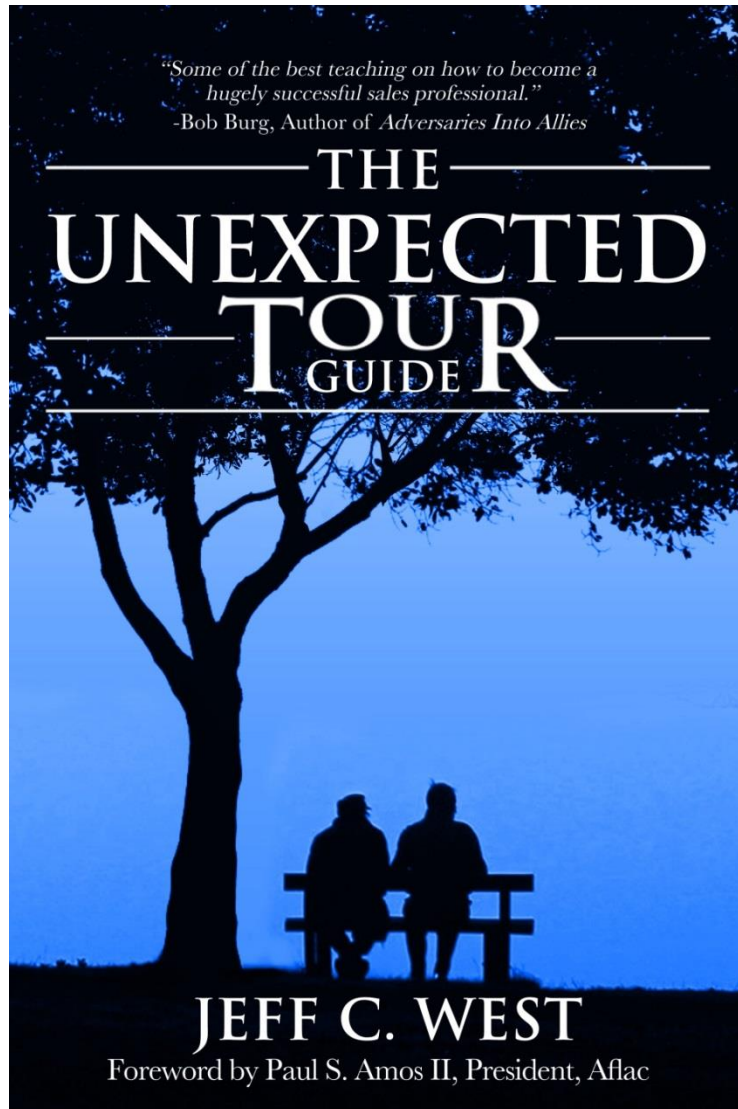


# The Self-Guided Tour of Sales

*A companion toolkit for the book*



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What some of the world's greatest sales leaders are saying about the book

## *The Unexpected Tour Guide*

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*"The Unexpected Tour Guide is full of wisdom and insights that will make you a better salesperson and a better person overall in every area of your life."*

~ Brian Tracy, Bestselling Author of *Unlimited Sales Success*

*"Brief, powerful and impactful. The Unexpected Tour Guide combines an entertaining story with some of the best teaching you'll ever receive on how to become a hugely successful sales professional. If you're in the selling profession, buy this book. If you're a sales manager or leader, buy one for your entire team and watch your sales numbers rise and rise."*

~Bob Burg, Bestselling author of *Endless Referrals* and *Adversaries into Allies*

*"Your life, your income, the results you're getting are nothing more than a mirror reflection of what you are putting forth. If you're unsatisfied with your current results, read The Unexpected Tour Guide. It will help you gain a new, improved perspective and find a more fulfilling direction."*

~Tom Hopkins, Bestselling author of *How to Master the Art of Selling and When Buyers Say No* (with Ben Katt).

