

LIQUID GOLD

Submitted by Norman Hurt
Quality Water Systems, Inc.
Houston/Conroe, Texas
281-955-3400

INTRODUCTION: LEARN THE SCRIPT AND SEE THE PEOPLE (LTS & STP)!

In 1988, when we put the Houston script on a diskette, our introductory page stated in no uncertain terms that the only secrets in this business are to **LEARN THE SCRIPT** and **SEE THE PEOPLE**.

That advice is just as valid today. Indeed, your success is virtually guaranteed if you just learn the RainSoft presentation and then show it to as many people as you possibly can.

However, to become the quintessential professional that we should all strive to be, your performance and closing average can be drastically improved by perfecting yourself in the following ways:

- I. DEVELOP A GOLDEN ATTITUDE**
- II. PERFECT YOUR PRESENTATION**
- III. BECOME AN EXPERT AT OVERCOMING OBJECTIONS**
- IV. POLISH YOUR ORGANIZATIONAL SKILLS**

The following information is designed to help guide you in these areas.

I. DEVELOP A GOLDEN ATTITUDE:

Everything we do and our effectiveness in doing it is affected and directed by our attitude. Is the world a great place? Are the opportunities endless? Are you a romantic? An optimist? Doesn't everyone need and deserve good water? Are you the best at what you do? Is your company and your equipment the best available?

Make sure your answers to all of these questions are a resounding “yes.”

A. EXISTENTIAL PSYCHOLOGY AND POSITIVE AND NEGATIVE TYPES OF ATTITUDES

1. Existential Psychology: Choose your behavior

- a) We are free: As individuals, we are **FREE** agents. Nothing has to control our behavior except ourselves. Attitude is a behavior.
- b) We are **CHOOSING** agents: We “have” to make choices about our behavior.
- c) We are **RESPONSIBLE** for the choices we make: We can't blame anything else for our behavior: we can't blame our parents, our spouses, our children, our heredity, our environment, our childhood, our managers, our co-workers, our dealership, our phone room or our customers.

Attitude is a behavior and we have control over our behavior and our attitude.

2. Negative and Positive Attitudes

- a) **NEGATIVE:** “This lead is in a bad part of town. No one ever buys in this neighborhood. Anyway, they won't be home; and if they are, they won't want to see me; and if they do they won't like me; and if they do, they won't buy; and if they do buy, they won't be approved; and if they pay cash, their check will bounce; and if it doesn't, they'll cancel; and if they don't, we won't be able to get it installed; and if we do, it'll probably be repossessed and they'll probably charge me back for it!”

- b) **POSITIVE:** “Mr. and Mrs. Jones will be the proud owners of a brand new RainSoft water treatment system!”
- c) **Self-fulfilling Prophecy:** The irony is that whatever you project you typically accomplish. Andy MacDonald says that people do what we expect them to do, and if you expect them not to be home or not to buy, then that’s usually what they do.

Plus, some sales people either consciously or unconsciously figure out a way not to be successful “so they’ll be right!” “I told you they wouldn’t buy anything from me.”

Tombstone: “I knew it would end this way.”

On the other hand, a positive projection can make the difference between glorious success and dismal failure.

B. BE CRAZY LIKE DON MILLER: Have you ever known anyone who was always in a bad mood and depressed, even when good things are happening to him or her? Did you think they were crazy?

Have you ever known anyone who always seemed in a good mood, even in the face of apparent negativity? Did you think they were crazy?

Has anyone **ever** seen Don Miller in a bad mood? Has he **ever** had a bad attitude? Is Don Miller crazy?

If so, I want to be crazy, too!

If crazy is the only explanation, doesn’t it make better sense to be crazy positive rather than crazy negative? Err on the positive side and be crazy like Don Miller. That’s my kind of crazy.

C. ENTHUSIASM IS AN ATTITUDE:

Enthusiasm sells when nothing else does. **The best close is an enthusiastic sink demo!** The last part of “Enthusiasm” is ***I AM SOLD MYSELF!***

After 14 years of selling RainSoft Water Treatment Equipment, I am as excited today as I was the first week and first month of doing this. Don’t get bored. Don’t lose your energy. Stay excited about providing good water! You should be so excited that you feel that you have to show this to one more person. Call the phone room, if you have one, and beg them for one more lead.

“What do you mean, there are no more leads? What do you mean it’s after 10 p.m.? Can’t you call back on one of the not homes and get me in there? ***I HAVE TO SHOW THIS TO ONE MORE PERSON TONIGHT OR I WON’T BE ABLE TO GO TO SLEEP!***”

Take that last lead, run that last appointment. The only money at your house is what you bring there. (If you love television, video tape it!)

Don Miller says that we are “Miracle Workers!” We are the only ones who can change the lifestyles of those who need good water! We are the only ones who can perform the miracle that RainSoft treated water provides. Once you realize that you are a Miracle Worker, you’ll have to be excited and enthusiastic about doing it!

Don says that Miracle Workers don’t sleep ‘til noon!

