

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.”**

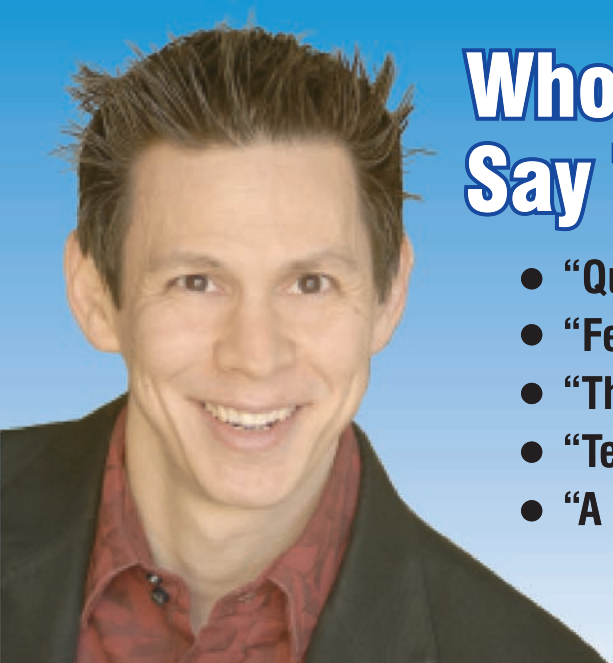
– F.C. Neff



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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?**

THE Sales Heretic™
Original thinking for boosting your sales

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™

303-885-1182

Don@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 *hairetikos*, 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."
—**Gothold 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 two pages, or you invest in a completely custom program, you can rest assured that your audience will find it highly applicable to them.

“He did his homework and made it very relevant to the scuba industry.”—**Linda Hannifin, Family Scuba Center**

**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 can run from 45 to 3 hours. Two or more programs can be combined to create a half-day or full-day program.

The Tao of Selling

How to increase your sales quickly, ethically, and profitably

Forget the old, hackneyed sales gimmicks. Forget about high-pressure. And forget the manipulative, self-serving tactics that today's prospects know and hate. Instead, discover a fresh, innovative approach that lets you sell with integrity, confidence, and enthusiasm. In this fast-paced, highly-interactive program, you'll learn:

- How to find great prospects **quickly** and **easily**
- The two most important sales skills and how to **master** them
- How to make prospects **want** to see you
- The three different types of prospects and how to deal with **each** of them
- How to **quickly** build rapport with your prospect
- The one thing you should **never** say to a prospect
- How to **completely** lower your prospect's defenses
- The **key** to making the sale (It isn't what you think!)
- How to uncover your prospect's **hidden** concerns
- The "**Dandelion Principle**" and how it can help you make the sale
- Why the features of your product or service are completely **irrelevant**
- How to get a **huge** edge over your competition
- The secret to creating a great sales presentation **effortlessly**
- How to follow up **without** being a pest
- The **#1, most important** word in sales
- How to position yourself as your prospect's **best** choice
- The hidden code your prospects use and how to **break** it
- Why the old adage "Always Be Closing" is **terrible** advice
- How to make closing quick, easy and painless (both for you **and** your prospect)
- Two secrets to getting more referrals **now**
- And **much more!**

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**

Think Positively, Sell Negatively

A counter-intuitive approach to boosting your sales

Since we were kids, most of us have been repeatedly encouraged to “think positively and everything will work out.” But not only is positive thinking not sufficient by itself to boost your sales, it can actually work against you.

Just as a battery needs both a positive and a negative end, you need both a positive and negative approach to selling to maximize your sales. In this eye-opening program, you'll discover:

- Why being too positive can **cost** you sales
- What negative selling is and why you **need** to master it
- The forces that are **always** working against you and how to overcome them
- The **keys** to selling negatively
- How to **quickly** determine what kind of buyer your prospect is
- What to do when selling benefits **doesn't** work
- How to sell to a group consisting of different **types** of buyers
- The most **dangerous** assumption you can make about your prospect

Opportunity Walks

Why most prospects don't buy and what to do about it

More sales are lost than won. Because most companies actually **discourage** their prospects from buying—without even being aware of it.

How many sales are **you** losing? And how can you win **more** of them? In this insightful program, you'll discover:

- How companies unwittingly drive potential buyers **away**
- Ten reasons prospects **don't** buy
- Why a second impression can actually be **more** important than the first
- What you're **really** selling (It's not what you think!)
- How to guarantee a customer will **never** come back to you
- Who the single most important person in your company is and how to **leverage** them
- How to **limit** the impact of a problem
- Nine ways to build **confidence** in your buyers
- The simple (and free) tactic that can **dramatically** improve your sales
- How to **significantly** improve your customer loyalty

The Power of Free

How to sell more by giving things away

The most powerful four-letter word in sales and marketing is "free." And most organizations don't make the most of it, whether because they don't know how or because they're afraid of giving away the store. But when you use "free" in the right ways, it can make a huge impact on your sales! In this idea-packed presentation, Don will share:

- Why you **need** to be giving things away
- How giveaways can improve your marketing, sales **and** customer service efforts
- The **Do's** and **Don'ts** of using giveaways
- 14 ways freebies make your customers **want** to do business with you
- How to give things away for **maximum** impact
- How "free" can get you in trouble (and how to **avoid** it!)
- **20** things people will do to get something for free
- How to boost your sales by giving away things that aren't even **yours**
- More than **100** things you can give away (many of which cost you **nothing**!)