*"The Unexpected Tour Guide" may very well be one of those stories you remember for the rest of your life. And if you apply the lessons it contains, it may lead you to one of the best stories yet to be written – yours."*

~Paul S. Amos, II, President – Aflac

*“The Unexpected Tour Guide; I couldn’t put it down until I finished it. What a great little book. This short read tells a timeless story that will not only be impactful to those in sales or business, but to everyone in every walk of life. Jesus Christ taught through parables for a reason. Jeff West does the same with this gem of a story that will be life changing for all who read it. Thanks Jeff!”*

~Michael J. Tomlinson, Vice President, Aflac Central Territory

*“Just finished The Unexpected Tour Guide. Thanks in advance from every salesman whose career will be successful because of it! Great story – laughed, cried, remembered.”*

~Eric Leger, Vice President – Aflac, Southwest Territory

*“I have read many books in my 35+ year sales career and this is one of the best. Jeff has written a book that can change your career but more importantly your life. He shares principles that are timely for the struggling salesperson but also the seasoned professional. Most important he helps us discover why we do what we do.”*

~Lynn G. Barnson, State Sales Coordinator, Aflac, Utah

*“At around 10:30 I began reading your book... I honestly couldn’t put it down. The funny thing is that I never once considered putting it down and giving in to the temptation to sleep. Your messages are spot on and I truly enjoyed every chapter as the story unfolded. It’s now 1:02 and I just had to send you a note of thanks.”*

~Blaze Fremin, State Sales Coordinator – Aflac, Louisiana/W

*“Regardless of how motivated you may be, if you will read Jeff’s book and do the exercises, you will become even more motivated and discover areas to develop to take you and your business to a higher level. The Unexpected Tour Guide will become a classic in the field of personal development.”*

~Mike Butler, State Sales Coordinator – Aflac, North Carolina-W

## ***Introduction***

*The Unexpected Tour Guide* is the story of a young salesman named Jim Fariss. However, it could have just as easily been a story about a veteran sales person.

It could have just as easily have been your story.

It is the story of a good person that everyone likes and wants to see succeed. He has charm, talent and a solid work ethic. But for some reason, things are just not working out for him. The resulting stress is causing problems in his home life. And he is struggling to find answers.

One day he meets an unexpected tour guide – a homeless man named Ray.

The relationship between Jim and Ray totally changes the direction in Jim’s life.

As Ray takes Jim on this mysterious “*tour*”, Jim begins to understand why he is struggling and he finally sees things from a totally different perspective. Ray accomplishes this by taking Jim on several “*journeys*” that develop Jim’s thought process and skill set.

This work, *The Self-Guided Tour of Sales: Toolkit* is designed to take you on those same journeys.

To get the most out of this tool – take each journey. Complete all of the assignments as you do. Discuss them with your sales leader or a trusted mentor.

If you do, you will find that your sales success skyrockets and you quickly become one of the most outstanding sales people with your company.

# Journey 1

## Find Your Why

In the book, *The Unexpected Tour Guide*, Ray asks Jim, “Why are you here?”

Jim’s answers showed that he really didn’t have clarity about why was doing his daily work. However, as the story unfolds, Jim’s perspective changed.

Ray made the following statement to Jim: “Jim, if your *why* is big enough, you will be motivated enough to figure out the how in any career.” He followed that with, “Jim-Jim, you’ll always work harder to build yo’ why than you ever will to build the boss-man’s business.”

Step one in becoming successful in sales is for you to take the time to determine exactly what will motivate you to do the work.

Let’s face it. Some days are wonderful and it seems like everything you touch turns to gold. However, there are other days where everything you touch seems to turn to... well, let’s just say something “a little less shiny”.

You need to do some soul-searching and determine the things that mean so much to you that they will motivate you to do the work – even on the tough days.

You need to find your “why”.

Your “whys” are your emotional motivators – your touchstones. What are the things in your life that mean so much to you that you will fight the great battles and win?