D. KNOWLEDGE EQUALS POWER EQUALS MOTIVATION EQUALS ATTITUDE:

1. INTERNAL (RAINSOFT) KNOWLEDGE:

Andy MacDonald says that people buy from people who know what they’re talking about.

Knowledge from RainSoft and your dealership comes from working with your managers and practicing and studying your script and your closes.

Know your presentation backwards and forwards. You should feel that yours is the **BEST** presentation in your office. EVERY sales person in your dealership should feel that their presentation is the absolute best. If you don't think yours is the best, practice and study until it is. The most positive atmosphere is an office in which every sales person argues about who does the best presentation.

Learn from the top sales person in your office. Learn from your managers and your dealer. Learn from the Regional and District managers; they're the best in the industry! Learn from the factory. ***Beg to attend Don Miller's RainSoft Sales Management Corps Training Program!***

2. EXTERNAL (OUTSIDE) KNOWLEDGE:

Feed your brain with positive motivation. Educate yourself by listening to tapes in your car, read the books, go to the seminars. Continue to improve yourself with motivation courses and tapes from the masters of the industry like Zig Ziglar, Brian Tracy, Tom Hopkins and the many other experts who can strengthen your knowledge and improve your attitude.

E. EXPERIENCE IMPROVES ATTITUDE:

Experience doesn't mean you've been doing this for a long time. Experience means you've practiced a lot. Bob Rhurstorfer says that if you were to need brain surgery, you wouldn't go to a surgeon who performed the operation once or twice a month; you'd want a surgeon who performed the operation two or three times a day, every day!

Practice is important, but remember that Paul Latkowski says that practice doesn't make perfect; "***Perfect practice makes perfect.***" That is, do field practice. Show this to as many people as possible, and have something important riding on it, like whether you feed your family or not.

Take as many leads as you can. Demo during the day. Take the late appointments no one else will take. Take the ones that are so far away that no one wants them. Work Saturday nights. Work Sundays (religion permitting). Set and run as many appointments as you can.

Fill your pipeline. Show this to enough people and the word will get out that you are the source for quality water and that you represent the finest water

treatment equipment in the industry. ***“He who has a thing to sell and goes a whisper in a well, is not as likely to make the sales as he who climbs a tree and yells!”***

It's a numbers game and you can win by running the numbers. Rick Keck says: ***“When in doubt, do the demo!”*** Do as many demos as you possibly can. Compete with everyone else for how many appointments you take and demo them all.

Tape your presentation. One of the biggest mistakes we make is to video when we're NOT selling. Tape yourself when you're on a roll. If you get in a slump, watch the video and see what you're doing differently.

F. PRIDE CREATES A WINNING ATTITUDE:

Be of pure heart. It's hard to be successful if you're ashamed of yourself. People who don't think they deserve to be successful often aren't. Our subconscious controls our behavior. Make your subconscious work for you.

It's easy to be successful if you deserve success and if you're proud of yourself. So be proud! Be deserving! Be proud of yourself, your job, your company, your product, your abilities, your appearance, and your co-workers. Be proud of your sink presentation, your closing ability, your attitude, your perseverance, your persistence and your patience.

G. SETTING GOALS FOR SUCCESS CREATES AN ATTITUDE FOR SUCCESS:

Every trip starts with a plan, a predetermined destination in mind. You must set out your course in advance if you ever expect to get where you want to be.

Carl Brenner tells the story about Alice in Wonderland when she came to two paths in the road. As she looked up, she saw the Cheshire Cat watching her from a tree.

“Which path should I take?” Alice asked the Cheshire Cat.

“Where are you going?” replied the cat.

“I don’t know,” said Alice.

“Then it doesn’t matter,” said the cat!

If you don’t know where you’re going, it doesn’t matter what path you take.

H. ENERGY AND DRIVE CREATES AN ATTITUDE:

“Defeat Mediocrity, Go for Greatness.” Don’t be content with being average; be exceptional! Seeing The People takes a lot of drive and energy.

Interest creates energy. Be interested in being the best you can be. Be interested in making as much money as you can. Don Miller says that money is a good thing. Money is really great when you get it for helping other people improve the health and well being of their homes and families.

Be interested in getting good water for as many people as you can. If we’re Miracle Workers like Don Miller says we are, then you can be the Mother Theresa of the water treatment industry!

The most prosperous sales person is not always the one with the best closing average; he or she is most often the one who runs the most appointments and does the most demos.

Peter Waelte told us at the 1985 Chicago convention about a salesperson who claimed that he sold every person he saw. Peter's answer was succinct: ***“You're not seeing enough people!”***

See the people. Work the numbers and the numbers will work for you.

I. YOU'LL HAVE A BETTER ATTITUDE IF YOU TAKE BETTER CARE OF YOURSELF

Don Miller asks us if we had a prize thoroughbred race horse, would we keep it up all night before a race feeding it alcohol and blowing cigarette smoke in it's face?

Then why would we do that to ourselves?

