

Introduction

Is This Book for You?

If you are uncomfortable with selling but acknowledge the need to improve your selling skills, this book is for you! Of course, there are many books on selling. But, unlike other books, *this* book is primarily concerned with helping you overcome your *discomfort* with selling. There is no value in learning about selling skills if you are convinced that the things you have to do to be successful are contrary to your personality, your capability, or your moral code. Our intention is to change the way you think about selling and to help you achieve a fundamental shift in your attitudes and behavior.

This book teaches you how to sell by building quality relationships. It helps you build confidence in your ability to provide value to your clients, confidence in the quality of individuals with whom you plan to interact, and confidence that you are using appropriate communication techniques. This book helps you communicate the necessary information so that prospects can make an informed decision about hiring you. This will increase the likelihood of meeting their expectations.

Bear in mind that some professions have restrictions concerning selling. Make sure that you are aware of and comply with the rules of conduct of your profession, which for lawyers includes the ABA Model Rules of Professional Conduct.

Misconceptions and Negative Experiences

There are many preconceived notions about selling. And, chances are, you have had some distasteful experiences to re-

inforce your beliefs. These beliefs and experiences are deeply entrenched and can make you skeptical about your ability to sell in ways that are appropriate and effective.

Our Goals

This book sets out to prove that selling can be done effectively and *comfortably*. We are not interested in pushing you outside of your comfort zone. Our years of coaching professionals nationwide have taught us that there is no point in trying to force you to do something that you don't want to do, or believe that you can't do. We are interested in motivating you to take action. To do this, it helps to identify strategies and tasks that you are comfortable doing. It is difficult to get people to step outside of their comfort zones. Fortunately, you don't have to.

What You Will Achieve

The information in the following pages is the culmination of our many years of experience in working with highly educated, skeptical professionals. We believe that it will dramatically impact your ability to sell *and* your life. Selling is important because it will bring you greater income, security, power, new friends, intellectual stimulation, emotional fulfillment, better clients, more freedom, and fun!

Our Approach

This book is divided into three parts. Part One defines the comfort zone, and explains your reasons for your discomfort, and the risks and rewards of selling. Part Two discusses *11 strategies* to help you stay in your comfort zone. Part Three provides *eight skill modules* that will help you feel more comfortable with the selling process. These modules provide 106 tips designed to make selling safe and effective. Throughout the book, we provide *text boxes with key ideas* and *comfort zone tasks* that we recommend you experiment with.

The Table of Obstacles and Solutions

We have created the following table (see page 3) to help you quickly find solutions to obstacles you are facing. Review the bullet-point solutions, and read the parts of the book that deal with your specific areas of interest.

Conclusion

We have labored hard in creating this book. It is the result of over five years of intense thought, observation, feedback, discussion, and writing. We believe that we have touched upon some universal truths about the reasons for discomfort with selling. We are proud to present what we believe is a *comprehensive* and *practical* guide for overcoming your discomfort. We hope that you find this book to be useful and interesting.

Table of Obstacles and Solutions

This table is a quick reference to help you sell in your comfort zone by overcoming specific obstacles to selling. We provide bullet points for each solution and the location of a more in-depth discussion in the book.

