

CAUTION

Contents may be unorthodox, dissentious,
innovative and/or thought-provoking.

In other words, heretical.

**“To delete from history its heretics and its
radicals would be to deprive it of that rare quality
known as independence of mind.”**

– F.C. Neff

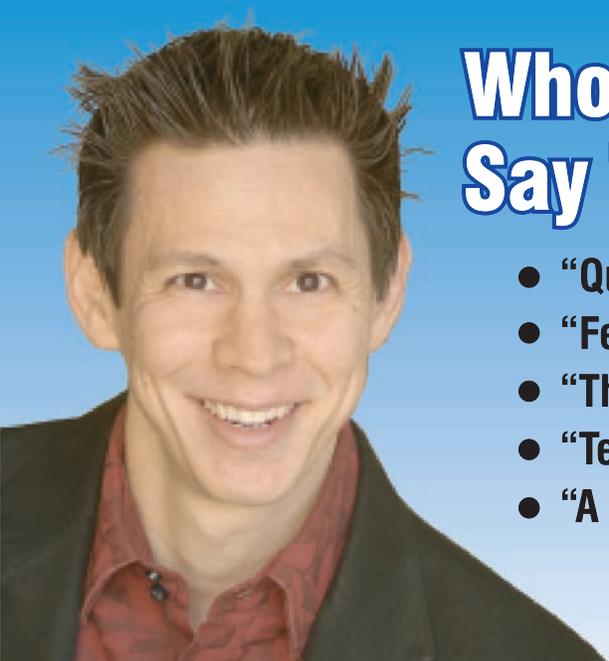
THE Sales
HereticTM
Original thinking for boosting your sales



Table of Contents

Who In Their Right Mind . . . ?	3
Why Hire a Heretic?	5
Real Life. Real World. Real Results.	6
Things Don Won't Say	7
"I got no value out of the program . . ."	8
Programs That Drive Sales	9
A Personal Letter to Meeting Planners	13
From Order-Taker to Sales Star	14
Who IS This Guy?	15
Unorthodox. Unconventional. Unequaled.	16
Articles by Don Cooper	19
<i>Sell More by Giving Things Away</i>	19
<i>Lend an Ear to Get Great Returns</i>	20
<i>Picture Yourself Increasing Your Sales</i>	21
<i>How to Inconvenience Your Customers</i>	22
A Thought by George Bernard Shaw	23





Who in Their Right Mind Would Say Things Like:

- “Qualifying your prospect is a waste of time.”
- “Features are irrelevant.”
- “The old adage ‘Always be closing’ is terrible advice.”
- “Tell prospects why your competitors are better than you.”
- “A salesperson’s job is not to sell anything.”

Don Cooper, The Sales Heretic™

WARNING If you like the familiar and the comfortable, if anything remotely unorthodox gives you the heebie-jeebies, if you prefer the same-old, same-old, **STOP READING NOW.**

But if you and your audience are serious about increasing your sales and your profits, and you’re tired of dogma, clichés and platitudes, then Don Cooper - The Sales Heretic™ - can help you.

Are you a corporate executive looking for someone who can provide your sales team with innovative ideas to blast through your sales goals? Don’s customized sales programs will help your people **sell more than they ever have before.**

“ I have used Don’s techniques for the past year and have increased sales by 30%! ”

- **Darren Fredrickson**, Pacific Boatland

Are you an association meeting planner looking for a keynoter who will attract more attendees to your next conference? As your event partner, Don will provide you with powerful marketing tools that will **boost your attendance.**

“ Thanks to the marketing tools you gave us to promote the event, we set an all-time attendance record! ”

- **Tracy Taylor-Sea**, Longmont Chamber of Commerce

How Can a Heretic Help You? Don:

- Challenges traditional assumptions and conventional wisdom to give your people an edge
- Dispels myths, misconceptions and misguided approaches that hold your audience members back
- Inspires attendees to go beyond the ordinary and the routine
- Enables your people to increase their sales quickly, ethically and dramatically!

Programs that Drive Sales

- **The Myth of Price**
Why you should charge more and how to do it
- **Never Sell Ice to Eskimos**
How to find great prospects quickly and easily
- **The Physics of Closing**
How to make the hardest part of the sale easy

“ Great presentation! Great content! ”

- **Grant Marsh**, Merrill Lynch

**Do you want to do what everybody else is doing?
Or do you want to do something different?**



Pithy. Practical. Proven.

Whether you need a keynote speech that's both entertaining and insightful, or a custom half-day, full-day or even multi-day sales training seminar, Don Cooper - The Sales Heretic™ - is your answer. Having spent more than two decades in sales, marketing, customer service, training and management, Don brings real-world experience to his fast-paced, high-content presentations. Audiences rave about his energy, his humor and his ability to apply original, cutting-edge ideas to their unique challenges.

A FEW OF DON'S RAVING CLIENTS

Harley-Davidson

National Art Materials Trade Assoc.

Cobalt Boats

Las Vegas Chamber of Commerce

Hot Spring Spas

Assoc. of National Account Executives

Line-X

Big Rock Sports

National Marine Manufacturers Assoc.

