

Thighs of nymphs at dawn

Famous chef “sells” idea to prince, by stating conclusion first

World renowned chef Auguste Escoffier proved that the manner in which an idea is communicated can determine how well it is received by another person.

While he was master chef at the Savoy Restaurant in London, one of Escoffier’s patrons was Edward, Prince of Wales. Upon reading the menu, Edward was fascinated by one item called “Cuisses de Nymphes a l’Aurore,” which the waiter translated as “thighs of nymphs at dawn.” It sounded magical, and Edward couldn’t resist. He ordered the “Cuisses.”

When nearly finished with his meal, Edward felt compelled to compliment the chef on such a unique and magnificent dish. He called Escoffier from the kitchen. During their brief conversation, Edward asked what it was he had eaten. Escoffier proudly explained that the Cuisses were frogs legs.

Edward cringed. It was the one dish he had sworn he would never eat!

Here’s what you can do: *Even though you may not be a salesperson, when selling any idea to anyone, begin with your conclusion. That’s what Escoffier did. Instead of offering “frogs legs,” or worse yet, “varmints from the local pond,” he described his dish as it would appear on the table, as it would taste to a cultured dinner guest in an elegant setting. Likewise, builders don’t sell piles of lumber, they provide*



homes for families. Car dealers don’t sell heaps of metal, they provide transportation. So when you sell an idea to anyone, describe it in its completed, operable state.

Be happy!

It’s your duty, and it’s up to you

Happiness is not a matter of luck or fate. You can *decide* to be happy, every day of your life. In fact, it is your duty, according to Robert Louis Stevenson.

Over 100 years ago, Stevenson wrote, “There is no duty we so much underrate as the duty of being happy.” He went on to suggest an eight-point plan for fulfilling this duty.

1. Decide to be happy.
2. Avoid being too serious.
3. Learn from, and then dismiss, past mistakes.
4. Set your own standards, rather than follow someone else’s.
5. Maintain a high level of activity.
6. Bury grudges.
7. Seek out enjoyable, affordable recreation.
8. Think positively. Many events are both positive and negative. Look for the positive.



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Nope, I'm just looking

**The toughest objection is no problem.
Just ask "How?"**

"Hi. Can I help you?"

"Nope, I'm just looking."

That ritual is repeated thousands of times each day. You've heard it and probably even participated in it. But did you ever stop to translate it?

"Hi. I may not be able to help you, but do you want me to hang around anyway?" "Nope. Since you're probably a typical salesperson who doesn't know anything, I'd rather be left alone."

Useless isn't it? That's why outstanding sales professionals communicate an air of positive expectancy, smile and say; "Hi! HOW may I help you?" The response "I'm just looking" no longer makes sense!

You know your job is to provide help, so don't ask prospects or customers to continually reassure you of that fact. When you greet them,

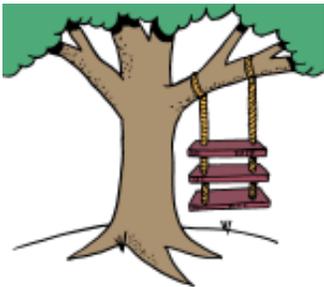
just remember you can and will be of service as soon as they tell you HOW they want to be served, and the only way to find that out is to ask!

Here's what you can do: *Begin asking customers and prospects HOW you can help them. If they say "I'm just looking," use one of the following phrases to indicate your resolve to be of service anyway.*

1. "Great. Since you're just looking, let me show you something really worth looking at!"
2. "That's okay. Have you been here before? Let me give you a quick tour of the store."
3. "I understand. What are you interested in looking at?"
4. "Good. We're pleased to have people look around. What did you want to look at first?"
- 5: "Fine. We encourage customers to look around because there's so much to see."

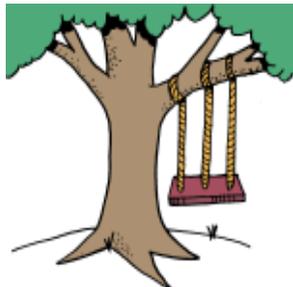
What does your customer need?

1



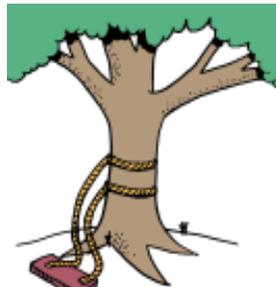
As Marketing requested it.

2



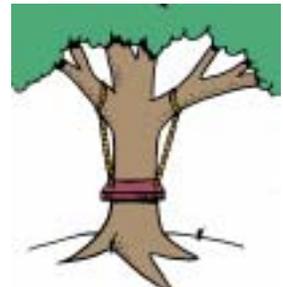
As Sales ordered it.

3



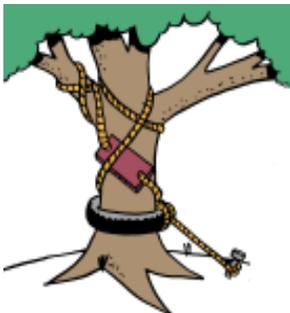
As Engineering designed it.