In the space below, list the top ten *personal* reasons why you want to become successful in your *professional* career? Write them out and be specific. List them only in the positive sense. Use positive words that describe what you want – not negative words that refer to what you don’t want. For example, it is correct to write, “Build a great house in a great neighborhood for my family.” It would be incorrect to write, “I want to get out of the dump I live in now.” 😊

# Journey 1

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Now that you have written your top ten “Whys”, go back through the list and think about them. Why are they important to you? Why are they something that will make you get up early and go to bed late if needed? Are any of them more important than others?

Next, on an index card – make several copies of your top ten reasons “why”. Put the cards in places where you will see them several times each day; such as your bathroom mirror, your sun visor in your car or on your desk at work.

Read your top ten reasons “why” list several times each day.

Update your list regularly to reflect changes as they occur.

Then... go do something nice for a total stranger today. Heh, heh, heh, heh, heh.

## Journey 2

### Work Ethic-Prepare to Win

In chapter 5 of *The Unexpected Tour Guide*, Jim Fariss faces up to something that was not very comfortable for him. He comes to the realization that he has not excelled as much as some of his friends – not because they were more talented than him, but because they applied the *lagniappe* in how they developed their talent.

*Lagniappe* is giving or paying a little more than is expected or required. Or as Ray said, “*Lagniappe* is that little extra that makes everything mo’ better.”

To separate yourself from the crowd and rise from average to extraordinary – sometimes only takes a little extra effort in several areas of improvement. In the Olympics, often the difference between a gold medal and no medal is less than one second. People who make excuses in life refer to that small difference as luck. People who are successful in life give that small difference in their daily effort – and try to create their own “*luck*”.

Ray told Jim, “Boy, you can’t expect a six-figure income if all you’re gonna give is a minimum wage effort.”

What are the areas of skill in which you need to become proficient in order to succeed in your career? What actions can you take to become skillful in those areas? What materials will you need? How much time will you devote to your improvement? Remember, giving a “*little extra*” in this area will make everything “*mo’ better*”. Who do you know that is already an expert in each of those areas? (Hint: you may have a different person whom you feel to be expert in each of those key areas.)

# Journey 2

Complete the exercise below, listing the top seven key areas that you must master in order to achieve outrageous success. Then answer the questions as they pertain to each improvement area.

## AREAS OF SKILL MASTERY

(example)

1: PROSPECTING

Specific practices and skills that I need in order to become a master in this area: Cold Call Verbiage; Referral Techniques; Social Media Usage; Email prospecting; Creating my Value Statement

The materials I will need in order to master this area are: Scripts that communicate value to a prospect; *Endless Referrals*, by Bob Burg; Business Profiles on LinkedIn, Twitter, Facebook, and Google+; Online training webinars on Social Media and Email Prospecting.

The specific times I will devote to improving in this key area are: Monday through Friday from 3:30 until 5:00; Plus I will devote 30 minutes extra per day for home study

I know someone that I believe to be excellent in this area. I will invite them to lunch so that I can develop a learning relationship with them. I will ask why they are excellent in this area and ask for their advice as to how I can become more proficient.

Jack Amberson; I will invite Jack to have lunch on Friday



# Journey 2

1: \_\_\_\_\_

Specific practices and skills that I need in order to become a master in this area: \_\_\_\_\_

\_\_\_\_\_

The materials I will need in order to master this area are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The specific times I will devote to improving in this key area are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I know someone that I believe to be excellent in this area. I will invite them to lunch so that I can develop a learning relationship with them. I will ask why they are excellent in this area and ask for their advice as to how I can become more proficient.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Journey 2

2: \_\_\_\_\_

Specific practices and skills that I need in order to become a master in this area: \_\_\_\_\_

\_\_\_\_\_

The materials I will need in order to master this area are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The specific times I will devote to improving in this key area are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I know someone that I believe to be excellent in this area. I will invite them to lunch so that I can develop a learning relationship with them. I will ask why they are excellent in this area and ask for their advice as to how I can become more proficient.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Journey 2