Read “Fit for Life” or other sensible dietary recommendations. Take vitamins. Be good to yourself. Get plenty of sleep. Get exercise. A good attitude promotes good health, and good health promotes a good attitude!

II. THE BEST CLOSE IS AN ENTHUSIASTIC SINK PRESENTATION

A. WANT:

People buy what they want and they will want what the salesperson enthusiastically demonstrates for them. People believe what the salesperson believes. If you make your prospect “want” good water, NOTHING can keep them from getting it! If they don’t WANT what you’ve got, there’s NOTHING you can do to make them get it.

An enthusiastic sink demo is your number one very best close.

B. MAKE THEM UNCOMFORTABLE WITH THEIR PRESENT SITUATION

Remember that people will do more to avoid pain than they will to gain pleasure. If they’re okay with their water, and if they feel their water is okay for them, then there’s no reason to take any action to change it.

It’s not necessary, not professional and, by the way, not allowed either, to use scare tactics or other unprofessional tactics to make a sale.

C. BIG CONTRAST MEANS BIG VALUE:

BODY LANGUAGE SPEAKS LOUDER THAN WORDS. Our pets can’t understand English, but they know exactly what we’re saying because of our body language, our voice inflection and our facial expressions.

You should be able to watch a video of your presentation with the volume turned off and be able to tell exactly what your attitude is toward our treated water and their raw untreated water from the tap.

Smile and romanticize RainSoft treated water and be disgusted with the water from their tap. Never use their water for any reason. Rinse your hands with the water from the portable, not from their tap. Pour their water down the drain after they smell and taste it. NEVER pour our water down the drain.

RainSoft Treated Water is **LIQUID GOLD**, so act like it!

A trainee practicing the sink presentation recently said the following: “Now put your hand in *that* stuff grimace and notice that your pores will get clogged up...” I asked him what “grimace” meant, and he said: “I don’t know, that’s what was in your script!”

D. SINCERITY AND TRUST:

“People don’t care how much you know, they just want to know how much you care.” – Zig Ziglar

Zig Ziglar says that if you’re in business just to make money, you’re not likely to make near as much as you will if you’re in business to help someone else improve his or her lifestyle or living situation. Don’t have dollar signs in your eyes! Zig says that you’ll get what you want in life if you help enough people get what they want.

Be sincere. Help people improve their water. Help them save their money and invest it in an asset they’ll be able to appreciate and enjoy for the rest of their lives. Sincerely demonstrate to them that they can have the best water in the world for free, and then it’ll keep paying them back for the rest of their lives.

If you sincerely help others, you’ll be successful in more ways than just monetarily.

PERSONAL TESTIMONY is the best form of sincerity. Get a system for your house if you don’t have one yet. When you describe what it’s like to LIVE in good water, your potential customers will become customers.

If you don't have a system for your home yet, use your portable for all your cooking and drinking water. Make your ice with it. **DON'T DRINK OR USE** your tap water for anything if possible!

E. CREATE RAPPORT:

Rapport is simply finding out what you and your clients have in common and using that information to build a relationship. There are many things we have in common with other people: personal interests, wives, children, backgrounds, sense of humor, etc. Find your common ground by being observant and asking questions.

Andy McDonald says that people buy from people they like, and people like people who are like themselves. Use the mirroring and matching techniques.

Know the different personality types: The Driver demands to be in charge; The Analytical is compelled to research everything; The Expressive is outspoken; and The Amiable likes to get along with everyone. Use your common sense knowledge of these personality types to appeal to them on their level.

Be sincere about your questions. Have you ever asked someone what he or she did for a living and what they told you was kind of boring? It's probably not boring to them, and even if it is, it's still the most important thing to them if that's how they feed their family. So ask more questions about what they do. There'll be something in there that's interesting and that you can relate to. If you don't ask further they'll feel you're not sincere, and that can be worse than not asking at all.

Have you ever made a sale and realized that you never found out what kind of business the client is in or where they're from? If so, you weren't truly interested in them, were you? Be sincerely interested in other people and the rapport will build itself.

F. SELL BOTH THE HUSBAND AND THE WIFE:

Be sure to speak with both homeowner's with equal respect, attention and eye contact. They BOTH must be sold. One of my worst experiences was in a home where I knew the wife hated her tap water and couldn't wait for me to get there. She wanted our good water, so I mistakenly took her for granted and kept selling the benefits only to and getting commitments only from her husband, virtually ignoring her. Imagine my disappointment when he made the decision to buy, but SHE said she'd have to think about it and refused to make the decision while I was there. Don't take anything or anyone for granted.

MEN ARE FROM MARS; WOMEN ARE FROM VENUS: In most cases, women are the fairer sex and they seem to appreciate the health, cleanliness and beauty benefits of RainSoft treated water slightly more sometimes than their male counterparts may seem to.

Use this information. Appeal to the lady's appreciation of cleanliness and goodness, and appeal the man's sense of duty and honor to protect his home and family.

“Which of these two types of water would help your wife keep this house the cleanest with the least amount of effort and money?”

