
Why You Should Read This **Book** as if Your Future in Selling
Depended On **It**—**What** Salespeople Throughout the U.S.
and Worldwide Say About **It**

"I've had your *No B.S. Sales Success* book in my possession for only three days. I have set up eight presentations, closed two deals. . . . the first presentation done the-Kennedy-way went off without a hitch because they were pre-sold before I arrived. That sale put \$13,475.00 profit in my pocket."

—Tom Halloran, Medical Supply Sales Rep, Phoenix, Arizona

"I have lived and worked in Australia, slugged it out on the street selling, to make a living. I knew there had to be an easier way, and I looked and looked for 25 years. When I found Dan Kennedy and adapted his unique way, my business took off like a cat on a hot tin roof in the outback. This year alone, Dan Kennedy was responsible for adding more than one million dollars to my **income**—and I never spoke to him!"

—Ed Burton, Financial/Investment/Asset Protection Advisor, Sydney, Australia

"My current success is entirely YOUR fault. I thank you so much. Changed my life. I'm not exaggerating. Your *No B.S. Sales Success* book is the #1 reason behind my success. I was born a big baby, 11.5 pounds, to a petite woman, my legs and feet grew crookedly inside her womb, and I had to wear special braces from birth to age 3 to straighten them out. My perfectionist father viewed me as a failure, according to the family, began drinking heavily after my birth, so I grew up with an alcoholic father. I feared rejection immensely, and practically lived inside my bedroom, hidden away from my father and the rest of the world as much as possible. I actually forced myself into sales to try and conquer my fears but I failed miserably, even declaring bankruptcy at age 21. I tried selling everything: cars, vacuum cleaners, insurance, you name it. One day I came across your book. One statement made in it changed my whole career: 'positioning, not prospecting.'*

With guidance from your book, I specialized in a niche, I became an expert, I used my writing skills to create lead generation ads and free reports,** and began attracting pre-qualified prospects to me so I no longer had to prospect or ever feel rejected. I subsequently became THE top selling representative at a Fortune 500 company. Today, I've become a highly paid copywriter, selling via ads and sales letters. I have now specialized in marketing for cosmetic surgeons, and I am earning a fabulous income. Thank you, Dan, for everything."

—Michel Fortin, Ottawa, Ontario, Canada, www.SuccessDoctor.com

*Chapter #16. ** Chapter #17.

"One of your ideas got me one of the biggest orders ~~ever~~—a whopping (for me) \$17,001.00 check delivered by FedEx the first week I used your strategy!"

—Dick Miller, Wisconsin

"I'm a manufacturer's rep in the home furnishings industry. Your approach has completely replaced cold prospecting. In the past year, I've opened 22 new accounts, generated over \$150,000.00 in new business, at a total cost of about \$700.00 using your method."

—David Love, Davis, California

"I saw your Takeaway Selling advice to the lady dog trainer.***

You told her to give the dogs an IQ test before accepting them. Now my prospects must pass a test before they can buy from me! Thanks to this and other Kennedy strategies, my sales have multiplied, my little hobby is now a monster business, and it's all your fault."

—Glenn Osborn, Baltimore, MD, www.WeirdNLP.com

***Chapter #21

"Dan, just two words I gleaned from you added almost \$100,000.00 in income last year. My wife is thrilled.

I bought her a new car."

—Chris Payne, LifeTools, Cheshire, U.K.

NO B.S. SALES SUCCESS

THE ULTIMATE
NO HOLDS BARRED
KICK BUTT
TAKE NO PRISONERS
& MAKE TONS
OF MONEY
GUIDE

Dan Kennedy

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Foreword

by Tom Hopkins

Every person who has chosen selling as a career *must* focus on getting the brass ring with every new contact they make. The brass ring for a salesperson is the closed sale. It's hearing the words, "yes," "we'll take it," or "how soon can it be delivered/installed/setup?" Those words, and a check, credit card, or purchase order to go with them, validate the salesperson. They demonstrate in both physical actions and words that the salesperson is representing something of value to the client—so much value that the client is willing to exchange their security (spelled M-O-N-E-Y) for it. It also demonstrates that the salesperson did a good job, using their skills and talents in presenting the product in such a way that the client saw how the benefits it would provide fulfilled a need. Having a client say, "thank you" tells you they're happy the salesperson brought it their way. That "thank you" is like getting a standing ovation.

