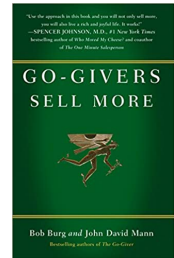


Go-Givers Sell More

Bob Burg & John David Mann (2010)



Notes by Bob Evely
Wilmore, Kentucky; 2017.

We may see selling as convincing people to do something they don't want to do. But it isn't; it's about learning what people *do* want to do and helping them do that.

We may see sales as an effort to *get* something from others. But it's precisely the opposite: it is about *giving*. Selling is giving: giving time, attention, counsel, education, empathy and value. (p.1)

The sales process looks like this:

- ✓ Create value →
- ✓ Touch people's lives →
- ✓ Build networks →
- ✓ Be real →
- ✓ Stay open

Shift your focus from *getting* to *giving*. (p. 4)

What makes a great salesperson great at sales is that he or she is wholeheartedly interested in *the other person*. Great salespeople are not great because they have mastered "the close," or because they give a dazzling presentation, or because they can shoot holes in any customer objection from fifty paces. They are great because they create a vast and spreading sphere of goodwill wherever they go. They enrich, enhance, and add value to people's lives. They make people happier. (p. 5)

Focus on the quality of the relationship and on providing value to the other person, regardless of "making the sale," and you will create an exchange that is both more satisfying *and* more profitable. ***It's not about you – it's about them.*** (p. 6)

The Five Laws of Stratospheric Success

The Law of Value (p. 13)

Your true worth is determined by how much more you give in value than you take in payment.

Create value

As a salesperson you can define your job description in three words: *I create value*. If your goal – as a salesperson or any kind of person – is to create value for other people, how do you do that?

1. Excellence
 - ✓ How do you greet people on the phone?
 - ✓ How do you manage your correspondence and email?
 - ✓ How do you dress?
 - ✓ How do you pronounce the other person's name?
 - ✓ You can create value for others by applying the principle of excellence to all the tasks of your trade.
2. Consistency

3. Attention
4. Empathy
 - ✓ Putting yourself in the other person’s shoes.
5. Appreciation
 - ✓ One of the most powerful ways you can create value for people is simply to appreciate them.

It’s about adding value to the other person’s life. Your product may be one vehicle for doing that, one among dozens. Yet a person may never actually buy your product and still have his life changed by meeting you and getting to know you. And that person – ***even though he never actually becomes a “customer” – will refer many others to you.***

Give for the sake of giving

Your total job is to focus on one thing and one thing only: providing value to other people. If you do that well, sales – and money – will find you. But giving in order to get is still acting with the *get* in mind. The point is not to act generously *in order* to create a strategic result; it is to act generously, period. You give because it’s *who you are* and therefore *what you do*. And when you do, profitable things start to happen.

While you cannot control what others do, you can control what *you* do. If your goal is to *make the sale*, then you are dependent on the buying decisions of others. But if your goal is to *create value for others*, you are dependent on nobody but yourself.

The Law of Compensation (p. 45)

Your income is determined by how many people you serve and how well you serve them.

People

Continually find more people to meet. Not how many prospects, not how many customers – how many *people*.

But how do I know if they’ll be interested in my product? You don’t, and you don’t need to. That’s not what you’re doing here. You’re not meeting people in order to make them customers. You’re meeting people because they’re people and you’re interested in their lives. Some of the people will turn out to be interested in your product or service; others will become excellent sources of referrals. But let those results unfold in their own time.

The point here is not to sell as much product as possible, nor is it to sell product to as many people as possible. It is to *touch as many lives* as possible.

Rapport

What makes a great salesperson is his or her ability to create a bond with other people. A great conversation is one in which you find points of common interest, gracefully forge a bond through those interests, and allow the other person to shine.

The reason new acquaintances so commonly talk about the weather is that it is something they are both experiencing. That’s the essence of rapport: finding common experience. Look for common ground, but don’t let that common ground become a detour into *your* story. This isn’t about you.