“With all that your wife has to do around the house, all the cleaning, washing, cooking, scrubbing, doesn't it make good sense to do our best to help her in any way that we can?”

At a carnival, a mime selling roses walked up to a couple and presented the lady with a beautiful rose. “Madam,” said the mime, “because of your stunning beauty, I'd like for you to have this gorgeous rose for free!” Then he turned to the man and said, “Sir, it's going to cost you \$6.00!” He got the money.

“Mrs. Jones, I'm going to 'give' you a brand new RainSoft Water Treatment System. Mr. Jones, it's going to cost you \$_____.”

On a Saturday afternoon, I was in the home of a young couple. The wife was about eight months pregnant and we talked at length about parenthood and the awesome responsibilities of child rearing.

Eventually the man of the house and I went outside to look for a potential location for his RainSoft system. When we were out of earshot of his wife, he confided in me: “You don’t understand,” he said. “I am tight and cheap and I won’t spend this kind of money for a water treatment system!”

“You don’t understand,” I replied. “It’s not for **you!**”

“Oh, you’re good,” he said, and we wrote up the order.

G. ASK QUESTIONS:

There are three primarily reasons to ask questions:

- 1. TO GET INFORMATION:** Where are you from, how long have you been in this house, how long have you been in town, what kind of work do you do, how much do you spend on soap, where does your water enter the house, how much do you spend on bottled water, etc.
- 2. TO CONTROL:** The one who asks questions is the one who’s in control. Human nature makes us want to answer people’s questions.

It’s okay to answer a question with a question: *“Is that something that’s important to you? If I could install it in the garage, is that where you’d like to have it?”* Or in Don Miller’s words: *“I know you have a good reason for asking that question, do you mind sharing it with me?”*

THE CAT ON THE WATERBED STORY: A customer at a waterbed store asked the salesman what would happen if a cat got on the waterbed. The salesman would have gone on with a twenty minute diatribe about how thick the vinyl was, about the sheepskin coverings, etc., but the sales manager, who was listening in, interrupted to ask the customer, “Sir, why do ask about cats, do you have a cat?” “No,” replied the customer, “I was just curious.”

A lady asked during the T-wrap if we run the treated water through her sprinkler system. “Why do you ask?” I responded. “Because the sprinkler leaves water spots on my windows,” she said. I told her we could indeed treat the water in the sprinkler, but it might be more economical to just adjust the sprinkler heads. She’d never considered that.

- 3. TO MAKE A STATEMENT:** In propaganda, questions are really statements in disguise. Not all propaganda is bad, just like making money is not bad. When the weather report asks “Will it rain tonight?” it probably will or they wouldn’t have brought it up.

“Did you realize you had that much stuff in your water” means “you’ve got a lot of stuff in your water!”

“Wouldn’t it be great to have good, clean, delicious water?” means “It would good to have good, clean delicious water!”

“Did you realize you were spending that much money on cleaning products?” means “You’re spending a lot of money on cleaning products!”

H. SELLING, NOT TELLING:

When a salesperson tells you something, it’s the salesperson talking and we all know you can’t always believe a salesperson. But when the customer says something, it has more credibility and the customer believes it because **THE CUSTOMER** said it.

For instance, you can say “You can save a lot of money with our system,” but that’s biased. Wouldn’t it be better to ask “how would you like to save x number of dollars on your soap products?” or “Do you see how this system will easily pay for itself in a short period of time and then actually earn you a fortune in the long run?” And when the customer responds in the affirmative, it’s his conclusion, not yours, **AND** the spouse hears the affirmation, thereby attaining the belief you are transferring.

A salesperson once told us that one of his male customers with really long hair asked what effect our water would have on his hair. “It will be fantastic!” said the salesperson. Wouldn’t it have been more effective for the salesperson to hold up the two precipitation jars and asked “What effect do YOU think this good water will have on your hair?” This way the customer will say “It’ll be fantastic!” and his answer would have had more credibility than the salesperson’s.

I. HONESTY IN SELLING:

Carl Brenner is a great believer in Honesty In Selling, and you will do yourself and your dealership a much better service if you keep this concept in mind. You’ll make more sales in the long run if you’re honest and professional, even if your answers are not what the customer wants to hear.

RainSoft treated water won’t cure the common cold or grow hair on golf balls, although I’m afraid there may actually have been salespeople in the past who might have implied such things. There are maintenance costs, and certain other logical and practical limitations, and being honest about them should never prevent you from making a sale.

The customer will know the truth eventually anyway, and you’ll have a lot more credibility if your information is always honest and truthful.

One lie inevitably leads to another, and most of us aren’t able to remember the details of the lies we’ve told, so it’s always better to be honest and forthright all the time.

For example, if you want a customer to have their system installed the next day, it’s better to honestly explain that your dealership is geared up for next day installs and offer your customer a bonus (such as extra salt of whatever your dealer sets up for you) if they’ll help you with your schedule.

If you have to discount a system, and if your dealership has discounts available, there are logical and honest explanations that are better than selling a used system when you really don’t have any used systems.