3: \_\_\_\_\_

Specific practices and skills that I need in order to become a master in this area: \_\_\_\_\_

\_\_\_\_\_

The materials I will need in order to master this area are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The specific times I will devote to improving in this key area are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I know someone that I believe to be excellent in this area. I will invite them to lunch so that I can develop a learning relationship with them. I will ask why they are excellent in this area and ask for their advice as to how I can become more proficient.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Journey 2

4: \_\_\_\_\_

Specific practices and skills that I need in order to become a master in this area: \_\_\_\_\_

\_\_\_\_\_

The materials I will need in order to master this area are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The specific times I will devote to improving in this key area are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I know someone that I believe to be excellent in this area. I will invite them to lunch so that I can develop a learning relationship with them. I will ask why they are excellent in this area and ask for their advice as to how I can become more proficient.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Journey 2

5: \_\_\_\_\_

Specific practices and skills that I need in order to become a master in this area: \_\_\_\_\_

\_\_\_\_\_

The materials I will need in order to master this area are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The specific times I will devote to improving in this key area are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I know someone that I believe to be excellent in this area. I will invite them to lunch so that I can develop a learning relationship with them. I will ask why they are excellent in this area and ask for their advice as to how I can become more proficient.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Journey 2

6: \_\_\_\_\_

Specific practices and skills that I need in order to become a master in this area: \_\_\_\_\_

\_\_\_\_\_

The materials I will need in order to master this area are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The specific times I will devote to improving in this key area are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I know someone that I believe to be excellent in this area. I will invite them to lunch so that I can develop a learning relationship with them. I will ask why they are excellent in this area and ask for their advice as to how I can become more proficient.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Journey 2

7: \_\_\_\_\_

Specific practices and skills that I need in order to become a master in this area: \_\_\_\_\_

\_\_\_\_\_

The materials I will need in order to master this area are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The specific times I will devote to improving in this key area are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I know someone that I believe to be excellent in this area. I will invite them to lunch so that I can develop a learning relationship with them. I will ask why they are excellent in this area and ask for their advice as to how I can become more proficient.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Journey 3

## Where Are You Going?

In chapter 6 of *The Unexpected Tour Guide*, Ray helped Jim to see that he needed to set specific goals in his personal and professional life. He then needed to put a specific action plan together detailing the daily activities he needed to do in order to bring those goals to fruition.

People who set specific goals get a boost of energy from the process. When those goals are followed by specific action plans that should bring success – their confidence grows on each day as they work their plan. When they track their activity and results on a daily basis, over time they can see where they may need to still improve or adjust.

Put your goals and action plans on paper. Read them daily. Track your activities and results daily so adjustments can be made. If you do, you will soon find yourself in the top 5% of sales people in your company.

Complete the exercise below. If you need help on any of the answers, get counsel from a sales leader in your organization or a trusted mentor.

Pick your top three personal goals from your list of “Whys”.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



# Journey 3

## **ANNUAL INCOME GOAL:**

What income will you need to earn in order to fund (or begin funding) those three goals PLUS pay your current living expenses? \_\_\_\_\_

## **ANNUAL SALES GOAL:**

Based on your industry, what is the anticipated yearly sales amount you will need in order to generate the income above? \_\_\_\_\_

## **ANNUAL SALES PRESENTATIONS GOAL:**

Based on your industry, how many product/service presentations would you need in order to achieve your sales goal above? \_\_\_\_\_

## **ANNUAL PROSPECTING CONVERSATIONS GOAL:**

Based on your industry, how many *prospecting* conversations with *decision makers* must you have in order to achieve your sales presentations goal above? \_\_\_\_\_

## **ANNUAL PROSPECTS CONTACTED GOAL:**

Based on your industry, how many prospects must you contact in order to achieve your prospecting conversations goal above? \_\_\_\_\_

## **OTHER IMPORTANT ACTIVITIES:**

Based on your industry, are there other activities you should account for in your daily activity plan? If so, add them and adjust accordingly.

