

Paul did a remarkable job relating to our staff \dynamic and delivered with such zest \thought-provoking, humorous
It is amazing what an impact Paul can have in a young professional's life \his energy and enthusiasm are contagious \enthusiasm.

PAUL VITALE
PROFESSIONAL SPEAKER

VITAL
COMMUNICATIONS

Motivational Madness E-Newsletter

Sneak Preview!

The following is an excerpt from Paul's latest book, **Pass It On - Selling from the Inside Out** available online and in book stores in the Summer of 2008.

By Paul Vitale

Walk into any bookstore and you will see dozens of books, audio CDs, videos and/or DVDs teaching the magic formulas of salesmanship. Many of the tips outlined will help, however, unless we first have confidence in ourselves and in the products and services we represent, our success rate will be greatly limited.



The first impression others perceive of us, either in person or over the telephone, greatly influences the outcome. The door will either swing open or stay closed, depending on how well we relate to our potential clientele. To this end, it behooves each of us to first present ourselves in such a way that we are deserving of the business and then represent our products and services with the same zest and commitment.

I'm of the opinion, before we ever make initial contact with a potential client, we must pause for a moment and ask ourselves these four important questions:

Do I honestly believe in what I am selling? Each of us must have a passion to sell our product. If we are not passionate about what we are trying to sell, people will recognize this and become skeptical. Expressing true passion and a deep belief will definitely help set us apart from the competition. When we are able to persuade people to believe in our products and services as much as we do, we've not only made the sale, we've made a difference.

Do I really understand the products and services I stand behind? It is extremely noticeable to our clients when we don't understand the nuts and bolts of what we are trying to promote. We might slide by for awhile, but sooner or later, our knowledge and understanding will be tested. It's important to remember our name and reputation are attached to our

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Tips for Success

- Six quick tips for the dedicated sales professional...
- Clean, organize and purge your desk.
 - Dispose of supplies you haven't used in a year.
 - Keep one calendar for all activities.
 - Maintain an up to date to-do list.
 - Utilize your briefcase wisely.
 - Update your client database.

Expand Your Vocabulary

Emissary
em-uh-ser-ee

Noun

1. A representative usually empowered to act more or less independently (as in collecting or conveying information or in negotiating).
2. An agent sent on a mission to represent or advance the interests of another.

products or services. In the competitive business world today, it is much easier to initially learn all we can about what we offer than to have to regain the trust of our clients after a product or service has failed their expectations.

Is providing quality customer service a part of my regiment?

Regardless of your job title, position in an organization or experience, your number one task will always be to attract, satisfy and preserve customers. It's essential to keep in mind that we achieve customer satisfaction, retention and loyalty by exceeding what customers anticipate in positive ways. Exceeding our customer's expectations consistently will pay major dividends at the end of the day.

Am I capable of handling rejection? There is one guarantee in sales: we might all be passionate and well versed about our products and services, but rejection will happen.



Remember, every no is one no closer to a yes. We must be able to accept rejection, move it out of our mind and then go knock on the next door. No one likes to be rejected, however if we improve from it, our business will only become stronger.

Being provided with the opportunity to educate others on what we offer

can be as enjoyable or as miserable as we make it. Either way, we are in control of our environments, techniques and attitudes. If we truly want the door to open, we must believe it will and persist until it does.

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*The above has been an excerpt from Paul's latest book **Pass It On - Selling from the Inside Out** due in bookstores this Summer. This empowering new book examines not only the human factor of selling, but the entire process of salesmanship - from start to finish - as well as providing answers to many in-depth questions.*

Pass It On - Selling from the Inside Out will assist you while you continue journeying toward reaching your full potential as an effective sales representative. To view our entire product line, please visit our website at **paulvitale.com!** Watch for updates in future newsletters!

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Thoughts to Ponder

Complete integrity is the guiding light for a long-term successful career in sales.
-Zig Ziglar

I find it useful to remember, everyone lives by selling something.
-Robert Louis Stevenson

Take a chance! All life is a chance. The man who goes farthest is generally the one who is willing to do and dare.
-Dale Carnegie

Success consists of going from failure to failure without loss of enthusiasm.
-Winston Churchill

It's you who fuels the engine of your own dream factory.
-Paul Vitale

These quotes and more can be found in **Pass It On**, available at **paulvitale.com!**