

# HOW TO SELL ANYTHING TO ANYBODY

A summary of Joe Girard's famous book with same title

Summarized by  
Armaghan Saqib  
January 1, 2012

## Table of Contents

Preface.....	3
1. Introduction.....	5
2. The end of a loser.....	6
3. It all begins with want.....	8
4. The mooch is a human being.....	10
5. Girard’s Law of 250.....	11
6. Don’t join the club.....	12
7. What do you do after you sell your uncle Harry?.....	13
8. Fill the seats on the ferris wheel.....	14
9. Girard's Toolbox.....	16
10. Getting them to read the mail.....	18
11. Hunting with bird dogs.....	19
12. Knowing what you're doing – and why.....	21
13. Honesty is the best policy.....	23
14. Facing the customer.....	24
15. Selling the smell.....	25
16. Espionage and intelligence.....	26
17. Locking them up.....	28
18. Winning after the close.....	30
19. All the help you can get.....	31
20. Spending and getting.....	33
21. There is no last chapter.....	34

Joe Girard made a Guinness book world record by selling 13001 cars in a single year. In his book “How to Sell Anything to Anybody” he tells us how he did it. This book was first printed in 1977. This slim pdf is summary of this classic book on selling.

People often take sales as a single, isolated activity that can be done at any time without much effort. Quite often this is not true. Good selling is an ongoing process just like product development, back office accounting or any other business function. Fortunately this process is easy to setup and maintain with tips Girard offers in his book.

I have always loved this book because of the simplicity of advice and straight forward techniques. When Girard made his first car sale, he did not have anything to eat at his home. From here he swiftly progressed to become World's top salesman. And he did it, as Amazon review says, without a degree from any Ivy League college. He built his business on trust and hard work.

This has encouraged me and should encourage you that you can do the same. Recipe for doing this is in his book and in a concise format in this pdf.

## **Product**

This book assumes that you already have a good product which you want to sell or working at a place where selling is your primary responsibility. If this is not the case, you need to give some consideration what you need to sell. This topic has not been covered in this pdf and I shall try to address it in a future work.

## **Different Selling Situations**

Every product has its own peculiarities related to selling. You should be creative enough to adopt the techniques given in this book to your own product or business. I have added questions at the end of many chapters to serve as a provocation for more thinking. I suggest that you print this booklet and write your answers to these questions in the space below.

## Computers and Internet

Computers and Internet are powerful tools which, if used properly, can make the life of a salesperson very easy. More recently social media (facebook, twitter, youtube, linkedin, blogs etc.) have provided new and interesting ways to connect with people. This has not been discussed in this booklet and will be included in a future update.

## About me

I am a software developer and run a small software shop from Lahore. My business provides solutions to small to medium sized businesses.

Munshi9 is my product. It is a web-based ERP solution built using Oracle technology and optimized for hospitality industry. It is in use in large number of hotels and other businesses in Pakistan. It had started out as a simple accounting software for small businesses in 1992 and was written initially in Foxbase.

I also “sell” open source business solutions based on Interchange, RT and SQL-Ledger. This is a much tougher job than selling my proprietary software because in this case what I am essentially selling is service.

But thanks to Girard, his techniques have always helped me from my startup time to a stable and steady business today. I am sure his advice is going to help you too.

## Tools

This small booklet was written using OpenOffice Writer on Ubuntu 10.04 Desktop. PDF was created using 'Export to PDF' menu option.

Armaghan Saqib  
January 1, 2012

- Website: <http://munshi9.com>
- Email: [ar.saqib@gmail.com](mailto:ar.saqib@gmail.com)
- Blog: <http://armaghansaqib.wordpress.com>
- Facebook: <http://www.facebook.com/armaghan.saqib>
- Twitter: <http://twitter.com/armaghansaqib>

# 1. Introduction

---

You have joined a new sales job, setup your business or a new e-commerce website. Your store is full of products to sell or your website is ready with products list, shopping cart and order management functions. Now what?

You need to sell.

This is probably proving harder than you ever thought. You are going to discover soon that selling is not something that happens automatically even when you have the best product or service.

"How to sell anything to anybody" by Joe Girard was the book that came to my rescue when facing a similar situation about 20 years ago. Joe Girard has been world's greatest salesman. For details see his website at <http://www.joegirard.com/>.