J. ASSUME THE SALE

Truly professional sales people always assume that their prospect is going to buy what they are offering if indeed they know the prospect wants and needs their product.

Everyone needs good water and we, of course, are going to make sure everyone wants it because of our fantastic presentation. If a prospect has an objection, it's not because they don't want clean water; it may only be because they just "think" there's something keeping them from getting it.

The human mind is powerful. When we assume our prospects don't want clean water, our subconscious will try to find a way to show them they shouldn't buy it. On the other hand, our minds can work just as hard for us when we assume they should have our product.

“Why in the world would you want to wait another single second to get this quality of water into your home?”

I remember when I went shopping with my 13-year-old daughter, and to kill time I was looking at the tie rack. The salesman walked over and asked if he could help. “No,” I said, “I’m just waiting for my daughter.”

“Do you see any ties you like?” he asked. “Well, this one is kind of nice,” I replied politely. “Well,” he said, “call me if I can be of any assistance.”

He obviously assumed I wasn't going to buy one of his ties. So I didn't. After all, if he didn't think I should, why should I argue with him?

If he had only said, “Would you like for me to ring that up for you?” I would have bought it.

Assume they're going to buy and there's a better chance that they will than if you assume they won't!

Another obvious way to assume the sale is to continue to refer to our water as if they've already decided to get it. “Won't it be great to bath in this water?” “Won't you love having this quality of water in your home?” “Won't it be

great to wash your clothes in RainSoft treated water?” “Won’t this be great for your plumbing, or your children, or your husband, or your dog?”

Mary Kaye Cosmetics uses a great procedure in their training. One part of their presentation to their clients is to offer a free facial. During this facial, they continually say to the client something like “Now this is only the facial, we’ll do the glamour part on the follow up.”

They instruct the trainees to raise their hand every time the trainer refers to a “follow up”. Whoever raises their hand first gets the gift. Since the trainer uses the term “follow up” at least a dozen times during the facial, the gift gets passed around until the session is over.

By the time the facial is completed, the customer is anticipating the follow up because the Mary Kaye representative has assumed there will be one and has continually referred to it. “People get what they expect to get.”

K. “I WANT TO THINK ABOUT IT”

Jerry Kelley, the former sales manager in Dallas and now the dealer *extraordinaire* in Pittsburgh, told us at a previous convention that he absolutely hated to get the “I want to think about it” and “I want to sleep on it” objections. It infuriated him for someone to tell him that, and he hated it because he knew it was so hard for those objections to be overcome.

So he adopted an advance counter-active measure which he employed to PREVENT a prospect from giving him that objection. His method was pure genius!

After every sink test, Jerry would remind the customer that the results of each particular test were so obvious that there couldn’t possibly be a reason to have to think about it and there was nothing to sleep on.

For example, at the hand wash, Jerry would say “Wouldn’t it be great to feel that soft and silky smooth all over every time you step out of the tub or the shower? This benefit is so obvious that there couldn’t possibly be anything to think about, wouldn’t you agree?”

After the glass wash, he'd say "Wouldn't it be great if everything in your house was this spotless and sparkling clean? There's nothing to think about here, is there?"

After the taste test, Jerry would say "Wouldn't it be great if every drop of water throughout your entire house was this clean and delicious? This benefit is so obvious that there couldn't possibly be anything to think about, wouldn't you agree?"

After the face cloth, he'd say "wouldn't it be great to use just a little bit of soap to do your clothes and for the clothes to come out cleaner and last longer than they ever could any other way? There's nothing to think about here, is there?"

After the cost comparison, he'd say "Wouldn't it be great if it only took two dollars to do what you've been spending fifty dollars to do in the past and have your clothes and dishes and everything else cleaner? This doesn't take a lot of thought, does it? Don't you agree?"

When Jerry would hold the precipitation tubes, he would say "It's obvious which one of these will be the best for your family, isn't it? There's nothing to think about here, is there? You wouldn't have to sleep on this, would you?"

I guarantee that Jerry doesn't get many "I want to think about it" objections after his fantastic presentation!

III. OVERCOMING OBJECTIONS

Richard Brouse used to tell his sales people that he would ride with them to appointment and sit in the car until it was time to close. Then the sales person could just come out and get him, and he'd go in and close the sale. Closing can be a lot of fun if you're prepared, if you know what you're doing, and you truly believe everyone should have good water.

A. IT'S ALWAYS THE MONEY:

One of the six most common objections is "I have to pray about it," and so you'd do well to know how to overcome that objection.

But Carl Brenner asks this question: "If it were free, would you have anything to pray about?" The answer is, "probably not."

There is a story about a sale person who came into the salesroom one day and told his sales manager: "Boss, you say it's always the money, but last night it wasn't about money. The customer had a terminal illness and only had six months to live."

The manager said "Oh, didn't you know that RainSoft has a special program for those people where we give them a RainSoft system for free? Would they have taken one if it were free?"

"Of course," said the sales person.