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# Journey 3

## GOAL AND ACTIVITY SUMMARY:

Annual Income Goal: \_\_\_\_\_

Annual Sales Goal: \_\_\_\_\_

**Annual Sales Presentations Goal:** \_\_\_\_\_

**Annual Prospecting Conversations Goal (With DM):** \_\_\_\_\_

**Annual Prospects Contacted Goal:** \_\_\_\_\_

Number of Weeks You Will Work This Year: \_\_\_\_\_

Number of Days You Will Work This Year: \_\_\_\_\_

To determine your ***weekly*** activity plan; divide the annual activity goals above by the number of weeks you plan to work.

To determine your ***daily*** activity plan; divide your annual activity goals by the number of working days you will have during the year.

### Activity Plan

### Weekly

### Daily

**Prospecting Contacts:**

\_\_\_\_\_

\_\_\_\_\_

**Prospecting Conversations:**

**(With actual decision makers)**

\_\_\_\_\_

\_\_\_\_\_

**Sales Presentations:**

\_\_\_\_\_

\_\_\_\_\_

# Journey 3

## Utilize a Sales GPS Navigation System:

What does a GPS Navigation System do?

- It takes real-time data that is sent from a device to a satellite
- The satellite interprets that data and sends it back to the device
- The device then displays its current location on a map

When you want to go somewhere specific – that GPS can tell you where you are and specifically what actions you need to take in order to arrive at your destination.

Once you enter the address of your specific destination, that device can then:

- Chart the best route for you to take
- Give you course corrections if you are getting off track
- Track the time to your destination so you may speed up if required to arrive when you want

You need a similar system for tracking your sales activities and results.

First, you input your destination – your goals and activity plan.

Next, you need to input your real-time activity data into the system, and have that system calculate your success ratios. Over time, you can compare your ratios to what is expected in your industry.

If the results you are getting are less than what is common for your industry, check with your sales leader or trusted mentor for coaching. You may be saying or doing something that is causing you to receive less than desirable results.

## Journey 3

There are many CRM systems that will help you manage your sales contacts and track your activity. You should select one based on your industry. Salesforce and Sugar CRM are two very popular systems.

Once you have your goals set and your activity plan ready – get moving! Even God can't steer a parked car. 😊

# Journey 4

## It's Not About You

In chapter 7 of *The Unexpected Tour Guide*, Jim begins to understand three very important principles in successful selling. First, he began to understand and respect the **value** of the prospecting process and each contact made. Second, he learned a unique way of generating referrals in a business to business sales environment. And finally, Jim learned the most important sales lesson of all – it was not about **him**.

Think back for a minute. Remember a less than positive experience that you have had with some sales person. In particular, think about a sales person who you just didn't like.

Why didn't you like them? If you ask that question in a large group of people you will normally hear answers like, "They were rude." "They didn't listen to me." Or often you will hear, "They were pushy." The root cause of that type of sales experience stems from the fact that the sales person is focused on themselves – and not their prospect.

When the sales person is more focused on their need to make a sale; and less focused on their prospect's need to resolve some problem or to fill a need – the results are disastrous. The likelihood of making the sale drops drastically. The sales person gets stressed and pushy. Then the prospect gets turned off and puts up their "*I'm not buying*" wall.

The key to overcoming this is mastering three things:

1. Eliminate the majority of call reluctance by realizing the ***value*** contained in each "no" if you are respecting the prospecting process.

## Journey 4

2. Develop the ability to generate a network of contacts that consistently refer business to you.
3. At every stage in your sales process, focus on the prospect's needs and how you can bring value to them.

Complete the exercise below and discuss your answers with your sales leader or a trusted mentor.

