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Ziglar Australia Pty Ltd

Ziglar Australia Newsletter

March 2008

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Ambition, fueled by compassion, wisdom and integrity, is a powerful force for good that will turn the wheels of industry and open the doors of opportunity for you and countless others.

Zig Ziglar

Difference Makers have Courage

By Zig Ziglar

When Jackie Robinson was brought to the major leagues by Brooklyn Dodgers owner Branch Rickey, he was the first African-American to play major league ball. At that point, Mr. Rickey carefully explained to him that he would have thousands of chances to lose his temper and get upset because of the overt racism that existed in the major leagues at that time. He warned him about the hate-mail and boos he would get because many of the white players and fans would be adamantly opposed to his presence in the major leagues.

Jackie Robinson was an intense competitor. He was also a man of considerable pride, who gave everything his best effort. He wanted to win every game he played and his athletic skills were substantial. However, like all great athletes, he had his "off days." On one of "those" days everything was going wrong for him. He made some bad throws, booted some grounders and struck out at the plate. The boos and the catcalls got louder and louder. At a critical moment, after Jackie had booted yet another play, Pee Wee Reese, the captain of the Dodgers, walked up to Jackie and put his arm around him. The crowd grew quiet. What they had just seen was enough to silence anyone. Reese was saying, "This is my teammate. He's a fellow Dodger and I have respect and admiration as well as affection for him." Later, Jackie said that was a huge milestone in his major league career.

Somebody once said, "It's never too soon to do a good turn." In that particular case it made a major difference for Jackie Robinson. He certainly felt good about it, but I'm confident Pee Wee Reese felt even better than he did. It is true that others can give you pleasure but you will never be really happy until you do something for someone else. Branch Rickey, Pee Wee Reese and Jackie Robinson were positive difference-makers. You, too, can be a positive difference-maker if you will give some "hand-ups" and not just "hand-outs." Buy that approach to life and I will SEE YOU AT THE TOP!

Zig Ziglar is a motivator and teacher. He is the author of 26

books and loved by millions of people world wide for his practical wisdom and his gift of hope.

Sales - Ache Versus Pain

By Bryan Flanagan

How much money do you make on the sales you almost close? I mean, when you get real close? When the prospect is about to sign the agreement, or about to say "yes," how much do you make when the sale is that close?

That's right, you make the same amount of money as I do on the sales I almost close: zero, nada, zip!
So, do you ever wonder why you don't win more of the "close ones"? The answer may be the difference between "ache" and "pain." Most prospects don't take action until they are in enough "pain" to change their current situation. They may have some discomfort, they may have some pain. But they are not hurting enough to discontinue using the incumbent competitor and switching to your company. Perhaps this story will illustrate the point.

Two West Texas farmers were talking one afternoon. The visiting rancher noticed his friend's dog lying on the porch. The dog was moaning. He asked, "Why is your dog moaning?" The answer, "Well, he's lying on a nail. But he's not in enough pain to move!"

Until your prospect is in "enough pain to move" --- to take action -- then the prospect will not change --- will not agree to buy your product or service.

Your challenge as a sales professional is to uncover the prospect's pain. In order to achieve this, you must assist the prospect in becoming aware of the existing needs, the existing "pain." This is achieved by asking appropriate questions. Here are a few examples:
"Mr. Prospect, how satisfied are you with your current situation? Are you dissatisfied enough to take action today?"

"Mr. Prospect, if you could change your current situation, what would be the benefit to you?"

"Mr. Prospect, if you could receive greater coverage at lower costs, how would that impact your budget?"
These questions are intended to move the prospect from being in an "ache position" to a "pain position." Once the prospect is in pain, your chances of winning the business are increased...

Now go sell somebody something!

Riddle of the week

Almost everyone sees me without noticing me, for what is beyond is what he or she seeks. What am I?

See bottom of the page for the answer!

Whats happening at Ziglar Australia

March - Brisbane -Ziglar Sales System [only one seat left]

Sales Expert. This new service is gaining fantastic results. Not able to attend a training session, you would like the on-call advise of a sales expert for sales planning, bid analysis or advice across the entire sales process. Simple, you just need Sales Expert! Make as many requests to the Sales Expert team for one on one answers. www.ziglar.com.au/salesexpert

Coming Up
April - Management training in Brisbane and Sydney
April - Sales Training Sydney, Melbourne and Brisbane

Thank you again for taking the opportunity to read the Ziglar Australia newsletter. If you have any questions or suggestions we would love to hear from you.

Have a great day!

Sincerely,

The Ziglar Team
Ziglar Australia Pty Ltd
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RIDDLE ANSWER

A Window!

FREE TRIAL!

Are you interested in the Sales Expert Program? Not Sure?

Try it out for free. No risk and absolutley proven to work.

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