Listening

Listening to the other person and responding genuinely is far more effective than trying to guide the conversation through a preplanned pattern.

Wow, that must have been painful; I can only imagine how you must feel. I don't know if I can say I've ever felt exactly like that. So, what did you do?

Curiosity

If you feel uncomfortable when picking up the phone and making a sales call, you're thinking about yourself. When you practice curiosity and genuine interest in others, *everyone* becomes fascinating. And with your interest kindled, you can spark a conversation with virtually anyone, in virtually any situation. What's this person really like? What does she love to do most? What are some of her favorite moments? What's most important to her in the world? Who *is* this person?

Maturity

To be successful in sales, you have to learn to be in control of your emotions. Emotional maturity is the ability to keep your focus on others' feelings even as you acknowledge and honor your own. When you *react*, you are letting external circumstances call the shots. When you *respond*, you are choosing your actions and feelings.

The Law of Influence (p. 77)

Your influence is determined by how abundantly you place other people's interests first.

Build Networks

The secret to developing a vast and thriving sales business is the impact you have on people you have not yet met. The strength and reach of your influence determines how many of those people you'll reach and the quality of that reach.

Genuine influence flows from *reputation*.

Too often what people call networking is really a disguised version of tit for tat. The Law of Influence approaches each relationship with the question: “What have I done for *you* lately?”

All things being equal, ***people will do business with and refer business to those people they know, like and trust.***

An RV salesperson once gave a man his cell phone number, and over the next 24 hours the man called for help 18 times. But once all of the man's questions were answered, he later told the salesperson, “For the past week I've been driving around the country in my RV telling everyone about how patient you were with me.”

Great Questions

The traditional sales process centers on the presentation. The Go-Giver sales process focuses on the *connection*, which happens more through listening than through talking. And the best way to listen productively is to ask great questions.

1. How did you get started in the [fill-in-the-blank] business?
2. What do you enjoy most about what you do?

What makes these great questions is that they lead the other person into a conversation that makes them feel good.

3. What do you see as most unique or special about your company or your business?

4. What advice would you give someone just starting out in the [fill-in-the-blank] business?
5. What’s the strangest or funniest thing you’ve seen happen in your business?
6. What significant changes have you seen in your profession in, say, the past ten years?
7. What do you see as the coming trends in the [fill-in-the-blank] business?

These questions allow the other person to offer their expert opinion, and brag about their strengths.

8. How can I know if someone I’m talking to is a good prospect for you?

A Win for the Other Person

Forget Win-Win. Focus on the other person’s win.

Building trust

The other person is thinking:

- ✓ Can I trust you?
- ✓ Will you do what you said you’d do?
- ✓ Do I really matter to you?

There is only one language in which you can answer these questions: *Action*.

In the hours, days and weeks after meeting and talking with your new acquaintance, continue looking for ways to add value to their life.

- ✓ A personalized, handwritten thank-you note
- ✓ Connecting them to other people and suggesting ways they can do business
- ✓ Send them information they may find interesting or valuable – something they’re personally interested in

Do this judiciously, though, because spending anything more than a few dollars can make the recipient feel a little awkward, like they now owe you something.

Elevator pitch

Focus the conversation on them. If they ask what you do, the natural thing is *tell* them. Ordinarily salespeople think about their Elevator Pitch. But great salespeople don’t *pitch*. What we want to have is a ***natural, genuine conversation***. Explain what you have to offer in such a way that the other person immediately grasps the benefits of what your product or service will do for them ... *the benefits people derive from doing business from you*.

Posture

Your business will touch the lives of many people, but you don’t need *this particular person* to be one of them. Your success does not depend on this person saying yes – but their getting the full benefits of what you have to offer *does*. So breathe, relax, and give this conversation your very best. There’s not a lot riding on the outcome for you – but there could be for *them*.