Yamaha Motor Corporation

“ You were a big hit at our WACE conference, receiving the highest rating of all of our general session speakers. ”

- Dave Kilby, Western Association of Chamber Executives

Why Hire a Heretic for Your Next Meeting?

Your people face increased competition, tightened budgets, skeptical prospects and ruthless discounters. They don't want generic advice (that they've heard before) - they want **specifics** that are applicable to **them**.

Don's highly customized programs are tailored to your particular industry, products, services, strengths and challenges, resulting in practical ideas and insights your people can **apply immediately**.

Your audience will be challenged and encouraged. Enlightened and entertained. Prodded and inspired. They'll receive so many unique strategies and tactics that their biggest difficulty will be deciding which ones to use first.

“ I have heard lots of professional speakers and got more useable information tonight than any before! ”

- Jodi Turner, The Pampered Chef

Do You Want Your People to:

- Make more sales with fewer cold calls?
- Close sales faster?
- Sell at higher prices?
- Differentiate themselves from the competition?
- Be more proactive?
- Turn angry customers into repeat customers?

Then you want The Sales Heretic™!
To check availability, contact

The Sales Heretic™, Inc.

303-832-4248

Info@DonCooper.com

**Book Don to speak at your meeting TODAY
& start increasing your sales TOMORROW!**



Why Hire a Heretic?

heretic (**her**-e-tik) *n.* one that dissents from an accepted belief or doctrine; innovator, nonconformist. From Greek *hairesikos*, able to choose.—*Webster's Third New International Dictionary*

So many sales experts are just repeating the same old platitudes:

- “Sales is a numbers game, so do more prospecting.”
- “Ask good questions.”
- “Create rapport.”
- “Sell on emotion, not logic.”
- “Get referrals.”

“A heretic is a man who sees with his own eyes.”
—**Gotthold Ephraim Lessing**

Duh!!

Your people have already heard these exhortations again and again. The problem is, they're easier said than done. What your people want to know is exactly **how** to do those things. (Details left out of most speakers' presentations.)

And many speakers spout clichés that are actually counter-productive:

- “Buyers are liars.”
- “Ask ‘leading’ questions.”
- “Never take no for an answer.”
- “Sell the sizzle, not the steak.”
- “Always be closing.”

“Without eccentrics, cranks and heretics the world would not progress.”
—**Gelett Burgess**

Following advice like this actually increases prospect discomfort, skepticism and resistance. Which of course leads to frustration, disappointment and lost sales.

It was precisely this type of frustration with traditional sales doctrine that led Don to develop fresh, innovative approaches. Approaches that have been enthusiastically embraced by thousands of salespeople, customer service agents and professionals.

Further, Don gets specific.

- Rather than merely state “do more prospecting,” Don leads people through a simple, seven-step process that makes prospecting easier and more efficient.
- Instead of admonishing “close the sale,” Don illuminates the hidden reasons closing is so challenging and helps people transform their thinking so closing becomes effortless.
- While other speakers say “ask good questions,” Don actually gives your people the exact questions to ask! **And not just generic questions—Don will create custom questions specifically for your group!**

If you're tired of antiquated advice and outmoded thinking, if you're sick of generalizations and fallacies, if you've had your fill of banalities and conventional wisdom, then you're ready for a heretic—The Sales Heretic™.

Real Life. Real World. Real Results.

The people in your audience don't want theory, conjecture or fluff. They didn't travel thousands of miles (and if it's an association event, pay thousands of dollars) to hear generalities, clichés and platitudes.

They want results.

That's what Don Cooper delivers.

"I made \$5,000 more in commissions this year thanks to Don's program."
—Ron Wells, Boyd's Marine

"Thank you for such a wonderful seminar. Later the same day I was able to apply a few of the key points during a negotiation that allowed me to close a contract I had not expected to!"—Rick Keaton, Ricksticks

Insights derived from experience. Strategies proven in real sales situations. Tactics created exclusively for them. That's what your attendees will walk away with.

"Your dynamic presentations brought a significant lift to our retail-training program. I know of several success stories that resulted from the ideas and strategies you shared."—Scott Iverson, Watkins Manufacturing Corporation

"Thank you for a wonderful presentation at Top Gun. My staff was very excited about their newfound tools. Also, your suggestions regarding using visual tools have inspired some great ideas for displays in the showroom."
—Kimberly Desler, Oregon HotSpring Spas

Whether you're planning an association conference or a company sales meeting, you want your attendees to leave with **practical ideas they can implement immediately**. After all, it's nice when your audience enjoys the speaker and has a good time at your event, but **if their sales don't go up as a result, was all the effort and expense worth it?**

"A few hours after attending your program, I got a call from a prospect who compared my price with a competitor's, which was \$500 less. Instead of lowering my price to match (as I've always done in the past), I used one of the tactics you had just shared with us and it worked perfectly! I made the sale and the extra \$500!"—MaryAnn Probert, Acomoclitic Laser & Wax Studio

"I have used Don's techniques for the past year and have increased sales by 30%!"—Darren Fredrickson, Pacific Boatland

Ready for some real results? Call or e-mail today!