There's a lot of psychology behind what works and doesn't work in selling. It has to do with mindsets (both yours and the

client's), attitude, fears, perception, body language, voice, vocabulary, style, grooming, expectations, preparation, and too many other aspects to list here. An entire encyclopedia of selling could be written if every little nuance of selling was to be taught. It might take you a few years to read such a series of books.

My question to you is, do you want to take the course in psychology to understand what's behind the sales process or do you just want to hear what works? If you're like most salespeople, you're looking for the shortest route between where you are now and increased sales. That's the benefit of this book. Dan has literally eliminated the B.S. in explaining great ways to make more sales.

We can learn many things simply by reading, but we only benefit if we invest time in thinking about what we've read and how it applies to what we're doing. We excel when we put the knowledge gained to use. This is a relatively short book. Invest your time wisely in reading it with thoughtfulness about how you can apply the strategies it contains. You'll be glad you did.

Tom Hopkins is world-renowned as a master sales trainer. *Sell It Today, Sell It Now*, on compact disc and co-authored by Pat Leiby, is an excellent resource for learning how to lower sales resistance and increase sales acceptance in potential clients. For more information, contact him at info@tomhopkins.com. Receive free sales content, tips, and closes by subscribing to Tom's selling skills e-newsletter at <http://www.tomhopkins.com>.

Preface

There are basically four types of salespeople: sales professionals with strong ambition who are eager to strengthen and fine-tune their skills; sales professionals who are jaded, close-minded, cynical, and stuck; nonsalespeople who realize they need to be, such as doctors, auto repair shop owners, carpet cleaners; and nonsalespeople who either do not recognize they need to be or are resistant to the idea.

Ambitious Salespeople 1	2 Stuck Salespeople
3 Nonsalespeople Eager to Learn	4 Resistant Nonsalespeople

This book will resonate with those in the first and third quadrant. It will be wasted on the others. I've spent more than one-fourth of an entire lifetime, more than 25 years, working with people in both the first and third quadrant—and doing my level best to avoid the folks in the second and fourth. This book literally summarizes the most important strategies I've developed over those 25 years—some originating from my own experience, others originating from my observation of super-successful sales pros' behaviors that I have converted to replicatable strategy.

There are a great many things this book is NOT It is NOT, for example, a textbook approach to selling. It is not about moral or spiritual philosophy (those matters are left to you). It is only slightly about the psychology of selling. It is noticeably free of trendy new terminology, buzzwords, and psycho-babble so many sales trainers and authors seem to be fond of. And it is not a motivational book either. If you need someone else to motivate you, you have far bigger problems than this book might tackle. Or any hundred books, for that matter.

This is simply a straightforward, relentlessly pragmatic, "no b.s." presentation of what REALLY works in selling. Not what should work. Not the academic theories about selling. What REALLY works.

You may not thoroughly enjoy this book. It may make you uncomfortable. Confronting, challenging, and rethinking long-held beliefs and habits is provocative and often profitable but rarely comfortable or enjoyable.

My aim is very simple: after reading this book, I intend for you to implement behavioral and procedural changes that will immediately and dramatically increase the income you earn from selling. This book is all about putting more money in your pocket,

nothing loftier than that, nothing less than that. And if we have to break a few eggs to make that omelet, then that's what we'll do.

You might want to know that this book has had a long former life. It was first published in 1994, has been in print continuously through 1996, a 2nd edition was published in 1999, which was in print through 2001, and now this thoroughly updated and substantially expanded in this new edition. Why is it important for you to know you've wound up with "the sales book that will not die" in your hands? Two reasons. First, as evidence you've gotten your paws on strategies that ARE really valuable and that DO really work. Successful salespeople recommend this book to each other, they stream to the bookstores and demand it. Even when a publisher has lost interest in it, the marketplace has insisted this book be put back onto the store shelves. (By the way, now you can tell others about this book by sending them to www.nobsbooks.com, to get free excerpts.) Second, you will see references in the book that are obviously dated, or references to my writing of its first edition, and I didn't want you to be confused by that; thus, this explanation.

Now, to the important stuff: quick, practical actions you can take to make selling easier, less stressful, more fun, and much, much more lucrative and rewarding.