Advice in this book is simple, step by step and written with a touch of humor. There are no quotable quotes, no attitude building exercises or any other indirect personal development techniques to become a good salesman; just hard core selling techniques for everyone who wants to sell. I strongly recommend to read this book.

Unlike many other sales gurus, trainers, personal development consultants and authors, Girard has done the real selling using his techniques and has achieved world record. So it seems reasonable to trust him.

**Question: How you have planned to do your selling?**

## 2. The end of a loser

---

If you blame your troubled childhood, lack of family resources or lack of opportunities for your current problems, think again. How Girard survived initially can motivate even the most demoralized souls.

1. He was born to a poor Sicilian family in US and was a constant victim of racial discrimination.
2. He was born during the Depression.
3. His father constantly beat him and cursed he was a crap and no good.
4. He started working as a shoe shine boy at the age of 8.
5. Along with shoe shining, he delivered newspapers and sold newspaper subscriptions.
6. With his two friends, broke into a bar, got caught, stayed in for 1 night in detention, got released by his father and received more beating from him.
7. He was expelled from high school.
8. He worked in stove factory, did other 40 odd jobs and supported his family.
9. He joined army but got out of it because of an accident.
10. He worked as a small gambling house operator and got caught.
11. He got a job as truck driver in a very small construction business, was promoted to supervisor and then became owner. He was then bankrupted by believing into false property information by a seller.
12. This last disaster left no money in his pocket to feed his kids and became a turning point in his life. This is when he started selling cars.

He describes his experience of selling newspapers subscriptions from door to door and

being turned down a lot of time, in these words:

“It is no fun being turned down. But I soon found out that the more people I talked to, the more sales I made. And that is fun, and better than fun.”

This is an important sales lesson to start with; see as many people as possible to sell your product and then some more.

**Question 1: What were your toughest moments in your life?**

**Question 2: What important sales lesson you have learned so far?**

### 3. It all begins with want

---

This is story of Girard's first sale on his first day at car dealership. He desperately needed money to buy groceries for his family. When he met his first customer, the only thing that was on his mind was bag of groceries which he could buy if he could sell a car to him.

In his own words:

“... the feeling I had from the first time I saw the guy that there was no way he was going to get out without buying a car from me. To this day I cannot remember his face, and for a very simple reason: Whenever I looked at him, all I saw was what I wanted from him. And my want was a bag of groceries to feed my family.”

Girard says that wanting something badly will make you say or do all kind of right things to make that sale. He emphasizes his point with this advice:

“If you want, and know what you want, you will have most of what you need to be a successful salesman. I mean that. Nobody can be a great salesman without wanting. Wanting something very much. And the more you want, the more you drive yourself to do what it takes to sell.”

In my own experience, I find this advice true. When determined to sell something, I ignore almost all other things. It does not matter how many visits or calls I have to make, or how many long hours I have to work to make my product work the way customer wants. As Girard says, all minor details are taken care of when all you want is to sell to that customer. And it works.

This advice surely filters out all those half-hearted salesmen who have multiple fall-back plans “in case” their selling venture fails.

Girard had a lousy past. On top of it, he had another handicap; he stuttered. When he became car salesman, he learned to overcome this by talking slowly and carefully.

“Learning to overcome stuttering was one of the most important things that happened to me when I started selling. Because it made me think about what I was

trying to say and what I should say and what people wanted to hear. That is, something that everybody who sells should do all the time. But having that handicap forced me to do it. I not only cured my self of stuttering that way, I also learned some of the fundamentals of communication, because I learned to listen and to plan every word I said carefully.”

**Question: What is your biggest want?**

## 4. The mooch is a human being

---

This chapter discusses a very important attitude of salespeople towards customers. When you have started selling and have faced a few bad customers, you start building a negative attitude towards all your customers. You start labeling them like "All customers are ....". (Replace ellipses with whatever negative name you use for your customers.)

According to Girard, "The mooch" is the term used negatively for customers by car sales people in Detroit. But there is a problem with negative thinking about your customers. Words in your head will be communicated to your customer with your behavior and will be, ultimately, harmful to your business.