Things Don Won't Say

You and your audience want original thinking and fresh ideas, not tired, hackneyed clichés. You want unique insights that actually apply to you and your people, not the same old stories you've heard again and again. And you want real-world examples, not myths and legends.

Fortunately, Don feels the same way you do. After all, he wouldn't be a heretic if he was just repeating the same stuff everyone else says. That's why he guarantees you won't hear any of the following words, phrases or stories in one of his presentations:

- "Paradigm"
- "Matrix"
- "Deliverables"
- "Synergy"
- "Benchmark"
- "Scalable"
- "Optimization"
- "Customer-centric"
- "Actionable"
- "Empowerment"
- "Win/win"
- "The next level"
- "Outside the box"
- "Moments of truth"
- "Core competencies"
- "Raise the bar"
- "Knowledge base"
- "The Butterfly Effect"
- "Work smarter, not harder"
- "Buyers are liars"
- "Sell the sizzle, not the steak"
- "Low-hanging fruit"
- "Big fish in a small pond"
- "Willy Loman"
- "You have two ears and one mouth..."
- The starfish story
- The lighthouse story
- The roast story
- The lumberjack story
- The Roger Bannister story
- The Nordstrom tire story
- The Cortez-burning-his-ships story
- The "world's greatest hitter" story
- The monkeys and bananas story
- The elephant and the stake story
- The chauffeur and the lecturer story
- The frog in boiling water story
- The Yale goal-setting story

What **will** you hear? Hard to say, because every program Don does is so customized to your industry, products, services, goals, challenges, customers and competition.

And Don gets your **attendees** involved as well, sharing **their** stories, ideas and tactics. The result is an entertaining, insightful, interactive presentation filled with **practical** and **specific** ideas your audience can use immediately.

**Ready to hear something new and different?
Call or e-mail today to secure your date!**

“I got no value out of the program...”

was one of the biggest compliments I’ve ever received.

I was delivering a program to an association group in Texas and one of the people in the audience was a man from a different industry who had come to preview me. After the presentation I asked him what he had thought.

He replied, “About halfway through, I thought to myself, ‘I’m not getting **anything** of value out of this program.’ But then I looked around and noticed that everyone around me was frantically scribbling down notes. And it occurred to me that when a presentation is extremely valuable to the group it’s delivered to, yet useless to anyone outside the group, **that’s** customization.”

To a lot of speakers, customization means putting your logo on their PowerPoint slides. To me, it means researching your industry, your products and services, your competition and your audience. That way, your attendees get ideas and tactics that are specific to **them**, that they can implement **immediately**.

“The entire session was directed at exactly what we do and there was no wasted or useless information. That was the best sales seminar I have ever attended! Thank you!!!” —**Katy McDaniel, Lakeshore Sport**

In fact most of my work for corporate clients is custom built from the ground up exclusively for them. Anything from a single half-day seminar to a multi-day training program, delivered once or dozens of times, can be created for your company. (See *From Order-Taker to Sales Star* on page 13 for an example.)

You’ll get a unique presentation incorporating your brand, your culture, your terminology, your competition and more. Just call or e-mail to discuss the parameters and pricing of your custom project.

“I appreciate the fact that Mr. Cooper took the time to research Line-X and was able to implement technical terms, lingo and existing Line-X programs and goals instead of a generic presentation.” —**Michael Osman, Line-X of Miami**

Whether you choose a keynote speech (or breakout session) from the list of available program titles on the next four pages, or you invest in a completely custom program, you can rest assured that your audience will find it highly applicable to them.

“Customization to our needs increased relevancy!” —**Rick Hellman, Nissan Canada**

By the way, the sooner we talk, the more customizing I can do for you. (Hint, hint!)

Programs That Drive Sales

All programs are custom-tailored to your specific industry, company and/or meeting theme. The following presentations are available as keynotes or highly-interactive seminars, and can run from 45 minutes to 3 hours. Two or more programs can be combined to create a half-day or full-day session.

The Future of Selling

How to be a sales leader in the 21st century

The old ways of selling are dead. The archaic sales models of the last century are becoming increasingly ineffective. Today's economy and today's buyers demand a fresh approach. Those who master it first will be the most successful, both today and tomorrow. In this eye-opening program, you'll discover:

- Why the techniques that worked in the past **don't** work now
- What buyers **really** want
- The single biggest **mistake** most salespeople make and how to **avoid** it
- How to make your sales presentations **shorter** and more **persuasive**
- The ten things salespeople do that buyers hate **most**
- How to sell with **honesty, integrity** and **confidence**
- The two most important sales skills and how to **master** them
- How to **completely** lower your prospect's defenses
- Why your features are **irrelevant**
- How to position your product or service as your prospect's **best** choice

Five Keys to Selling in Tough Times

How to grow your sales in a shrinking economy

Selling in a good economy is easy. Selling in a bad economy is a lot more challenging. But there are still sales to be made. The only question is, will they be made by you or your competitors? In this practical, no-holds-barred presentation, Don will share with you:

- How to deal with diminished **budgets**
- What matters **most** in a bad economy
- Why your price isn't your **real** problem
- Where and how to find new clients **now**
- How to get a **huge** edge over your competition
- What you should be doing **less** of and **more** of
- How to uncover new sales **opportunities**
- Why a positive attitude can actually work **against** you
- How to get people to **stop** delaying and make a **decision**
- Where to invest your time, money and energy for **maximum** returns

The Myth of Price

Why you should charge more and how to do it

Stop throwing your profits away! You can make a lot more money by simply discounting less and charging more. Don't think you can? Just wait—immediately after this revealing presentation you'll be raising your prices and reaping the rewards. Because you'll discover:

- Why you should probably increase your prices **today**
- The keys to **outselling** your low-price competitors
- Why you should (almost) **never** discount
- What to do when your prospect **pressures** you for a discount
- How to make your higher prices a **selling point**
- The **Jedi mind-trick** prospects use against you and how to combat it
- The one thing you **must** always do with your prospect
- The **huge problem** with “value-added” selling and what to do about it
- What people **really** mean when they say price is important
- The **big secret** your prospect doesn't want you to know
- How to make your price seem like a **bargain**

Never Sell Ice to Eskimos

A practical program for powerful prospecting

Want more sales? You need more prospects. (And not just any prospects—quality prospects!) But most salespeople avoid prospecting because it's traditionally frustrating, time-consuming and unproductive.

It doesn't have to be, though. In fact, prospecting can be relatively easy and highly effective. That is, if you know the secrets to doing it right. In this powerful, hands-on session, Don will share with you:

- What you must do **before** you start prospecting
- How to overcome the most common **challenge** of prospecting
- The simple tool that will make your prospecting **much** more effective
- How to find great prospects **quickly** and **easily**
- How to make prospects **want** to hear from you
- More than a **dozen** ways to reach your prospects
- The **secret** to getting their attention
- What to **do** with their attention once you've got it
- How to keep your sales pipeline filled **at all times**
- Why perseverance is **overrated**
- How to interest a prospect who's already using **another** company
- How to get the **best** return for your prospecting efforts

Talking Your Way Into the Sale

How to create and deliver powerful presentations

A great sales presentation grabs the prospect's attention, holds their interest and makes them want to buy now. A poor presentation **costs** you the sale.

Whether you're selling to consumers or businesses, you need your presentations to be as effective as possible. In this dynamic program, you'll discover:

- The **big problem** with most sales presentations
- The secret to creating a great sales presentation **effortlessly**
- How to make your presentation **superior** to everyone else's
- Why your features are **irrelevant**
- How to eliminate skepticism so your prospect believes **everything** you say
- What **not** to say during your presentation
- The **#1, most important** word in sales (and other great words to use in your presentations)
- How to position yourself as your prospect's **best** choice
- Why you **don't** need to have a better product or service than your competitors to outsell them
- How to cut the length of your presentation by **50 to 90 percent** (and improve your closing ratio at the same time!)

The Physics of Closing

How to make the hardest part of the sale easy

There's no magic to closing. (Although if you do the right things, they work like magic.) Effective closing is about physics. Physics?? That's right, physics. (Along with a little psychology, economics and cryptology thrown in.)

Fortunately, you don't need a PhD to improve your closing ratio. (You don't even need any previous science classes.) This eye-opening presentation will provide you with the insights and tactics you need. You'll discover:

- Why closing is the **#1 challenge** for salespeople
- The **single biggest** obstacle to closing the sale and how to overcome it
- How to resolve objections more effectively than **ever before**
- The "**Dandelion Principle**" and how it can make or break the sale
- Why the old adage "Always Be Closing" is **terrible** advice
- The hidden code your prospects use and how to **break** it
- Why buying signals can be **dangerously** misleading
- The absolute, clear-cut, no-question-about-it, single, **best** time to close your prospect
- How to make closing quick, easy and painless (both for you **and** your prospect)
- The secret to **dramatically** improving your closing ratio
- How to increase your profit (and your commission) on nearly **every** sale you make

When Bad Things Happen to Good Customers

How to transform customers from enraged to ecstatic

Mistakes happen. No matter how hard you try to prevent them. Fortunately, mistakes can be overcome and even turned to your advantage if you know what to do. This program will enable you to uncover and resolve problems no matter how major or minor, resulting in loyal customers who buy from you again and again. You'll learn:

- Why most customer service efforts fail **miserably**
- Why an angry customer can be **better** for you than a happy customer
- The **first** thing to do when your customer voices a problem
- How to **quickly** calm a furious customer
- What you should **never** do with an angry customer
- The **one thing** customers want above everything else
- The **magic** customer service question
- The one word you **never** want to hear from your customer (It's not what you think!)
- The two **critical** factors that determine how happy a customer is with your service
- Why you **never** want to satisfy customers (Yes, you read that correctly.)
- The **secret** to getting more feedback from your customers
- How to get your customers to **brag** about you to everyone they know

It's NOT Who You Know

Making the most of meeting and mingling

To succeed in today's world, you need networks of strong relationships to provide you with support, information, and opportunities. But how do you build relationships with people you don't know? What do you say to total strangers? And where do you go from there? In this fun, highly-interactive session, Don will show you:

- How to have confidence in **any** networking situation
- The secrets to approaching total strangers with **ease**
- Who to **seek out** when you enter a room
- How to create a positive and **memorable** first impression
- The one thing you **must** do every time you meet someone
- How to meet **more** people in **less** time
- The keys to starting and maintaining a **great** conversation
- How to remember everyone you meet and make sure they remember **you**
- Tactics for **increasing** your visibility and credibility
- The **easy** way to get more referrals

Don't see *exactly* what you want? Ask about custom programs built from the ground up, exclusively for your organization.