The Competition

Good competition keeps you on your toes, raising the bar for what a business like yours can do. Good competition pushes and stretches the limits of what’s possible. When a prospect brings up a competitor, go out of your way to say something nice about them. In doing so you are demonstrating respect – and *respect earns respect*.

The Law of Authenticity (p. 123)

The most valuable gift you have to offer is yourself.

Genuinely great salespeople make sales look easy. How? By stepping into who they are. They don't put on some artificial persona.

Presenting

When a presenter faces an audience, he/she should ask:

- ✓ What do these people want most?
- ✓ Who are they?
- ✓ What are they searching for?
- ✓ Why are they here?
- ✓ What is the most valuable thing I could possibly convey to them?

Putting yourself in the shoes of the audience, we might begin:

I still remember how it felt, the time it happened to me. It was 23 years ago. I was young, ambitious – and nervous. I was nervous because I'd been summoned to the boss's office, and when I got there I heard those nine terrifying words I never want to hear again in my life: “Jack, I'm sorry – we've had to make some cutbacks ...”

There is not a sound in the place. The speech is not polished ... it's *authentic*. Jack has not wasted a single second of the group's precious time and attention [*by telling a joke or saying how happy he is to be here*], but has gone right to the heart of something that could be vitally important to the group.

Authenticity doesn't mean you can't use preplanned words. It just means that when you do, you have to make them your own, in both your head and your heart.

Undersell

Words like *incredible* or *unbelievable* could put up barriers instead of making connections. They oversell. It is better to underpromise and overdeliver than the other way around.

Listen

Great salespeople listen because they are interested in the other person; they are curious. They want to know the person. They listen to learn. By listening instead of debating, and communicating that you were listening, you have advanced the sales process. Why? Because you have conveyed to your buyer that your goal is to create value for them.

Objections

Instead of facing off and staking out a debate position, step over to where the person is standing, stand next to them, and look at their objection *with* them.

- ✓ Other Person: This product seems pretty expensive.
- ✓ You: So you're saying x dollars seems like a lot to invest in this?
- ✓ Other Person: Well, yeah.
- ✓ You: Certainly something to consider. If I may ask, what kind of results would you need to justify that kind of price?

“Certainly something to consider” or “I get what you're saying” is not saying you agree with the objection. It's a matter of being *with* the other person. **This is the key to Go-Giver sales:**

Always be on the same side. Sales is not something you do to another person, it’s something you do *with* that person.

The Close

If we keep our focus on the other person, then our question comes from a place of authentic asking.

- ✓ *Jack, are you at a point where you’d like to go ahead and purchase? or*
- ✓ *Jack, would you like to buy one of these _____?*

Apply no pressure. And to honor the possibility that they may feel the urge to seek an escape route, provide one. Voluntarily give them an out.

- ✓ *If you can’t do it, I’ll definitely understand.*

Instead of trying to close the prospect, **open** the dialogue to more possibilities.

The Law of Receptivity (p. 163)

The key to effective giving is to stay open to receiving.

The genuinely successful person will eagerly receive, delight in the receiving, and just as eagerly pass it on. They don’t stop the flow; they join in with the flow. To be genuinely successful, we need to *allow* ourselves to receive.

Practice appreciation.

Genuine Go-Gives do not focus only on giving: they are also intensely aware of the gifts they receive. They *delight* in the gifts they receive.

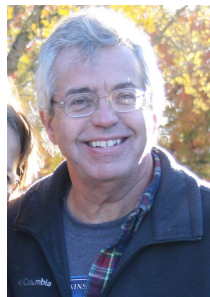
Left Field

When you live generously and focus on creating value for others, great value will come to you. You cannot know from where these gifts will come simply because you cannot know exactly where your influence will have spread. You have planted many seeds of goodwill – so many people know, like and trust you and want you to succeed. The cause is *giving*. And the effect? *Receiving*.

Trust

Look for ways to create value – and trust. When you do, something remarkable happens: *others begin trusting you*.

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