### The Value of a Call:

What is your average income generated per sale made? \_\_\_\_\_(A)

What is your average number of sales presentations made **to generate one sale**? \_\_\_\_\_(B)

What is your average number of prospecting contacts made **to generate one sales presentation**? \_\_\_\_\_(C)

Calculate your average number of prospecting contacts made **to generate one sale**: (C multiplied by B) \_\_\_\_\_(D)

Calculate your **average income earned per sales presentation** made:  
(A divided by B) \_\_\_\_\_(E)

Calculate your **average income earned per prospecting contact made**:  
(A divided by D) \_\_\_\_\_(F)

## Journey 4

(Fill in the sentence blanks):

I make (E) \_\_\_\_\_ per sales presentation I make – whether they say yes or no.

I make (F) \_\_\_\_\_ per prospecting contact made – whether they say yes or no.

### **EXAMPLE:**

What is your average income generated per sale made? \$2,000 (A)

What is your average number of product/service presentations made to generate one sale? 4 (B)

What is your average number of prospecting contacts made to generate one product/service presentation? 10 (C)

Calculate your average number of prospecting contacts made to generate one sale: (C multiplied by B) 40 (D)

Calculate your average income earned per product/service presentation made: (A divided by B) \$500 (E)

Calculate your average income earned per prospecting contact made: (A divided by D) \$50 (F)

(Fill in the sentence blanks):

I make (E) \$500 per product/service sales presentation I make – whether they say yes or no.

I make (F) \$50 per prospecting contact made – whether they say yes or no.

## Journey 4

Respect your sales activity process. It is based on the law of large numbers. No single call, day, week, or month has a large impact on your sales success.

Instead, it is a *statistically significant* amount of activity over a *statistically significant* period of time that will account for your success.

Small samplings are not statistically significant – whether good or bad. So don't get discouraged over short time frames with less than desirable results. Nor should you get overly proud of yourself over great successes during a short period of time.

Instead – be like a steady machine. Work your daily and weekly activity plan without fail. Then rest in the assurance that if you do the right activities in the right quantity – and you track yourself closely for adjustments and coaching – you will succeed.

Remembering this idea will increase your peace about your process.

When you understand and apply this principle, you can simply relax. As a matter of fact – you should adopt the mindset reflected in the next two statements:

If a prospecting contact is not interested in having a presentation, think to yourself, “Thank you for the (F) \_\_\_\_\_ dollars”.

When a potential client says “no” to you after you make your sales presentation, think to yourself, “Thank you for the (E) \_\_\_\_\_ dollars”.



# Journey 4

## Develop A Give and Gain Network:

What do your client's need? In a business to business environment, most often that answer is more customers. In a market where the end user is not in a business environment, it may be personal, household, or some other type of need.

To develop a Give and Gain Network, you become the connector that links your clients with the things they need most.

**Step One:** Buy and read the book *Endless Referrals* by bestselling author, Bob Burg.

**Step Two:** Memorize this question to ask your customers. *“What do I need to ask the people in my circle of influence in order to know if they would be a good person for me to refer to you (for your business – or for your personal or household need etc.)?”*

List the top three things that your customer base needs the most:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Think about your current circle of influence. Do you have contacts now that would be excellent referrals for your customers? List at least three potential referrals that you could give immediately to one or more of your customers.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Journey 4

Give referrals to your customers on an immediate and regular basis. To get more information on how to conduct a Give and Gain Meeting with your customers, and to develop a network of contacts that refer business to each other consistently each month – sign up for our Give and Gain Meeting training.

## It's Not About You So Focus On Them:

Answer these questions:

1. Why would someone want your product or service? \_\_\_\_\_

\_\_\_\_\_

2. Why would a busy person want you to make a sales presentation to them? \_\_\_\_\_

\_\_\_\_\_

3. Why would a “gatekeeper” put your call through to a decision maker when their job is to protect the time of that person by blocking sales people from gaining access? \_\_\_\_\_

\_\_\_\_\_

Hint: Those are all trick questions.