A Personal Letter to Meeting Planners

Dear Meeting Planner,

You have a tough job.

I know. I spent two years planning meetings for the Colorado Chapter of the National Speakers Association as the Vice-President of Professional Development. Boy, was that an eye-opening experience!

Trying to coordinate all the disparate elements necessary to pull off a successful meeting is stressful enough without speakers adding to your difficulties. It was astonishing how often experienced, professional speakers didn't send their materials by deadline, spent a fortune (of *our* money) on travel or didn't show up to the meeting room until five minutes before they were supposed to go on stage.

The experience gave me an enormous amount of empathy and appreciation for what you do. And as a result, I want to make your job easier.

Here are my promises to you. I will:

1. send you everything you need **before** your deadline.
2. clearly label all the files I send you, so you'll know exactly what each file is and who it's from. (Isn't it frustrating planning a meeting with multiple speakers, all of whose photos are labeled "headshot?")
3. send you powerful, proven marketing materials that will help you boost your attendance.
4. happily attend dinners, lunches, breakfasts or cocktail parties to meet your people.
5. show up at the event (and the meeting room) early, so you're not worrying where I am.
6. **not** insult or embarrass anybody. (Especially myself!)
7. always act ethically. (As a longtime member of NSA, I strictly adhere to our Code of Ethics.)
8. help out if things go wrong or if you simply need an extra pair of hands.
9. **end on time**. (If the event is already running behind schedule, I'll ask you if you want me to speak for my full time or cut my presentation short.)
10. be easy to work with. (You don't need a prima donna adding to your stress level.)

My goal is for **both of us** to get heaps of praise. I look forward to working with you to make that happen!

Don Cooper

From Order-Taker to Sales Star

“They’re just order-takers,” complained the sales manager to me.

His telephone sales team was responsible for handling inbound calls from their clients. What frustrated him was that nobody ever attempted to increase the size or scope of the order and the company was leaving hundreds of thousands of dollars on the table. “In my perfect world, everybody would add at least one thing onto every order they took.”

So far, nothing he had tried had made any impact. He wanted to know if I could help.

“Sure,” I said.

After researching the company’s business, interviewing sales team members, touring the facility and talking with their customers, I created and presented a half-day seminar for his team, focused specifically on add-on sales.

A couple days after the presentation, I received this e-mail from the sales manager:

“Jim came into my office a few minutes ago. He told me he had added at least one item onto every order he had taken this morning. He was proud of that accomplishment.

I was stunned and still am. Jim is one of the hardest nuts we have to crack around here, so congratulations Don!”

Are your people sales stars or order-takers?

Are they prospecting or procrastinating?

Do they close every deal they could?

Do they discount when they shouldn’t?

How much money are YOU leaving on the table?

If you’d like to increase YOUR sales and profits, call or e-mail today and let’s talk about how we can create YOUR perfect world.

Who IS This Guy?

Let's be honest.

You really don't care where Don was born, where he went to school or what his degree was in. You don't care whether he's married or has kids, pets or houseplants. You don't care about his awards, the organizations he belongs to or the number of publications in which his articles have appeared. You don't even care about the books he's written, because these days it seems like everybody and their housecleaner has written a book.



When it comes down to it, **there are only three things** about Don you really care about:

1. Does he know what he's talking about?
2. Will my audience enjoy hearing him?
3. Can he help them produce real results?

All fair questions. Here are your answers:

1. Don's sales career started at age seven, selling seeds and greeting cards door-to-door. Through high school, college and beyond, he sold both products and services, to consumers and businesses. His last "real job" was with a Washington, D.C. delivery company that, under his leadership, **grew by an average of 38% a year.** So he definitely knows sales.

"Don's mastery of the subject matter really gets the point across."—Martin Cooley, Network Computing Technologies

2. However, knowing a lot about a subject doesn't make a person a great speaker. You've probably suffered through presentations by people who were clearly experts, but were so esoteric, you couldn't understand what the heck they were trying to say. Or worse, were so boring you had to fight to stay awake.

Fortunately, **Don also brings a performer's background** to his presentations. He has acted on stage and film, appeared in the Ringling Brothers, Barnum & Bailey Circus and even performed at the legendary comedy club, The Improv. This experience contributes to his ability to connect with audiences, keeping them entertained and involved for hours at a time.

