

# Ziglar Newsletter

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## In This Issue

[Relationships](#)

[Contents of a great presentation](#)

[Sales Training](#)

[Words to learn](#)

## Quick Links

[Ziglar Australia](#)

[Bookshop](#)  
[sales training](#)

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### Quote:

"Put your best foot forward and don't drag the other one."

Zig Ziglar

## Relationships

### Recharging Your Relationship

By Chris Widener

Now you may ask why we would write an article about developing better relationships. The reason is because I believe that those who are in a relationship will be significantly and directly affected in all areas of their life by how that relationship is going, and how healthy that relationship is.

Research has proven that those who are happy at home are more productive and less stressful at work. Developing a better relationship with your mate can help you develop a better life and a better business! Here are some thoughts to chew on for developing a strong and healthy relationship with your mate.

Listen. Communication is the key to a lasting relationship and listening is the key to communicating. Too often when we are quiet we are not listening, but waiting to speak. Instead of listening to what our mate is saying, and intently trying to understand them, very often we are making mental notes of what we would like to say in response. This is particularly true for us males. We often are trying to find the weakness in our mate's argument, rather than really listening to the words that they're

saying and the manner in which they're saying it. Why not take some time this week trying to internalize and understand your mate's words and feelings?

Schedule a regular time to go out or spend time together. With today's busy lifestyles, it is too easy to put our relationships on the backburner and take them for granted. While we might have every intention of spending regular time with our mate, we often find ourselves driven by a schedule that has us running in every direction and leaving us little time for our most important relationships. Work gets in the way. The kids get in the way. Our hobbies get in the way. We need to realize the value in the importance of that relationship with our mate and its effect on our total life. Then we need to make spending time with our mate a major priority by scheduling a specific time at least each week to get alone together, talk, and simply renew our relationship. Be sure to set some time aside each week to rediscover each other and enjoy your time together. Pencil it into your schedule and don't give up that spot. In fact, it is probably best if you and your mate sit down and decide what night will work each and every week, then put it into your daytimer. If someone asks you if you're available at that time, you tell them you already have an appointment. In the long run, that time that you spend with your mate will help you to become more of a success than you could ever mention.

Consider your mate's interests more important than your own. When each person has decided to give of themselves to the other, you form a reciprocating relationship of love, concern, and devotion. When you come to a place where you disagree or where the two of you have differing opinions, try to get to the point where you can consider what your mate likes as more important than what you would like to do. The simple decision to do this goes a long way toward developing a healthy relationship!

Learn your mate's love language. There is a lot of talk recently of love languages. What this is, is that each individual has certain ways they receive love from other people. Some people like to have time spent with them. Others like gifts, small or large. Still others respond best to personal touch. And others appreciate verbal affirmation. Our tendency is to show love the way that we like to receive love, but what will recharge our relationship fastest is to find out what way our mate likes to receive affirmations of our love. The next time you get a chance to speak to your mate, ask them which of the above ways they like best to receive your demonstration of love. Then make a conscious effort to begin showing your love to them in that manner.

Do the small things you did when you first fell in love with your mate. Do you remember when you were first in love? Remember the small things you did to show your love to your mate? But as time went along, you probably began to get weighed down with simply living life and forgot the small things that made the difference in the beginning. Things like a phone call in the middle of the day just to talk or say "I love you," an appreciative note, flowers, gifts, and opening doors. Re-charge your relationship by consciously going back and doing the small things that you did when your love first began to grow.

Forgive. I've done a lot of work with couples who were having troubles, and one of the most common elements I find that is working against the development of their relationship is that they are holding something against the other and they aren't willing to forgive. The fact is that your mate is going to fail you from time to time. We need to understand that. What we do when we get to that point, however, is what will make all the difference in the world. In a relationship that is going to last, the people involved are committed to forgiving one another. Those whose relationships last longest, and will be the healthiest, are those who are committed to forgiveness.

I hope these thoughts are helpful to you in recharging your love relationship. I truly believe that if we will put these principles into practice we will see our relationships grow in ways they never have before, and that in turn will make our whole life better.

Chris Widener is an internationally recognized speaker, author and radio host. To find out more about Chris, go to <http://www.chriswidener.com>

**Contents of a Great Presentation**

By John Rayner

You always want an Attention Device at the beginning of any presentation. You cannot expect people to listen simply because you are standing in front of them. You must have a startling statement, a quotation, a visual, or a piece of relevant humour to get their attention. This should be the way you open your presentation.

Any time you are assigned to deliver a presentation, you may wonder, "What should I include? What can I use that will guarantee a great presentation?" You realize that to a degree it depends on the audience and the purpose of your speech, but there are certain items to include that will fit most kinds of audiences and most kinds of speeches. The purpose of this article is to examine what those parts might be.

In addition to an attention-getting device, tell a Story, share a relevant case study or give a relevant example. Every great speech has one or more of these. Great speakers in history, such as Jesus Christ and Abraham Lincoln were storytellers. A story touches emotions, and giving examples helps make a point clear or gives the audience time to digest the point the story supports. Audiences always give attention when a presenter gives some version of "Once upon a time..."

It is very important to then offer your audience a 'road map' or Agenda if discussing more than one issue. The reason is because an audience wants to know where you will start and finish.