About the Structure of This Book

This book is divided into six parts. In Part 1, I describe the 15 strategies I use most in selling. Each is a stand-alone application, and any one of them alone could significantly improve your results in selling. But they can also be linked together differently for different situations for increased value and power.

In Part 2, I deal with what goes on before selling can even begin: finding, attracting, and getting into a selling situation with a prospect. As you'll see, I'm no fan of the way most salespeople carry out this job. Here you'll discover some rather radical ideas.

In Part 3, I provide a framework for selling. The various pieces described in Parts 1 and 2 can be plugged in and out of this structure.

In Part 4, I share with you the dumbest things salespeople do to sabotage themselves.

In Part 5, I reveal my personal, best, most valued, contrary approach to selling. It may not be for everybody; it may not be for you. Frankly, I argued with myself about putting it in or leaving it out. I ultimately decided I would not be playing fair with you if I sold you a book about selling and held back the information most responsible for my own success. Use it as you will, and good luck.

In the last decade, the sales world has been flooded with new technology, and Part 6 of this edition contains an updated section on my "no b.s." observations of this.

—Dan S. Kennedy

PART 1

15 No B.S. Strategies
for Exceptional Success
in Sales, Persuasion,
and Negotiations

Strategy 1

Ignoring the Word “No”

My first sales position (and *the* only time I've been employed by someone else) was a wonderful training ground. I learned a lot from my experiences in that position, and you'll notice throughout this book that I refer to it several times.

I was hired as the central states sales representative for a Los Angeles-based book publisher. I was assigned Ohio, Kentucky, Indiana, Michigan, and Pennsylvania. My job was to call on all the bookstores, department store book departments, discount stores, gift shops, and other retailers in that territory to service existing accounts and open new ones. Most of the company's

books were humorous, impulse-purchase items. In many stores, the line of books was merchandised on the publisher's six-foot-high spinner racks, which I had to inventory and stock.

One minor fact that was not discussed when I was hired was that my territory had been "orphaned," and the established accounts had received no service of any kind for eight months or longer. I soon discovered that some of the accounts were a trifle annoyed at having been sold this line of merchandise, promised service, and then ignored.

I was furnished with a computer printout of all the accounts and their purchase history. The first one I visited, a drugstore, provided a clue that things might not be well. I walked up to the owner, introduced myself as the new representative from the company, and watched a mild-mannered pharmacist turn into a raving lunatic. He grabbed me by the arm and dragged me into the back room where he showed me a pile of rack parts that had been shipped in, but that he had been unable to assemble. Surrounding that mess was a stack of boxes full of books. He told me that he had been invoiced for books and racks and had been dunned by a collector for payment, even though he had never had a chance to get the books on the floor to sell. He literally threw the rack parts out of the back door while screaming at me to take it all away.

In the next few weeks, I met with similar antagonism at almost every account I called on. I took a lot of racks and a lot of inventory out of stores. Besides being generally unpleasant and occasionally hazardous to my health, this situation was an economic disaster. I was being rated as a sales rep, and my bonuses were based on a "positive sales ratio" for the month. That means: sales less returns equal net sales.

The way I was going, I would have a negative sales figure for my first month—maybe my first year. I determined that something had to change, and I had to be the one to create the change.

That decision alone is an important tip about getting your own way. It doesn't much matter whether we're talking about selling like the work I was doing, or negotiating business deals, or running a business. Anybody can look good and get good results when everybody else is cooperating and everything is going as it is supposed to. Under those conditions, just about anybody can have a good time and make a lot of money.

This often happens in business. When times are good, the CEO looks like a genius, and the sales reps look like superstars. But when the first rough waters come along, these same people suddenly look like bumbling idiots. Have they actually changed that much? No—they were never very sharp in the first place.

I made up my mind that I had to sell these angry, neglected customers on keeping our line in their stores and even buying more. I had to get positive results under these very negative circumstances. I had to face customers who had been lied to, inconvenienced,

Dan Kennedy's #1 No B.S. Truth About Selling

If you're going to achieve high levels of success in selling, you've got to be able to get positive results under negative circumstances.

billed for merchandise they couldn't sell, dunned for payment, and otherwise abused, and somehow get them to "forgive and forget." In order to do this, *I had to take my ego out of the way.*

Since I've been involved in training salespeople and working with sales executives struggling to get productivity from salespeople, I've discovered that the number one reason for failure in selling is ego. The person with an inflated ego or with very fragile self-esteem (the two are connected) *perceives refusal as rejection.* When someone says no to such a person, he or she takes it personally.

