mouse trap, bathtub, safety pin, or automobile would starve to death if he or she waited for people to beat a pathway to their door. They need somebody to go out and sell it for them.

Eli Whitney was laughed at when he showed his cotton gin. Edison had to install his electric light free of charge in an office building before anyone would even look at it.

The first sewing machine was smashed to pieces by a Boston mob. People scoffed at the idea of railroads. They even thought that traveling thirty miles an hour would stop the circulation of blood!

McCormick strived for fourteen years to get people to use his reaper. Morse had to plead before they would look at his telegraph.

They needed thousands of salespeople—trail blazers, pioneers, people who did things. Salespeople took these inventions and taught others how to use them. They taught prospects to want them, and they taught them how to make a profit from them. If you're a salesperson you've done more to make America what it is today than any other person you know. You were just as vital in your great grandfather's day as you are today, and you'll be just as vital in your great, great grandson's day.

That loaf of bread you bought today was on the grocery shelf because you made sure a farmer's wheat got to mill, that mill made the wheat into flour, and that flour was delivered to the baker. Without you the wheels of industry would come to a grinding halt. So if you are a professional salesperson, be proud of it!

Practice doesn't make perfect!

An excellent presentation has more than one ingredient — keep looking

If you wanted to make a delicious spaghetti dinner, you would probably consider tomato paste an essential ingredient. But while essential, it certainly isn't the only ingredient! Just try serving a dish of pure tomato paste to a few guests sometime! As you proudly announce your entree as "spaghetti," you will probably be laughed right back into the kitchen.

The same is true of an excellent sales presentation. Practice is essential, but practice alone won't make you a top salesperson. This is because practice doesn't make perfect! Practice makes permanent. Only perfect practice makes perfect!

You could spend day after day rehearsing your presentation, but if some of your product information isn't correct, or if you include techniques which will not be well received by a particular prospect, then all you've done is practice failing. Your presentation can always

improve! And the only way to make that happen is to be on a constant "idea alert." Watch for new ideas, new techniques, new "ingredients" to add to your presentation "recipe." When you find one, practice it and use it!

Here's what you can do: Learn how to perfect your presentations by asking questions of and observing other salespeople. Rehearse with other salespeople in your organization. Bring someone with you on a sales call and ask for an honest evaluation afterward. Record your presentation on an audio cassette and analyze it yourself. And always have a pen and paper handy to write down new ideas before you forget them.

### Closing average: ten sales an hour

Scout finds hard work is best way to achieve goal

A typical Boy Scout sells 20 one dollar tickets to the annual Scout Fair, but 16-year-old Glen Boyer of Clairemont, California sold thousands. During seven weeks he sold 2,303.

How did he do it? Did he have superhuman reserves of the traditional Scout attributes: trustworthiness, loyalty and bravery? Nope. He just worked hard, presenting his "product" to about 30,000 people a year and selling an average of 10 tickets an hour!

Glen says he persisted despite insults, absurd objections, blisters, and tired legs.

"I've had doors slammed in my face," said Glen, "and I've gotten all sorts of excuses. "The first day tickets were out I asked a guy to buy one and he said he bought one last week," Glen continued. "How could he? No one even had them last week!"

But Glen didn't waste time and energy with reluctant prospects.

"You've got to be efficient and smart," he explained. "Arguing is a waste of time. You could have another good customer by the time you're done arguing."

Just plain hard work. You wouldn'y necessarily think that it would be the answer. But at least one Scout, Glen Boyer, found it the best way to achieve a goal.

**Here's what you can do:** Be trustworthy, loyal and brave, and then, work hard!

Are you a salesperson or a wrestler?

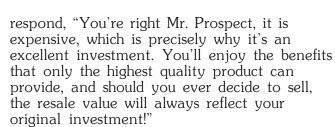
A new attitude toward objections

— make them the best reason to invest

When a prospect states an objection, many salespeople think it's something they should immediately grapple with and pin to the ground in a whirlwind of brute force, just like a champion wrestler. But the subtle art of handling objections bares little resemblance to the wild and furious sport of wrestling. Instead, it is very similar to Aikido, a Japanese method of self-defense.

The Aikido master is like a dancer, relaxed and perfectly balanced, walking an imaginary tightwire. At the heart of his philosophy is the Japanese word for "attack," which means to fall out of alignment with the universe. The Aikido master never attacks, but when attacked himself, he simply allows the attacker to complete his fall and end up sprawling on the ground, aligned with the universe once again. The master's moves are graceful, never forceful. He allows the attacker to gain momentum, then uses that momentum to bring everything comfortably back to center.

And so it is in professional selling. When a prospect "attacks," or states an objection, it may be your opportunity to bring him "back into alignment," to allow him to again be comfortable with your product. Instead of using muscle and force to overpower the objection, you can sometimes turn the objection into the very best reason to invest! For example, a prospect may say, "But it's too expensive!" In Aikido fashion, you might



Become a master salesperson, just as adept at handling objections as an Aikido master is at handling attackers. When you feel the time is right, let an objection gain momentum and then use it to your own advantage. Stay relaxed and confident in your ability to turn a genuine objection into the very best reason to invest.

#### Here's what you can do:

- List the objections you hear most often.
   With an Aikido attitude, think of responses which explain how the objections themselves are the best reasons to go ahead and invest!
- 2. Write out your responses and study them so they will be ready to use when needed.
- 3. Evaluate the objections you give when you're the buyer what did you say and what did you really mean?



#### © JOEL H. WELDON & ASSOCIATES, INC.

All rights reserved.
P.O. Box 6226, Scottsdale, AZ 85261
(800)852-8572
http://www.SuccessComesInCans.com