"I am still amazed by your energy and ability to 'carry the floor' for over 5 hours and still keep your audience in the palm of your hand."—Robert Luna, Medical Management Consultants

3. By combining his sales expertise and performance skills with intensive research, Don delivers programs that are industry—and even company—specific. So audience members get unique insights and practical, relevant tools they can use immediately to increase their sales. Which is why Don is typically the highest-rated speaker at conferences and why his corporate clients often bring him back again and again.

"This is my third year (attending Don's program) and my sales have skyrocketed!"—Bob Maris, The Boat King

To learn more about Don and how he can help you and your people, just call or e-mail today!

Unorthodox. Unconventional. Unequaled.

"Don Cooper is an excellent speaker and the information was right on!"—Susan Hertzler, Cell Tech

"The best I've heard with the greatest immediate impact."—John Williams, Sport Boats USA

"11 out of 10!"—Kenneth Kihiv, Twin Century Investments

"I have attended a lot of seminars in my sales career. Many are useless. There are a few that get you pumped up for a couple of days. But none of the seminars I have been to gave me 22 ideas in a simple and functional format. Each of the ideas can be easily implemented into any sales team. Don's seminar is thought provoking, entertaining and most importantly, useful. The trifecta!!!"—Cole Coker, GEM Products, Inc.

"Excellent! I will refer to my notes again and again."—Linda LaManna, American Express Financial Advisors

"Loads of wonderful info—didn't want it to end!"—Rebecca Gasaway, Budget Rent a Car

"This was a great presentation. (Don is) an authority in his field."—Sibo Ncube, Mastercraft Interiors

"I would highly recommend him for any company looking to increase sales!"—Deidra Gonzales, Calvada Surveying

"A must-see! Best 1-hour sales tools presentation I've attended!"—Bradley Nathan, American National Bank

"Fantastic! Thank you so much! All the information was very valuable and powerful. I learned so much and can't wait to put it into practice."—Susan Thornton, APTUS Therapy Services

"Don Cooper presents a fantastic seminar! His entertaining style, and methods for incentivizing participants to voice their opinions make the entire experience a fun way to learn."—Daniel Sanders, Noesis, Inc

"Great presentation! Fantastic! Thanks!"—Jeanice Henson, KGBT-TV Channel 4

"The most useful, direct, and down to earth training I've had."—Mike Jones, Ross Motorsports

"It was tremendous! I learned a lot."—Tina Solis, First National Bank

"Wow! I walked away from (this program) full of great ideas I can put into practice immediately. I got my money's worth 100% and more. Thanks again for your great information."—Heather Lutze, Lutze Consulting, LLC

"Best seminar I've EVER attended—hands down!"—Ron Christensen, Minnetonka Marine

"I came away from this one-day course with more useful information and skills than I did spending two years at a post-secondary school in a marketing program."—Brent Morrison, Walt Healy Motorsports

"Awesome! I look forward to more seminars."—Charel Daehr, Manpower

"Ready to make millions \$\$\$!"—Jeremy Barfoot, Courtyard by Marriott

"Thank you for doing a fantastic job at our event in Las Vegas. You were extremely well-received and not only informative, but also entertaining."—Richard H. Middleton, Jr., Middleton, Mathis, Adams & Tate, P.C.

"Very educational & inspiring!"—Belinda Merla, Cingular Wireless

"After 28 years with two Fortune Fifty companies, I felt I was a good networker. But at Don Cooper's seminar I learned new skills that gave me an immense payoff the following day!"—Larry Allen, Transition Solutions

"Great! The ideas were very helpful. It will help me a lot."—Maribel Mercado, The Valley Morning Star

"You must go! This information would have helped me close several jobs in the last year."—Scott Field, Kitchen Tune-Up

"This has been the best 3 hours of sales training that I've received in 20 years of being in business."—Jeff Uetrecht, Lake Drive Marine

"Thank you for such a wonderful seminar. Later the same day I was able to apply a few of the key points during a negotiation that allowed me to close a contract I had not expected to!"—Rick Keaton, Ricksticks

"Don's energetic style is contagious. He has definitely earned our 'invite again' status!"—Linda Zenker, American Association of Home-Based Businesses

"Your dynamic presentations brought a significant lift to our retail-training program. I know of several success stories that resulted from the ideas and strategies you shared."—Scott Iverson, Watkins Manufacturing Corporation

"I am still amazed by your energy and ability to "carry the floor" for over 5 hours and still keep your audience in the palm of your hand."—Robert Luna, Medical Management Consultants

"Great presentation! Great content!"—Grant Marsh, Merrill Lynch

"I picked up more practical information in your hour and a half seminar than in wading through several books over the past seven years. Thank you!!!"—Tom Schafer, Orion Industries, Inc.