"Then it *was* the money, wasn't it?" asked the manager.

B. CONDITIONS, AND EMOTIONAL VERSUS LOGICAL OBJECTIONS:

Conditions can't be overcome.

Emotional objections are difficult if not impossible to overcome.

Logical objections are usually easy to overcome because it simply makes more sense to invest money in the health and well being of one's home and family than to throw a fortune down the drain on hard water costs.

It is therefore imperative to get your prospect to make the change from an emotional objection to a logical objection.

For instance, "I have to think about it" or "I never make a decision the first night" are emotional objections. Once you get the prospect to agree that what they have to think about is the money, and that it's the money that's keeping them from making a decision the first night, then you've got a logical objection you can handle and overcome.

"Bob, when you and Mary discuss something like this, what exactly do you talk about?" The answer will usually be "The Money!"

C. AREA OF AGREEMENT

It's impossible, however, to overcome a money objection until you know what money you're talking about. You must therefore come to an area of agreement with your prospect about the money they're spending before you can attempt to "close" on money.

What if your prospect doesn't "agree" with the numbers that you, as a biased sales person, come up with? There isn't a close available that will work until both the husband and wife agree on what their hard water is costing them.

Many times the prospect will shine you on because they're too polite to tell you they don't agree with the numbers. Of course, we don't use the term "don't agree." We like to say "not comfortable with," because we're also polite.

What do THEY think their soap products are costing them? Are they “comfortable” with the figures you’ve used for home maintenance, energy and clothing? Does the husband agree with how much his wife says she’s spending on soap and bottled water? You must find out what they feel they’re spending before you can go any further.

One easy way of doing this is to ask them. “Would you agree that we’re probably not off by more than four or five dollars either way with the money we’ve determined you’re spending?” If there’s not an agreement, find out why and arrive at a different figure. Then you can close.

D. BULLETS

Bullets are closes. Know as many as you can. Learn them all. Listen to those who know them. Learn new ones. Make up new ones. Share them with each other. The best sales room is one in which you overhear one sales rep excitedly telling another about a new close they just used. Practice the closes. Use them over and over. Get good at using them. Use the closing formula religiously: it works!

Carry a lot of bullets. I like to think of Arnold Swarzenegger or Rambo with a bandoleer full of ammo, and fully armed with knives, guns, swords, pistols and any other weapon available. Keep your bullet belt full of closes.

This is not to say that the prospect is the enemy and we’re at war. The customer is not the enemy, the objection is. So, closes should be used carefully and aimed well at the objection you’re getting.

In fact, gone are the days of “Make a sale or make an enemy!”

“Love the sinner, hate the sin” is now “Love the customer, hate their water.”

We’re in the prospect’s home for one reason and one reason only: to get good water for that home and that family. We’re not there to get him or her to do something they don’t want to do. We’re not there to “close them” or “sell them” or “nail them.” We’re there to “help them.”

E. THINK ON YOUR FEET:

It's inevitable that you'll run into situations you've never experienced and where you'll need to be creative. Nothing can beat the ability to be able to think on your feet. If you can't be creative, then call a third party manager and tell him the situation and let him or her help you get creative.

You may have heard the story about the Kroger produce clerk who was asked by a customer "Son, how much is a half a head of lettuce?" The clerk went to the warehouse area in the back of the store to tell the produce manager, but he didn't know the customer had followed him.

"Boss," said the clerk, "some jerk out there wants to buy a half a head of lettuce!"

The produce manager signaled to the clerk, and so he turned to see the customer standing behind him.

"And this gentleman," said the clerk, "wants to buy the other half."

A few months later, the produce manager approached the clerk and said "Son, I like the way you think on your feet. We're opening a new Kroger's up in Montreal and we're going to need a produce manager, and I think you're just the person for the job.

"Montreal?" exclaimed the clerk. "Boss, the only people in Montreal are hookers or hockey players!"

The boss said, "Son, my wife is from Montreal."

"Really?" said the clerk, "What position does she play?"

One night in Houston, the lady of the house was concerned that she wouldn't like the effect of treated water on her hair. In spite of my assurances, she insisted that we call some other customers. She spoke with two different women, but was still not satisfied that she would like the effect on her hair, because, she said, the ladies she'd just talked to had curly hair and hers was straight.

I didn't know what to do.

Finally, the husband suggested we wash her hair with the portable! We did, right there at the kitchen sink, and when she finished blow drying it, she went to look in the mirror and came back wanting to know how soon we could have her system installed.

Thank goodness her husband was thinking on his feet that night.

F. USE COMMON SENSE AND KEEP IT SIMPLE:

Sometimes we lose track of what we're doing here. It's simple: We're transferring our beliefs to someone else. As Andy McDonald says: "Our job is to change the way people think about their water." Explain the transfer of dollars in as many ways as you can until your client understands the concept.

TAKE THE MONEY YOU'RE ALREADY SPENDING AND PUT IT BACK INTO YOUR HOME AND FAMILY WHERE IT REALLY BELONGS.