Girard admits that there is a reason for having bad attitude towards customers:

“That’s because we are professionals whose time is worth money, and every day we see a lot of people who don’t seem to be serious about anything but taking up our time. That’s really the problem. That’s really the reason we think of a person as The Mooch, or whatever term you use where you come from.”

And there is a reason customers behave strangely too; The sales people themselves don’t have very good reputation themselves in the world. Customers know that sales people are there to sell them anything by hook or by crook. They also think that sales people overemphasize the benefits and features and hide any product defects.

So before any selling process starts, you need to correct your attitude and make your customer relax and trust. For that you need to treat him like a human being by having a good attitude and giving him a fair deal for his money.

This is very important for your first sale and future sales to that customer. In Girard’s case, 6 out of 10 customers every day are either old customers or referrals by old customers. This accounts for 60% of business brought by people who were like a human being in the past.

**Question: What is the negative term used for customer in your business?**

## 5. Girard's Law of 250

---

On average, everyone of us knows 250 people very well without any effort. These are the 250 people who trust you. You can influence them with your ideas, suggestions or acts of buying stuff.

These 250 are the people you have built contact with as you have lived through your first 20-30 years. They include your relatives, family friends, neighbors, teachers, students, friends, colleagues etc. These are the 250 people who will come to your wedding or funeral.

Girard terms it "Girard's Law of 250" and discovered it by surveying the catering services for weddings and funeral places. His survey showed that at least 250 people attended any wedding (250 from bride's side, 250 from groom's side) or funeral. He terms this law as the most important thing you can learn from him.

If someone is head of a department with large number of people working under him, a salesman of some other product, a union leader, president of a local business association, a barber or a dentist he has influence on more than 250 people.

Girard emphasis the importance of treating each and every prospect and customer nicely. If you treat a single person badly, Girard's law of 250 will kick in, and the badly treated customer can tell 250 more people not to do business with you. Those 250 people, in turn, can also influence their own 250s in this way. This chain reaction, which spreads your reputation, is much more powerful than you can imagine.

Joe Girard, the world's best salesman with record sales to his credit, says that he can't afford to treat a single customer or prospect badly. Which means we, who still have to make any sort of sales record, surely can't afford to do that too.

**Question: How many people attend any of your life's important event?**

## 6. Don't join the club

---

It is very easy to get distracted at a place where large number of people work. A few easier ways to get distracted are discussions like:

1. When morning tea is supposed to be served and why it is late today.
2. How boss treated Joe yesterday.
3. Planning for lunch for infinite amount of time.
4. How you taught a lesson to someone.
5. What happened yesterday to your neighborhood, school, political leader.

Contrast this with a productive day which starts with something like this:

1. You make a to-do list early morning.
2. You accomplish the most urgent things as quickly as possible quietly ignoring your friends' request to "join the club".
3. You take your lunch alone.
4. You switch off your mind from any distractions happening around you and concentrate on your work.

It seems that our brains are tuned to like gossips, conspiracy theories and negativity. We can indulge in all these activities without much effort. You need to understand this and make a conscious effort to become productive.

Early morning work is extremely important for the rest of the day productivity. If you have completed few important things early morning, you will remain motivated during rest of the day for more work.

**Question: How do you get distracted and waste your time at your work place?**

## 7. What do you do after you sell your uncle Harry?

---

When you start your new business you will always get some easy business; your brother, teacher, best friend, or uncle Harry will buy something from you.

Don't let this easy business make you think that your newly founded business is the easiest thing in the world.

You will need to build a sophisticated system to keep new customers coming to your door step.

The easiest way is to start making cold calls. You keep a list of some sort of customer names and addresses. If you sell to consumers (cars, shoes, fancy dresses etc.) you can pick the phone directory. If you sell to businesses, yellow pages or a business directory from local chamber of commerce will be helpful.

Once you have made a call, it is now up to you, first, how to make him keep talking to you, and second, have him take interest in what you are selling.

If you don't act like a call center drone (who makes a call and starts talking by reading a script) and passionate about your product and desperate to sell, you are going to get good response.

There are better ways to generate sales mentioned in next chapter but even this least creative method will start a flow of customers. (Don't forget that for some companies, this is the only way to get customers.)