4



As Manufacturing made it.

5



As the Lawyers approved it.

6



As Advertising promoted it.

7



As Service installed it.

8



What the Customer needed.

Mean what you say and say what you mean

Communicate clearly—use the 14 most powerful words

A woman walked up to the information desk of a hospital and said, “I’d like to see an upturn.”

“Don’t you mean an intern?” asked the nurse.

“Well, maybe. I want a contamination.”

“You mean examination,” said the nurse.

“Yeah, I guess so. I want to go to the fraternity ward.”

“I think you mean the maternity ward, my dear,” replied the nurse.

To which the woman loudly retorted, “Upturn, intern, contamination, examination, fraternity, maternity! What’s the difference? All I know is that I haven’t demonstrated for two months, and I think I’m stagnant!”

Here’s what you can do: Build accurate and vivid images in the minds of others by choosing powerful words. According to a Yale University study, these are the most powerful words you can use: advantage, discovery, easy, guarantee, health, love, money, new, positive, proven, results, safety, save, and you.

Put your plan in a can



A well-learned presentation is the mark of a true professional

After a professional golfer hits a poor shot and ends up with a bad lie, perhaps in the weeds near a lake, what does he think about as he takes that next swing? His hands? Keeping his head down? His follow-through?

No! He’s learned all the basics. They’re “canned”!

Wouldn’t that be a wonderful way to deal with your sales presentations? To have such confidence in your “swing” that you don’t need to think about qualifying questions, ways to handle objections, or closing techniques?

When you put your *plan in a can*, you can devote your full attention to your prospect and what he or she is telling you.

The idea of a canned, planned presentation may at first sound insincere and inflexible, but a canned presentation is actually very sincere and totally flexible. The best *canned presentations* are so well learned, so natural and spontaneous, that you cannot detect them. With your plan in a can, you will be able to personalize every point to your prospect’s needs.

When you watch a great actress on a stage, she actually becomes the character she’s playing. You know there’s a script, rehearsals and many takes—but when you see it, it’s real! In a ring, a fighter reacts not through instinct, but through training. When you watch a great dancer, athlete or musician, what they’re doing appears natural and spontaneous. But each is highly trained and has practiced many long hours.

Once your presentation is *canned*, it will make sense to your prospect because it will be well organized. It will allow you to listen, be creative, and feel confident. And best of all, it will allow you to repeat it the next time.

It’s awful tough to repeat something, when you don’t know what it is you did!

Here’s what you can do: “*Sell It! With the Million Dollar Attitude*” by Joel Weldon is filled with ways to build your presentation—by qualifying effectively, selling value, not price, closing, and handling objections. For more information visit our website at www.SuccessComesInCans.com or call us TOLL FREE at 1-800-852-8572.

The chair

A story about service—why it earns money and future patronage

“I was looking for a chair last Christmas,” explained Earl Nightingale, “I wanted to buy my wife a small telephone chair...something special—a conversational piece—something that would delight her.”

Nightingale went on to tell how he found one that was just right. The salesperson told him it could be delivered well before Christmas. Just one hitch. Nightingale wanted it gift wrapped so his wife would be surprised on Christmas morning.

“Sorry, we can’t wrap it. It will be delivered just as you see it now.”

So Nightingale said, “Put it in an old cardboard box, and I’ll wrap it myself.”

No! The salesperson said it could not be done, period, but he wrote up the order anyway and handed it to Nightingale for his signature.

Nightingale also said, “No,” and left to find a store with a staff willing to do more than just write up an order.

At another store he found a similar chair. It too was perfect. But gift wrapping? No. A box even? No.

After hours of searching, he finally went to the biggest store in town and found another fine chair, and this time, “Yes, we’ll find a box that will fit it, wrap it real nice, and your wife will be surprised on Christmas morning.”

“Thank you,” said Nightingale. “You have no idea how much I appreciate that. And since you’ve been so helpful about it, I saw a chaise lounge over there...”

Thus ended the story of the chair, which is also the story of why people alter their buying habits and why the biggest store in town remained the biggest.

Customers are the very foundation of your business. If you don’t give good service, you’ll have a tough time making sales. So how are you treating your customers?



Here’s what you can do: Remind yourself and the other members of your team that **CUSTOMERS:**

- are **NOT** dependent upon you. You are dependent upon them.
- are **NOT** an interruption of your work, but rather the purpose of it. You aren’t doing them any favors at all, but they are certainly doing you a favor by giving you the opportunity to serve them.
- are **NOT** outsiders. They are part of your organization.
- are **NOT** cold statistics, or names in your data base. They are thinking, feeling human beings, just like you.
- are **NOT** people to argue with. Nobody ever won an argument with a customer.
- **ARE** people who come to you with a need. It’s your job to fill that need profitably, for them and yourself.



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