The simple answer to these questions is they would not.

# Journey 4

The sale of your product benefits you. So, *in the eyes of your prospect*, buying your product, listening to your presentation, or putting your call through only benefits you.

Those folks are not interested in what benefits you.

However, they are all interested in what benefits them.

To become great in sales, the starting point is focusing everything in your sales process toward bringing value to your prospect.

You must bring that value at each stage of your process.

Then you must communicate that value to them effectively and continuously.

## Prospecting:

List 3 ways you can actually give tangible value to your prospects - *even before they become your customer:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Review the verbiage in your prospecting scripts. Do those scripts ask for time to present your product or service? If they do, change the wording. Remember, they don't care about your product or service.

What verbiage could you use that would communicate the tangible value you want to bring to your prospect? ***Do you think they would be more likely to give you their time so you can bring them value?*** If so,

# Journey 4

wouldn't you want your scripts and conversations to focus more on how you bring that value to them?

Write new prospecting verbiage – keep it short and simple but communicate the value you want to bring.

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List the three biggest issues that your client faces that can be made better by your product or service:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

List the three biggest issues that your client faces which *your product or service has absolutely no impact*:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

List three issues that could potentially have a negative impact on your client, but they may not be aware of them:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Journey 4

Review your sales process. Does it include a period of “fact finding” so that you spend time asking questions? If not – change it. Going immediately into a “sales presentation” without a good question and answer session is simply bad practice. It would be like your doctor giving you a prescription without first finding out the nature of your medical issue.

Craft three great questions that will get your prospect to discuss with you ***each*** of the three biggest issues that they are facing which can be made better by your product or service:

## ISSUE 1

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ISSUE 2

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ISSUE 3

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Journey 4

Craft three great questions that will get your prospect to discuss with you ***each*** of the three biggest issues that they are facing which *your product or service has absolutely no impact*:

## ISSUE 1

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ISSUE 2

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ISSUE 3

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Since their problem cannot be helped by your product or service, what other creative solution could you develop that would help them?

# Journey 4

Craft three great questions that will get your prospect to discuss with you ***each*** of the three biggest issues that they are facing and may not yet even be aware:

## ISSUE 1

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ISSUE 2

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ISSUE 3

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What can you do that would help you stay abreast of the things that your client may be facing – but they may not be aware of yet?

It makes common sense that people will not buy your product or service – but they ***will buy a solution*** to their particular problem.

Even if you know how your product or service brings value to them and solves their problem – if you can't communicate that value with easily

## Journey 4

understood verbiage or collateral ***it is the same as if you do not provide that value at all.***

One final thought; if you are in a competitive selling situation – who do you think your prospect will chose?

### Who Gets The Appointment?

A stranger who calls for their time to hear a sales presentation...

Or

A person who previously earned credibility with them by providing something they found valuable prior to asking for the appointment...

### Who Makes The Sale?

The stranger who gets their time, but immediately begins to “pitch” their product or service...

Or

A person who has already established their credibility by learning about the prospect’s industry and company – then only makes product or service recommendations after asking great questions to uncover the following:

- How are the industry issues affecting their business?



## Journey 4

- What are the other issues that the sales person may not be aware of yet?
- What issues are coming around the corner that the prospect may not be aware of yet?

### **Who Keeps Customers For The Long Run?**

A person who is only focused on the areas of their client's world that bring them personal profit...

Or

A trusted partner who makes connections for their client to bring them solutions and revenue – even in areas where the client is the only one who benefits...

### **Who Gets Referrals?**

The sales person who is only focused on their personal needs and only asks for referrals so they can make more sales and earn more commissions...

Or

The trusted partner who has shown interest in providing value above the sales transaction by referring business to the client on a regular basis...

When you can operate every phase of your sales process with the understanding that it is not about you – you will reap abundantly.