**Question: How are you planning to get new customers after the first few?**

## 8. Fill the seats on the ferris wheel

---

Good selling is like planting and harvesting, all year long.

Two most important things you need to do are:

1. Let every one know very clearly what you do. It looks straight forward but some times it is not to many people. Make sure everyone you see knows what product or services you sell and why you are better.
2. Keep a detailed record of past customers and prospects. This includes their age, where they live, what they bought in the past, anniversaries, kids, traveling etc.

Knowing someone really good becomes your asset. People always buy from someone they already know.

Another good source of customers is your suppliers list. Whenever you buy something from someone, you know him without any effort. Make sure he or she also knows what you do.

Your personal phone book or your family phone book is yet another source of good prospects. You already know these people.

These are all the people you need to keep calling or mailing on regular basis. If you don't keep reminding people what you do on regular intervals, they may forget it when they need your product or service.

Three businesses I know kept in touch with their customers in two entirely different ways and became very successful.

1. One of them regularly sent direct mail to their customers or prospects. They kept a list of companies from local chamber of commerce directories and yellow pages. A full time typist kept typing addresses on post cards all the day. The post card contained all the detail of their product. They were kept busy with sales all year along with this basic sales tool.

2. Another business owner kept talking to prospects and customers all day long. He had one mobile phone and two land lines. At times he was talking to more than one customer at once. His staff delivered the service, but the owner kept the selling activity to himself.
3. A textile tycoon was a typist in another textile business. Finally he started his own textile business. His initial investment was one mechanical typewriter, few sheets of paper and postage expense. Want to talk about starting a new business with minimal resources?

**Question 1: How will you find more customers?**

**Question 2: Who are not good customers and why?**

## 9. Girard's Toolbox

---

If you have a telephone, a mailbox, a pen, a file of prospects and business cards, you have the most valuable tools in the world for doing business.

Telephone has been mentioned in the last chapter for cold calls.

### **Customers file**

Maintaining detailed record of your past customers and your prospects is the most valuable thing you can do for your business. You notice and record virtually everything about your customer. This includes his kids, hobbies, travels, anniversaries etc.

This extensive customer database makes it easy to build a personal relation with your customers. There is nothing more effective in selling than getting the customer believe, really believe, that you like him and care about him. This customer information also makes it possible to send personalized mail to him.

### **A small but powerful business tool**

Girard says if he had to select only one tool for business, he would select business card. A distinctive business card printed in large quantities and delivered almost every where can be really effective. Some people take good care of any business card received and your card can stay with them for many years. Girard's card also has his picture on it.

### **Try to sell everybody you talk to**

A car dealer had one simple rule for everyone in his organization including mechanics and office helpers: whenever they talked to someone in person or on phone, they would ask one question before they did or said anything else: “Would you like to buy a car now? Without waiting?”

This car dealer become really rich and then retired from business.

## **Bird-dogs**

Girard offers an incentive to every satisfied customer; send me a new customer and get a small commission, a free dinner or a free service.

Don't forget that Girard's law of 250 is always operating so your bird dog can influence at least 250 people. And if there are a large number of such motivated people who have an incentive to help you, this can become really powerful business tool.

**Question 1: What is in your tool box for selling?**

**Question 2: What tools you use daily?**

## 10. Getting them to read the mail

---

Many businesses send post office mail or email to their customers. Unfortunately most of it gets trashed or deleted without being opened. Girard shares some tips which will make your customers read your mail:

1. Always send your mail in plain envelop without your business name or logo.
2. If possible, send a different size, color envelop every time.
3. If you are sending pre printed material, add a personal hand written note.
4. The simpler the message you send in your mail, the better.

You do not need to send each and every quality of your product or service in every email. Just send the minimal message and people will be able to make connection themselves.

In case of Girard, he sends a custom made card every month with a different and suitable message. For example in January everyone gets a card with message “HAPPY NEW YEAR – I LIKE YOU. From: Joe Girard, Merollis Chevrolet”

**Question: What steps you are taking so that your customers take interest in your post mail or email?**

# 11. Hunting with bird dogs

---

Bird-dog is Girard's term for someone who has been motivated to send you sales. Existing customers can be bird dog but other people including your friends, relatives, doctors, or just about anyone can also be a bird dog.