SINCE YOU'VE GOT TO SPEND THE MONEY ANYWAY, WHERE'S THE BEST PLACE TO SPEND IT?

KISS doesn't mean Keep it simple, stupid. It means keep it short and simple.

We have some enlarged, laminated twenty-dollar bills that we often employ to get the simplicity across.

"Okay, here's the money you're spending on soap and hard water. Now take this money and walk over to your trash can and *throw it away!* I know it's hard to do, but that's what you're doing every month; you're throwing your money away on hard water costs and water softeners in your cleaning products. Wouldn't it make more sense to invest this money in something that will benefit your family for a lifetime?"

Sometimes you have to make it really simple.

G. BE PERSISTENCE AND BE PATIENT:

How many closes does it take? How many do you know? Remember this: ***“There’s only one more ‘no’ to go!”*** Stick with your clients. Hold their hands. Give them more good news. Show them newer ways of looking at their water and it’s many costs. Keep going back to the benefits. Give them more good news. Most sales are closed on the fifth closing attempt. Don’t give up, don’t get discouraged or disgusted. Try another close, tell another story, make another call for help.

Persistence pays off. Discouragement and disgust loses sales. Take responsibility for getting your prospect to understand the concept. It took you several weeks and lots of training to get it. Be patient with your customers. When they do get it, a big light will go on, their faces will brighten, their eyes will get big, and they’ll thank you for the rest of their lives.

“You’re probably wondering why I’m still here,” you may find yourself saying to your customers. “After all, you’ve said ‘no’ five times already. I’m here because I know you’ll thank me later for showing you the many benefits of our water. So, let me show you just one more way of looking at it.”

IV. ORGANIZATION

A. YOU'RE IN CHARGE:

Brian Tracy tells us that you are the President of your own company. Don Miller says you are a Universe Commander! (Don, by the way, is the Master Universe Controller!) Either way, you are powerful and are personally responsible for everything you accomplish. You may be the only employee in your company, and you may have to be tough on yourself. As President or Universe Commander, you are responsible for lead generation, closing, paperwork, everything! If you are fortunate enough to have a marketing department, consider yourself very lucky. The most prosperous sales people are those who sell their own appointments.

B. REFFERALS:

Referrals are like Gold. They stand up better, they are easier to sell and they have a higher closing average.

C. LEAD GENERATION:

Do you knock on doors? Do you put out fliers? Do you have a neighborhood assigned to you? Do you pass out 1,000 business cards a month?

Use the three-foot rule. Anyone within three feet of you should know you do free water analyses and sell water treatment equipment. If you talk to 100 strangers a month on the street, in line at the store or bank, and only 5 percent of them express an interest, how many additional leads and therefore sales could you generate a month?

D. CALL BACK ON PREVIOUS DEMOS:

As hard as we try, we still can't sell everyone the first night. A lot of prospects admire and appreciate a professional sales person who cares about them enough to call them back to see if there's anything that can be done to help them. You should have done everything possible while at their

home to help them invest in good water. If not, call them later to let them know you care and will do as much as you can to help them get the benefits of good water in their homes.

E. FOLLOW UP ON SALES:

Most referrals are obtained on follow-up calls. The mark of a professional is the follow up. A call within a day or two of the installation and a visit within a week of the install will make you prosperous beyond your imagination.

F. KEEP RECORDS:

You should have a record of every appointment you've taken, every mile you've driven, every penny you've spent. It'll help with call backs and will provide the documentation for the IRS.

It'll also help you with your own sales statistics. Compute your weekly lead to demo average and your demo to sales average so you can manage yourself. Find out if you need to concentrate on making more appointments, running more appointments, doing more demos, or closing more sales.

Don Miller says to inspect what you expect. Know your weak areas and concentrate on how to improve them, and you'll be the prosperous sales professional you've set out to be.

G. BE PROMPT, RELIABLE AND DEPENDABLE:

Be on time for your sales meetings and your appointments. Being on time means being early. Create a reputation for being dependable. Be available to help out whenever and where ever you're needed. Volunteer before being asked. Support your company and your managers. Be positive. Don't be critical. Don't complain. Instead, find out what you can do to help improve the operation of your company. Support the goals of your managers and your dealership.

Act successful and you'll be successful! And remember what Confucius says: "Man who rows boat has no time to rock it!"