# Journey 5

## You Don't Know, But You Can Learn

In chapter 8 of *The Unexpected Tour Guide*, Ray teaches Jim the importance of being a student of his industry. He makes this point by getting Jim to think about what it would be like if he had direct access to some of the best sales trainers in the business.

In today's society, it is easy to get so busy with the urgent that we never allow any time for the important. Taking the time to learn the skills that make us a better person – both personally and professionally – is essential to anyone's success.

Think about how much your life would improve if you became a better:

- Spouse
- Friend
- Father/Mother
- Son/Daughter
- Volunteer
- Sales Person
- Leader

The value to your quality of life is almost immeasurable when you improve a little bit in each important area.

We have so much access to information today. There are experts in almost every area that have solid actionable ideas that you can implement to improve your life.

So why do so few people take the time to do so? I think it is because people misunderstand the process.

## Journey 5

- Instead of committing to reading an entire book – divide the number of pages by 30, then commit to read that many pages per day.
- Instead of committing to listen to an entire series of audio files – commit to listening to at least one each day while in your car. Turn off the radio – it makes no money for you.

Zig Ziglar said the following:

*“You are what you are and you are where you are because of what has gone into your mind. You change what you are and you change where you are by changing what goes into your mind.”*

Who are the top four experts in sales that you would like to sit down and “pick their brain” every day?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. Jeff C. West 😊

Which of the following media are easily accessible in your situation?

- Books
- CDs and Online Videos
- Podcasts for your smart devices
- Blogs and Articles
- White Papers, Free Tools, Self-Paced Learning
- Personal Mentoring and Coaching
- Events and Retreats

# Journey 5

## Commit To Your Personal Development

Identify 3 podcast or audio files you will listen to in your car over the next 30 days (many are free – so money is no excuse):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Identify 3 books you will read over the next 90 days (one per month):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. *The Unexpected Tour Guide* by Jeff C. West 😊

Identify 3 sources of online reading (blogs or articles) you will subscribe to in order to become a better you:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. [www.jeffcwest.com/blog](http://www.jeffcwest.com/blog) 😊

Find a mentor and spend time with them on a weekly basis.

If you could only have one automobile for the rest of your life... you would take very good care of it, wouldn't you? You would spend the money to keep it serviced. You would take advantage of free service when you could. You would keep it clean. You would really pamper that car.

Remember, *you* are the *only* you that *you* will ever get – so treat *you* like you are equally special.

## Journey 5

Over my three decades in sales, I have no doubt that I have invested over \$100,000 in my own personal development. In return, over that same period of time I have generated millions and millions of dollars in income.

Invest in yourself. Your return on investment will be well worth the effort.

# Journey 6

## Celebrate Your Successes

In chapter 9 of *The Unexpected Tour Guide*, Jim gets the personal recognition for his hard work and success. As you read the story, you begin to realize how very important this part of the sales journey becomes.

It is important that you celebrate your professional successes on a personal basis. Reward yourself for a job well done.

### Suggestions That Cost You Nothing:

- Plan to take off for 1 working day per month when you hit your activity goals
- Have a picnic or special activity with your family each week when you make your sales goal – get them cheering for your success
- Have a pride bet with a co-worker that involves the winner getting served coffee each morning by the one who didn't win

### Other Suggestions:

- A long weekend trip for you and your spouse when you hit your quarterly sales goal
- A special family dinner at your favorite restaurant to celebrate hitting your weekly sales goal

Be creative and involve your family.

If you are a sales leader – it is VITAL to the chemistry of your team that you recognize and give public praise for both activity and results. Praise your people consistently and often. Do so in both public and private venues.

## Journey 6

- Praise and recognition among peers at your sales meetings
- Posting online on social media when appropriate
- Hand written notes of recognition

Remember that it is the praise, recognition, and social gatherings that become the glue that hold any sales team together over time.