"Thanks to the marketing tools you gave us to promote the event, we set an all-time attendance record!"—Tracy Taylor-Sea, Longmont Chamber of Commerce

"This was the best training I have ever attended!"—Christine Grant, Eden Talent Agency

"Don's mastery of the subject matter really gets the point across."—Martin Cooley, Network Computing Technologies

"I appreciate the fact that Mr. Cooper took the time to research Line-X and was able to implement technical terms, lingo and existing Line-X programs and goals instead of a generic presentation."—Michael Osman, Line-X of Miami

"Informative and captivating!"—Tiffany Whitner, TCF Bank

"A few hours after attending your program, I got a call from a prospect who compared my price with a competitor's, which was \$500 less. Instead of lowering my price to match (as I've always done in the past), I used one of the tactics you had just shared with us and it worked perfectly! I made the sale and the extra \$500!"—MaryAnn Probert, Acomoclitic Laser & Wax Studio

"Packed with solid information, presented with no waste!"—Bernie Cohen, National Association for the Self-Employed

"Go see his presentation—you'll learn a lot!"—Oksana Doncila, Morgan Stanley

"A three hour investment for a lifetime of referrals."—Joe Allen, Net 2000

"Thank you for a wonderful presentation at Top Gun. My staff was very excited about their newfound tools. Also, your suggestions regarding using visual tools have inspired some great ideas for displays in the showroom."—Kimberly Desler, Oregon HotSpring Spas

"Lots of value and good information in a short time."—Bill Sinclair, Agelio Networks

"The entire session was directed at exactly what we do and there was no wasted or useless information. That was the best sales seminar I have ever attended! Thank you!!!"—Katy McDaniel, Lakeshore Sport

"I made \$5,000 more in commissions this year thanks to Don's program."—Ron Wells, Boyd's Marine

"Excellent presentation! Don presented concepts I can put to immediate use."—Courtney Berg, Courtside Consulting

"Great information, very well delivered! I'm looking forward to hearing Don again!"
—Sharon Fountain, Performance Development Corporation

"You were a big hit at our WACE conference, receiving the highest rating of all of our general session speakers."—Dave Kilby, Western Association of Chamber Executives

"I have heard lots of professional speakers and got more useable information tonight than any before."—Jodi Turner, The Pampered Chef

What will *your* audience say?

Sell More by Giving Things Away

By Don Cooper, *The Sales Heretic*™

The most powerful four-letter word in sales is “free.” Everybody loves getting something for nothing. Two stories shared by participants at a couple of my seminars illustrate how to capitalize on this principle.

The first example was related by an attendee who drove to the seminar with two colleagues. At one point that morning, they found themselves stuck in traffic next to a Snapple delivery truck. They jokingly called out to the driver, who was unloading the truck to make a delivery, “Hey, how about some free cases of Snapple?”

“Sorry,” the driver responded, “I can't do that.” “But,” he continued, “I CAN give you three bottles.” He quickly handed three bottles of Snapple to the stunned occupants, smiled, and went to finish his delivery.

The result? As the attendee told the rest of the audience, “I'm going to buy a lot more Snapple from now on!” Three bottles of Snapple cost the distributor less than a dollar. For a miniscule investment, that driver created three customers for life, not to mention the positive word-of-mouth they've been generating.

The second story was reported by the friend of a pet shop owner. She said that he put up a huge sign reading “Free Puppies.” Naturally, when people pick out their “free” puppy, they have to purchase food, a bed, food and water dishes, treats, toys, leashes, and more. Customers typically spend more than a hundred dollars to outfit their new pet, not to mention how much they spend on return visits.

What can YOU give away to help you increase your sales? Here are 30 ideas to start you thinking:

1. Samples
2. Accessories
3. Last year's edition
4. Gift certificates
5. Children's toys
6. T-shirts, sweatshirts, polo shirts
7. Hats
8. Advertising specialties/promotional items
9. Photographs
10. Software
11. Music: live or recorded
12. Books
13. Magazines
14. Community service
15. Food and beverages
16. Consultations
17. Bumper stickers & window decals
18. Publicity
19. Information
20. Textbook covers
21. Event tickets
22. Candy
23. Lottery tickets
24. Key tags
25. Temporary tattoos
26. Buttons and pins
27. Magnets
28. Calendars
29. Watches or clocks
30. Bookmarks

Figure out what you can give away and to whom. Next determine how, when and where you're going to do it. Then put your plan into action. Make it a regular part of your sales and marketing strategy. And watch your sales soar!

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Lend an Ear to Get Great Returns

By Don Cooper, *The Sales Heretic*TM

Most of us believe we're good listeners, when in fact, most of us are lousy. (If you don't believe me, ask your spouse.) Yet listening is a critical skill that we all need to be better at. Listening allows you to relax, compose your thoughts and gather valuable information. And truly **effective** listening builds rapport, respect and trust. Whether you're networking, selling or simply having a casual conversation, keep these principles in mind:

See Eye To Eye

When someone is speaking to you it's imperative you maintain good eye contact. Looking away sends the message that whatever you're looking at is more important than the speaker. Also, by looking at the person, you can see their non-verbal signals, which will help you better understand what they're **really** saying.

Use Your Body

Your body position can make a big difference in your conversation. Slumping or leaning back in your chair implies boredom or indifference. Instead, lean toward the other person to indicate interest. If you're standing, make sure your arms aren't crossed, which can imply that you're physically and mentally closed off.

Make Faces

Facial expressions give people a visual cue that you are listening to them. Smiling, frowning, raising your eyebrows and other facial reactions send a strong signal that you are following what is being said.