| Obstacles to selling | Solutions |
|--|--|
| 1. Indifference | <ul style="list-style-type: none"> • Be aware of the benefits of selling, 35–40 |
| 2. Lack of time | <ul style="list-style-type: none"> • Use your time wisely, 10 • Focus on quality targets, 60–61 • Improve your systems for staying in touch, 101–114 • Improve time management skills, 171–178 • Improve delegation skills, 174–178 |
| 3. Cultural stereotypes about selling | <ul style="list-style-type: none"> • Don't assume that all salespeople fit the stereotype of a salesperson, 21–23 • Be aware that what makes selling good or bad is how it is done, 22 |
| 4. The risk of rejection | <ul style="list-style-type: none"> • Develop pride in the value you offer, 43–58 • Find targets with the potential to lead to new business, 60–61 • Identify people you like, 61–62 • Communicate value to your targets, 69–80 • Find safe environments for meeting new people, 89–99 • Overcome your fear of public speaking, 117–123 • Find safe and effective techniques for working a room, 163–166 |
| 5. The fear of failure | <ul style="list-style-type: none"> • Develop confidence that you are using your time wisely, 10–11 • Don't allow your fear of failure to stop you from looking for ideas that can succeed, 23–24 • Choose tasks that are achievable, 179–188 |
| 6. The belief that you are too old to learn new skills | <ul style="list-style-type: none"> • Know that if you are intelligent and motivated, you can improve at any age, 24 |
| 7. The misconception that selling must be abusive | <ul style="list-style-type: none"> • Know that selling doesn't have to be abusive, 24 • Develop pride in the value you offer, 43–58 • Develop techniques for communicating value, 69–80 • Develop comfortable systems to stay in touch, 101–114 |
| 8. The belief that you must emulate the sales styles of other people | <ul style="list-style-type: none"> • Find your comfort zone, 11–12 • Identify strategies that are safe, 69–80 |
| 9. The belief that selling is unethical | <ul style="list-style-type: none"> • Be honest and accurate, 25 • Develop strategies that communicate value, 69–80 • Learn how to reveal your interest in doing business, 81–86 |
| 10. The misconception that selling is demeaning | <ul style="list-style-type: none"> • Know that sophisticated, highly educated and successful professionals view selling as an important and enjoyable activity, 25–26 • Appreciate that selling can be intellectually gratifying, 40 |
| 11. The fear of being perceived as needy | <ul style="list-style-type: none"> • Know that to the outside world, you can be extremely talented and successful and still want to build your business, 26 |
| 12. The belief that selling makes you appear greedy | <ul style="list-style-type: none"> • Develop confidence in the value you offer—As long as you offer a good deal, there is nothing immoral about making money, 26, 43–58 |
| 13. The fear of boasting or bragging | <ul style="list-style-type: none"> • Give value-in-advance, 71–74 • Develop dialogue that accurately communicates the value you offer, 78–80 |

| Obstacles to selling | Solutions |
|--|--|
| 14. Shyness | <ul style="list-style-type: none"> • Understand that shyness is situational, 27 • Develop confidence in the value you offer, 43–58 • Identify targets you like, 61–62 • Develop confidence in your communication skills, 69–80 • Find selling environments that make you feel safe, 91–96 |
| 15. The myth of introversion | <ul style="list-style-type: none"> • Know that you don't need to change your personality, 28 • Understand the importance of selling, 35–40 • Identify targets you like, 61–62 • Identify selling activities that you enjoy, 75–76 |
| 16. The misconception of having to be best friends | <ul style="list-style-type: none"> • Understand the distinction between allies and friends, 28–29 • Explain your reasons for socializing, 85–86 |
| 17. The risk of misinterpretation | <ul style="list-style-type: none"> • Accurately reveal your interest in doing business, 81–86 |
| 18. The obstacle of not liking your business contacts | <ul style="list-style-type: none"> • Strive to do business with people you like, 61–62 • Identify environments for meeting quality targets, 88–99 |
| 19. The feeling of being insincere | <ul style="list-style-type: none"> • Select techniques that reveal your interest in doing business, 81–86 |
| 20. The risk of appearing superficial | <ul style="list-style-type: none"> • Talk about issues that are meaningful to your targets, 69–80, 165 |
| 21. The obstacle of reciprocity | <ul style="list-style-type: none"> • Know that you don't have to reciprocate by referring clients— You can reciprocate by providing other value, 30, 71–74 |
| 22. Being new to your profession (Limited experience) (Limited contacts) | <ul style="list-style-type: none"> • Sell your team, 31 • Know that you probably know more people than you realize, 62–65 • Build your credibility, 117–143 |
| 23. The feeling of impatience | <ul style="list-style-type: none"> • View selling as a long-term process, 101 • Create realistic standards of success, 179–188 |
| 24. The belief that you have started selling too late | <ul style="list-style-type: none"> • Appreciate that you already have many of the skills necessary to be successful in selling so you won't look like a beginner, 28 |
| 25. The belief that selling is boring | <ul style="list-style-type: none"> • Do things you enjoy and that are fulfilling, 75–76 |
| 26. Not liking your job | <ul style="list-style-type: none"> • Consider changing jobs or professions, 33 |
| 27. Lack of support for selling | <ul style="list-style-type: none"> • Learn how to lobby for your ideas, 33–34 • Invest in your own selling effort because the more successful you are, the more power you will have, 37 |
| 28. The force of inertia | <ul style="list-style-type: none"> • Take small steps and acknowledge every success that you achieve, 179–189 • Document the names of your quality contacts, 103 |