

A brief summary of
THE ONE MINUTE SALES PERSON'S GAME PLAN
The Quickest Way to More Sales with Less Stress

I START
with

MY PURPOSE

I help people get the feelings they want – soon!

SELLING TO OTHERS

Before the Sale

- First, I see other people getting the feelings THEY want. Then I see me getting what I want.
- I study the features and advantages of what I sell – thoroughly and often.
- I see the benefits of what I sell actually helping others get the feelings they want.

During the Sale

- I sell the way I and the other person like to buy. I invest time as a PERSON.
- I ask 'have' questions and 'want' questions.
- The difference is the problem.
- I listen and I repeat back what I have heard.
- I honestly relate my service, product or idea only to what the other person wants to feel.
- The other person closes the sale when he sees he gets the maximum benefits with the minimum personal risk.

After the Sale

- I frequently follow up to make sure people are actually feeling good about owning what they bought from me.
- If there is a problem, I help them solve it – and thus strengthen our relationship.
- When they are feeling good about what they bought, I ask for active referrals.

SELLING TO ME

My One Minute Goals

- I write out my goals on a single piece of paper in 250 words or less, as though they were already real.
- I read/reread them in only one minute.
- Each time I reread my goals, I see them as already achieved.

Goals (Even Partly) Achieved

I WIN

My One Minute Praisings

- I frequently take a minute to give myself some 'sales recognition'.
- I catch myself doing something right (or approximately right)!
- I laugh and enjoy telling myself what I did and how good I feel about it.
- I take the time to FEEL how good I feel about what I have done.
- I encourage myself to do this again.

Goals Not Achieved (review goals)

I LOSE

My One Minute Reprimands

- I reprimand my behaviour when it is unacceptable to me.
- I specifically tell myself what I did wrong.
- I let myself FEEL how I feel about what I did (or did not do).
- I remember that I am not what I do.
- I am a valuable human being and I deserve the best behaviour from me.
- I get back on purpose.