Add Sound Effects

Verbal reactions are the auditory equivalent of facial expressions. Words and phrases such as *really*, *oh no*, *wow*, *you're kidding*, *fantastic*, *right*, *uh huh*, and *yeah* provide a different type of sensory feedback to reinforce the message that you're listening.

Restrain Yourself

The temptation to interrupt people can be overwhelming at times. Let's face it—we all love to talk. But giving someone our undivided attention and allowing them to speak without fear of interruption is so powerful in building rapport, that it behooves us to exercise restraint.

Question Authority

Asking questions is a sure-fire way to demonstrate interest in the person you are talking with. Asking for clarification, for more details or for their opinion, encourages the speaker to continue.

Put It Another Way

Repeating the speaker's ideas in your own words will help ensure that you heard what was actually meant. Paraphrasing also signals the person that you want to be sure you understand what they're saying.

Emphasize Empathy

Mentioning that you have had an experience similar to what the speaker has described can help to create rapport, because you have something in common. But claiming that your experience was better, worse, faster, slower, cheaper or more expensive can be counter-productive, because it can make the speaker feel less significant. Remember, you're engaging in a conversation, not a competition.

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Picture Yourself Increasing Your Sales

By Don Cooper, *The Sales Heretic*™

The average person is bombarded by more than 3,000 sales messages a day.

How can you cut through the clutter? One way is with a photograph. A photo stands out among fields of text, creates familiarity and puts a human face on a company. And people certainly remember faces better than names. Two examples illustrate how you can use a photo to increase your sales.

Linda Zenker, a real estate agent in Northern Virginia, has memo pads printed up with her picture on them. Putting the photo on the pads costs nothing extra because it's the same ink color as her contact information. She gives the pads to clients, prospects and people she meets at networking events. (Everybody needs memo pads.) As a result, her name, face and phone number are in front of her clients and prospects every day. And people often write notes on the sheets and give them to others, increasing her exposure at no additional cost.

Cary Tanrath, a mortgage loan officer in Denver who caters to military veterans, uses his photograph in ads he runs in the local paper. At first, he used a photo of himself in a business suit. The ads got no response. But when he replaced that photo with one of himself in his dress uniform, the phone rang off the hook. The picture communicates his association with veterans far more effectively than any words can.

Where else can you use photos? Lots of places: business cards, web sites, brochures, postcards, your e-mail signature, proposals and even product packaging. And you don't need to

limit yourself to self-portraits, either. Consider photos of your family, pet, staff or customers. You can also use pictures of your location, your product, a completed project or "before and after" shots.

For a quality photo, you need a quality photographer. To find one, check with your local Chamber of Commerce, your leads group or people in your network. You want someone who specializes in business portraits. Be sure to look at some of their work before you decide.

Also, dress appropriately. Talk with your photographer or an image consultant ahead of time to determine which clothes will work best for you. Bring several changes of clothes and let the photographer help you pick which outfits to wear.

You say you photograph horribly? Yeah, yeah, that's what everyone says. Get over it. Besides, a good photographer will make you look, if not like a movie star, certainly a lot better than you fear

you will.

One final note: Update your picture regularly! Unless you have a plastic surgeon on speed dial or you're popping botox for breakfast, you should have your photo retaken every three or four years so it actually looks like you! Always be proud of who you are. Integrity and self-confidence encourage people to do business with you.

One more way a photo helps you sell.



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How to Inconvenience Your Customers

By Don Cooper, *The Sales Heretic*™

As a general rule, we always want to make things convenient for our customers. In fact, it's often one of the features we stress most in our marketing. But no matter how hard we try, eventually something is going to happen that causes our customer to be inconvenienced, whether intentionally or unintentionally. It's the Law of Averages. Or Murphy's Law. Or both.

But an inconvenienced customer doesn't necessarily have to be an unhappy customer. In fact, handled correctly, they can be absolutely delighted. The difference is how you deal with the situation. Your response can turn a negative situation into a positive one. Here's a terrific example.

One of the branches of Bank One in Boulder, Colorado had to close down its drive-thru window for several days during some construction. Despite the fact all customers were warned well in advance that this would happen and were even notified in writing about the effective dates, bank management knew people were still going to show up at the drive-thru. So rather than ignore the impending problem, Vice-President Lisa Young and her team developed a plan.

On the first day of the drive-thru closure, bank employees were stationed outside the branch to greet would-be drive-thru customers, inform them of the situation and explain their alternatives.

And give customers free coffee and donuts.

As the week went on, employees gave drive-thru attempters a wide variety of other items, including hot dogs, ice cream, t-shirts and even tickets to the Colorado Rockies baseball team.

The result? As Lisa told me, "Customers were very surprised, because it was so unexpected. It really helped to put a human face on the bank. It was also good for our employees, because they don't normally see drive-thru customers face-to-face."

Sooner or later, even if you don't mean to, you're going to inconvenience your customers. When that happens, it can be a disaster or an opportunity. What are you going to do to ensure it's the latter rather than the former?

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**“All evolution in thought and conduct
must at first appear as heresy and
misconduct.”**

—George Bernard Shaw

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conventional wisdom?

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