But confusing refusal with rejection makes selling painful because more people say no than ever say yes. In my situation, customers were calling me vile names, threatening me, even throwing things at me. I had to remember that it really had nothing to do with me. These people weren't mad at me; they were mad at the previous rep, at the company, or at the situation—but not at me.

I've since learned that just about any time an individual disagrees with me, fails to accept an offer I present, says no to me, or otherwise interferes with my access to what I want, it very rarely has anything to do with me as a person. And because it isn't personal, it doesn't warrant any kind of an emotional reaction. Having control over your emotions gives you a very powerful advantage in selling.

As I approached these hostile customers, I took my emotions out of the situation. No matter what they said, I interpreted it as reasonable, justifiable anger at other people and at a negative situation. I listened. I was patient. I was concerned. And I never got angry. I never got defensive. Finally, when the customer had vented and had nothing more to say, I asked for permission to respond. I stated the obvious: I had no control over the past. I could only exercise control over the present. My job now was to

make handling the merchandise so profitable and pleasurable for the merchant that it made up for all the past problems and justified a renewed relationship. Then I shifted right into selling—just as if the customer was new and had never heard of the company, the books, or me.

It worked. But even while it was working, many of the customers questioned my integrity. They wanted to know whether or not I was telling the truth. They asked whether I would keep my promises concerning service. They were skeptical and suspicious. If I had wanted to be thin-skinned, I could have gotten angry with them. How dare they question *my* honesty?

Again, I had to understand that this, too, was **nothing** personal. I chose to work for a company that had "done them wrong" once. I had to accept the consequences, including guilt by association. Again, I had to set my ego aside.

With this approach, I saved twice as many accounts as I lost. I even returned to that first drugstore and got the merchandise back in. I had discovered that initial refusal, even antagonism, was not necessarily the ultimate result. I discovered that I could change a no to a yes more often than not.

My favorite illustration of all this comes from my first call on the head buyer for the book departments of a major department store chain. I went with one of the company's experienced salespeople, as an apprentice, to watch and learn. I was to carry the samples and keep my mouth shut.

Keeping quiet was no problem; I sat in stunned silence as the other sales rep presented the buyer with one new title after another. As he looked at each book, the buyer kept saying: "This is crap. Do you know that? Why should I have this crap in my store? How can you show me this crap?" The buyer went on and on like that, and the sales rep did not say a word! Finally, the buyer picked up

one sample after the other and barked: "Ship me ten dozen" or "ship me 50." This went on for nearly an hour, and the sales rep rarely spoke. The buyer criticized and cursed each sample, then ordered. When it was over, the rep had written an order for close to \$10,000.00—a very, very big order in that business. He and the buyer shook hands, exchanged pleasantries, and we left. I couldn't believe what I had witnessed.

The sales rep said, "You know, he always does that. The first few times I went in there, years ago, I got mad at him. I got defensive. I argued with him. Finally he took pity on me. He asked me a great question: "What do you care what I think of this stuff or say about this stuff as long as I buy a lot of it and my stores sell a lot of it and you make a lot of money?"

I have been a very serious student of Dr. Maxwell Maltz's work since I was in my teens. Dr. Maltz's best known book, *Psycho-Cybernetics*, has sold more than 30 million copies worldwide. His works have had such important impact on me that several years ago I acquired all the rights to all his works, now control their distribution, and have co-authored new ones (check out www.psychocybernetics.com for more information). One of the key things I learned from *Psycho-Cybernetics* was how to develop a strong self-image bullet-proof against all unimportant criticism. I have also long been a very serious student of first-generation millionaires who've gotten there by building businesses from scratch. I now have had more than 100 such people as clients and associates, and developed my *Renegade Millionaire System* based on them. (You can learn more about my system at www.renegademillionaire.com.) A common trait found in the majority of these people is a strong immunity to criticism. This is a theme you'll find running through the top performers in selling as well. They care little about what people *think*; they care about what people *buy*.

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