An important piece of content in each agenda item is the main reason you are presenting to your audience. Condense all of your intellectual and emotional Evidence into one Key Sentence. Have these Key Sentences in your mind and speak towards them during your delivery of each agenda item.

Within your intellectual and emotional evidence, you should try to include a new piece of information. This might be a recent event, a statistic you found from an uncommon source, a new plan that your company is introducing, or an insight you have because of a particular talent or contact you have. You want your audience to take away something they did not know before they heard you present.

Every presentation should have a Recap (summary). All that is

required is to remind your audience of the Agenda items you presented plus, re-emphasise the corresponding Key Sentence.

One final item in any presentation is a Focused Message. This should leave the audience with something to think about or do, mixed with the relevance or benefit of your information to them. Because your audience will remember best what you say last, make your Focused Message count.

The formula for a great presentation starts with an Attention-Getting Device, offering an Agenda, telling Stories, sharing both intellectual and emotional Evidence, emphasizing Key Sentences, Recapping, and crafting a great Focused Message. These will give you a good foundation to ensure greater levels of success in your next presentation!

For more information on how to develop your teams business communication results in 2007, you're welcome to contact via:

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web [www.effectivecommunication.com.au](http://www.effectivecommunication.com.au).

## Sales Training

The Amazingly Simple Secret For Successful Cold Calls  
To Company Presidents  
By Leslie Buterin

Your colleagues are extremely interested in cold calling company presidents-like you, everybody with business savvy wants to reach the executives quickly to close top dollar sales.

In this business environment with collapsed organizational structures, the elimination of middle management, and the increased workload for executive assistants-it's even more challenging to break through to the inner-circle of decision-makers.

So consider this--stop making the cold-call process more complicated (and considerably more painful) than it needs to be. Quit agonizing over the writing of pre-approach letters and searching out friends who can provide warm introductions that'll break you through, get you into the hallowed halls of the executive suites.

Sure pre-approach letters and warm introductions are a good mix to add to any sales strategy-but even big time local and long distance phone companies are finally catching on to the fact that the product they market, the telephone, is the most direct, effective tool for increasing sales by leaps and bounds. Now, you don't wanna miss out on use of a proven, effective sales tool. Do you?

Of course not!

### **Here's What Sales Pros Attempt**

Now, this is interesting... a recent client survey revealed that most sales professionals feel pressed to accomplish a lot during a prospecting call. With each executive-level cold call most professionals take a big breath and in one great big run on sentence try to establish rapport by being friendly, gain credibility by giving company history, learn about the prospect with probing questions, introduce and sell products/services-all within the parameters of one brief make-it-or-break-it telephone call to the executive suite.

### **You'll Never See It Coming, Here's Why**

Here's a news flash... it can't be done! Even bigger news... this kind of approach actually signals executive assistants that you don't belong in the president's office. The assistant will simply smile, refer you down to a lower level-and you'll never know why or how you got booted down the ladder so quickly.

So, let's go to the heart of the matter, take a close look at the structure of the phone call itself. In the 35 to 90 seconds that you'll have to spend on the telephone at the president's level you've gotta be prepared to take the call down the straight and very narrow path in which you want it to go. And there is one absolute, positive, no doubt about it purpose for your call. Any hint of a deviation from this purpose will result in fewer executive-level appointments.

So here's the secret... cherish it and know it's extremely valuable.

THE amazingly simple secret to successful cold calls to the offices of presidents is to be certain that every single one of your prospecting calls has one crystal clear purpose and one purpose only. Each word you speak during your prospecting phone calls

directs and redirects the conversation toward that one goal-scheduling an executive-level sales call. It doesn't matter whether you schedule a meeting in person, or schedule a phone meeting-every word of the initial phone call must direct the conversation toward getting that meeting booked on the calendar. Period.

### **Write Down the Words of a Successful Call**

A technique that'll catapult you forward is to write down the words exchanged during your cold call. Identify what words, statements and questions keep the conversation on track towards an appointment and what words cause you to lose the appointment.

You'll become consciously aware of the words that flow between you and your prospect-and their impact. Won't be long till you realize that your words either get you what you want or take your cold calls way off the path down some obscure rabbit trail.

I guarantee your competition doesn't have a single-minded focus on high level calls and is unwittingly forfeiting a whole lot of potentially lucrative business. Yet, they hold onto their ill-advised, accomplish-a-lot-in-a-little-bit-of-time approach to prospecting at the top. You on the other hand will find that keeping your prospecting calls on one laser-like focus will bring in more executive-level sales calls than you ever imagined possible. Now, go get 'em.

Forward this article to friends-they'll thank you for it!

For your mini-course "Jealously Guarded Secrets to Cold Calling Company Presidents" visit [www.ColdCallingExecutives.com](http://www.ColdCallingExecutives.com)!

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**Words to learn**

## **Riparian**

"rih-PAIR-ee-uhn"

Adjective 1. Of or pertaining to the bank of a river or stream.

While camping, the riparian sounds lulled me to sleep each night.

and

## **Facile**

"fass I"

Adjective1. Easy to do, requiring little effort

It is a facile task to give positive feedback to another person.

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**Sincerely,**

Ray Schroder  
Ziglar Australia Pty Ltd