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!



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.

Happy (and Repeat) Clients

When you hire Don, you're in good company. You're joining some of the world's top businesses and associations who have benefitted from bringing in Don as a speaker, trainer, or consultant. Many of Don's clients have used him for several years in a row because of the outstanding results he delivers. Here are a few of them:

American Cancer Society	McKesson Pharmaceuticals
Association of National Account Executives	Metzger Associates
Believe Kids®	Middleton, Mathis, Adams & Tate
Big Rock Sports	Mincom, Inc.
Bombardier Recreational Products	NASA
Brunswick, Inc.	National Art Materials Trade Association
Chaparral Boats	National Marine Manufacturers Association
Chris-Craft Boats	Nationwide Marketing Group
Cobalt Boats	Nissan Canada
Comcast Spotlight	Pet Products Plus
Completed Systems	Powersports Business Conference & Expo
Correct Craft Boats	RkM Technologies, Inc.
Costco	Rocky Mountain Home Association
Flowserve Corporation	Sail America
G3 Boats	Scuba Schools International
George Fischer Corporation	SeaArk Boats
Great-West Financial	SofterWare
Hanley Wood	Spectra Logic
Harley-Davidson	Stemnock & Associates
Hot Spring Spas	Stiles Machinery
International Cemetery, Cremation & Funeral Association	The European House—Ambrosetti
Johnson & Johnson	Western Association of Chamber Executives
Las Vegas Chamber of Commerce	Westwinn Group
Leapfrog Solutions	Yamaha Canada
Line-X	Yamaha Motor Corporation
Marine Retailers Association of the Americas	

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**

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

"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.

"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

"I incorporated your points into my sales presentation and I have achieved a 65% closing rate!"—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

"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

"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

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

"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**

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

"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?

Twelve Common Words That Are Costing You Sales

By Don Cooper, *The Sales Heretic*™

The right words can help us make the sale, while the wrong words can blow it for us. The challenge is, often what we **think** are the right words are actually the **wrong** words.

Here are twelve words you're probably using in your sales and marketing efforts which are—in reality—working against you:

- | | |
|------------------|------------------|
| 1. "Quality" | 7. "Premier" |
| 2. "Service" | 8. "Results" |
| 3. "Value" | 9. "Solutions" |
| 4. "Performance" | 10. "Best" |
| 5. "Unique" | 11. "Innovative" |
| 6. "Leading" | 12. "Excellence" |

What's the problem with these seemingly positive words? They're clichés!

Everybody uses them, so they have no impact anymore.

Words like "premier," "excellence," and "performance" sound good, but don't truly mean anything. And words like "value," "leading," and "best" are completely subjective, so they can't be proven or disproven. Which is exactly why so many companies use them.

Worse, companies with lousy quality **claim** their products are high quality. Companies with horrible service **claim** to provide great service.

And while everybody wants to be "unique," just saying you are doesn't make it true.

When you use these words to describe your company, product or service, you sound exactly like everybody else. And that makes you a commodity. If you're no different than your competition, there's no reason to choose you.

Don't rely on clichés. Give me an example of your quality. Tell a story about your service. Describe the specific results some of your customers have achieved. Prove your uniqueness with some kind of verifiable fact.

Here's something to think about: How can you use the word "only" in your sales and marketing efforts? How can you use a measurable superlative like "largest," "fastest," or "most?"

It seems like everybody and their brother uses clichés like they're going out of style, but at the end of the day, if you want your sales to grow by leaps and bounds, you should avoid them like the plague.

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Lend an Ear to Get Great Returns

By Don Cooper, *The Sales Heretic*™

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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You Are Not Your Prospect

By Don Cooper, *The Sales Heretic*™

A common mistake salespeople, business owners and professionals make is believing our prospects are just like us. Nothing could be further from the truth.

In fact, odds are good you have little or nothing in common with any given prospect. And it's critical to understand this. Because if you treat your prospects as if they were you, you'll miss out on a lot of sales.

Among the potential differences between you and your prospect:

- Likes
- Dislikes
- Values
- Priorities
- Concerns
- Experiences
- Biases
- Income
- Risk tolerance
- Impulsiveness
- Need for details
- Communication style
- Decisiveness
- Sense of humor

Which means:

- An approach that makes you comfortable could be a turn-off for them.
- What you think is overpriced they may think is a bargain.
- A color you can't stand could be their favorite.
- Knowledge you take for granted they may have never heard before.
- Issues that aren't a concern for you can be deal-breakers for them.

Above all, it means you have to sell your prospects what **they** like, not what **you** like. And you need to sell to them the **way** they like to buy, not the way you like to buy.

So get out of your own head and into theirs. Rather than assume your prospect is anything like you, find out about them. Ask questions to discover their likes, dislikes, experiences, etc.

And respect the answers you hear. Your prospect's values, priorities, concerns and so on may be very different from yours, but they're just as valid. In fact, if you want to increase your sales, they're even **more** important.

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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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