Rules of Engagement

- I. **TAKE A LEAD:** While it may seem obvious that this is something we can take for granted, it is important to be aggressive and take every lead possible. In fact, you are **REQUIRED** to take every lead available during prime times. A successful salesperson, however, will take every lead no matter when or where it is.
- II. **CREATE A LEAD:** The most prosperous salespeople generate most of their own leads! Use the three-foot rule: whoever is around you should know you sell water systems. Pass out a thousand cards a month. Put sticky notes or fliers on as many doors as possible (get everything approved). **Get referrals from everyone you can, especially your customers!**
- III. **DO THE DEMO:** Yes, this should be obvious too, but remember, we're looking for reasons to do the demo, not reasons to not do it. **WHEN IN DOUBT, DO THE DEMO!** It's a numbers game and the more people you show our product to, the more sales you will have. Also, fill your pipeline. Near the end of each month, call your DNS leads and find out what it will take to get good water into their homes.
- IV. **THE SINK DEMO:** The sink **MUST BE DONE WITH ENTHUSIASM!** BiG cOnTrAsT equals BIG VALUE. Body language speaks louder than words. Use your facial expressions, your voice inflection and your body language to show the contrast between their raw tap water and our RainSoft Treated Water.
- V. **THE T-WRAP:** The money makes sense. Our job is very simply to **SHOW** people that the money they're throwing away can easily pay for a system, usually with a fortune left over. Be sure you concentrate on that fact, and keep it simple.
- VI. **MAKING SOAP A ONE TIME OFFER:** You must have an inducement to sell tonight! Everyone procrastinates if they have an opportunity to. You must make the sale while you're in the home. There are no callbacks. Be serious about the one-time-offer speech without using high pressure. If people understand **WHY** we're making the soap package available to them, there's a better chance that they'll take our offer seriously.
- VII. **SELLING SOAP:** The soap must be worth more than the system costs, and even if it doesn't, if you sell soap properly you'll make the sale because they'll **WANT** the soap. You must make them want it. And you must be enthusiastic. Sit on the edge of your chair and **SHOW** that you're excited about the soap and they'll get excited about it.
- VIII. **CLOSING:** You must always call third party. It's best if you can come to an area of agreement. Never leave the house without quoting a drop system. Call third party to get help. Let third party counter offer. Get something when you give something (next day install, referrals, etc.) **You must always call third party.**

THE AIR CONDITIONING CLOSE

Bob, how much is your light bill every month? \$200? In one year, that's \$2,400. In ten years, that's \$24,000! Could you do without air conditioning? Sure you could, but you certainly wouldn't want to, would you?

I'll bet you've gone without air conditioning before, haven't you?

A complete RainSoft water treatment system is only \$ _____. That includes parts, labor, tax, freight, and installation. Doesn't it make as much sense to have wonderfully treated water for \$ _____ for the rest of your life, no matter where you live, as it does to spend \$24,000 every ten years just for air conditioning?

THE INSURANCE CLOSE

Bob, do you carry automobile insurance? How much is it per month? \$50? That's \$600 a year, and who benefits from that insurance? Your bank or GMAC, right? And when do they benefit? Yes, when there's a disaster.

Do you carry homeowner's insurance? \$100 per month? That's \$1,200 a year, and who benefits from that insurance? Your mortgage company, right? And when do they benefit? Yes, when there's a disaster.

How about health insurance for your family? \$200 a month? \$2,400 per year? And who benefits from that? Right, your doctor and the hospital. When? Yes, when there's a disaster.

How about life insurance? \$100 a month? \$1,200 per year? Who benefits? Your creditors, primarily, right? When? Right, when there's the ultimate disaster!

So you're spending \$450 a month or \$5,400 a year, or \$54,000 in ten years for insurance for which you don't personally benefit and the benefit is only derived when there's a disaster.

A complete RainSoft system, installed with taxes paid, only costs \$ _____, right? And that's for a lifetime of benefits, isn't it? And who benefits with the RainSoft equipment? That's right, you and your entire family. And when do you and your family get these benefits? That's right, each and every day of your life!

Doesn't it make just as much sense to invest a small amount of money for a lifetime of benefits for you and your family?

THE INVESTMENT YIELD CLOSE

The Investment Yield Close should be used during every presentation either to close the sale or as a post close.

The big deal these days is the stock market and investments and rates of return on investments. Since we're asking our clients to invest in our equipment and since we are Miracle Workers and Investment Counselors, it's appropriate that we explain how much return our clients can expect on their investment.

This is also an excellent way to overcome the interest objection, one of the big six.

"Bob, do you have a retirement account or a savings account or perhaps some stocks or bonds? What is the very best interest you're earning?"

"I have a retirement account myself that they say they think they can guarantee should grow by at least 8% by the time I retire. And they tell it me it may be even up to 28%, but they don't guarantee that.

"How much will your family be able to save each month by having the benefits of RainSoft water? \$80 a month? Okay, \$80 times twelve is a \$960 savings every year.

"If you divide that number by the amount of your investment, say \$4490, that will give you your rate of return. (Always use a calculator to verify your figures and "prove" them to the client.) Let's see, 960 divided by 4490 equals 21.3 percent return on your investment!

"How would you like to get a 21 percent return on your money every year and have the additional benefits of soft skin, clean clothes, better plumbing and delicious RainSoft water to drink and cook with? Wouldn't that be fantastic? And you'd like that too, wouldn't you, Mary?"

"The beauty thing about this is that the HRSI interest rate is only 17.88 percent, so you'll still have a net investment yield of 3.42 percent return on your money, EVEN AFTER FINANCING IT, not to mention all the wonderful benefits!"

"Is this a great country, or what?"