Girard follows these steps to maintain this informal sales force:

1. He sends a stack of his business cards to anyone who can be a bird-dog.
2. He tells him to give his card to anyone who is interested in buying a car and put his name at the back of the card.
3. He promises to pay them \$25 for every sale made this way.
4. He keeps reminding his bird-dogs once every year about this scheme.
5. And he *pays* his bird-dogs.

The last point is very important. Even if there is some kind of doubt, he pays the bird-dog who claims that he sent that sale. Some people won't accept cash. For them he offers a meal in a nice restaurant or a free service for their car.

## **Everybody can be bird-dog**

It is not that people who are poor or need money will be bird-dog. Everyone, yes, everyone is happy to get extra money. Girard once paid bird-dog fee to a brain surgeon whose biggest money problem was to store it.

## **Bird-dog Specials**

There are people who have influence on a large number of other people. This includes business leaders and union leaders.

Then there are people who talk a lot to lot of people. This includes dentists, barbers, taxi drivers etc.

Then there are people whose businesses are directly or indirectly linked to your business.

All these people need special care and attention when selling something to them or being recruited as bird dogs.

### **Special Arrangements**

Girard has a very special arrangement with barbers. He makes them display a nice easel card which bears “ASK ME ABOUT THE BEST CARD DEAL IN TOWN”. Whenever someone asks that barber about this deal, he takes out Girard's card and gives it to him with assurance that he is going to get the best possible deal.

**Question 1: Who can be bird-dog in your business?**

**Question 2: Who can be special bird-dog in your business?**

**Question 3: What fee you are going to offer to your bird dog for every sales referral?**

## 12. Knowing what you're doing – and why

---

“Plan your work and work your plan” is probably the best advice for every one who is concerned with doing his or her best every day.

Starting your day with a list of things-to-do has following benefits:

1. It keeps you focused all the day.
2. You can plan your daily activities according to the importance or value of that activity.

Once you have made a plan for your day, you should follow it. Even if you can't follow it for some day due to unplanned work, you still get the benefit of being focused.

### **You don't have to close better to sell more**

Girard says that it is much better to make more sales to more customers than to make best possible deals with few customers. Let us say you see 10 customer and you are able to sell 5 of them. This simply means that if you see 20 customers you will sell to 10 customers. You have just doubled your sales by doubling the customers you see.

### **Work smart – not hard**

This is very important. In Girard's words:

“I am not sitting here preaching about the glories of hard work. I don't believe in hard work. I believe in good work. I believe in smart work. I believe in effective work – work that works.”

For example calling people on phone takes a lot of time per call and per prospect. If you don't have anything else to do you should do it. But creating and sending personalized mail is less time intensive, equally effective and can be done at any time.

## **Review your day in the evening**

Reviewing and replaying your day in your mind is as important as making your things-to-do list early morning. Not everything you plan goes according to the plan and you cannot sell to every customer. But you should know why it did not work well and how you can do it better next time.

**Question 1: Do you make your things-to-do list daily?**

**Question 2: Do you review your day?**

**Question 3: What are your medium term targets?**

**Question 4: What are your long long term targets?**

## 13. Honesty is the best policy

---

How honest you should be with your customers? Of course honesty is the best policy. But, as Girard says, it is not a rule or law.

You should always tell your customers what is the truth about your product. But at times there will be customers who are too obsessed with the technical specifications or minute details of your product. You know from your experience that a small variation in those specifications won't matter to your customer. In such cases you can safely tell your customer that you have in stock what he is looking for.

Most customers, when they come to buy, need it right away. So a small variation won't bother them if they get a really good deal.

**Question: What minor details or variations don't matter much in your business?**

## 14. Facing the customer

---

Girard emphasis at number of places that a salesman is a first rate actor. So a first rate actor does not look like a casual person and needs to be dressed properly which is suitable to his audience.

What and how you dress depends upon your customer but you should not look too expensive to your customers. They might get a wrong impression that you are going to make too much money out of them.

Your office, the place where you are going to face the customer, should be clean and free of distractions related to your product. You don't want your customer to start thinking about various product options before he has bought the base product. Product options can confuse him and stop him from making the buying decision right away.

### **Getting them obligated to you**

When the customer is sitting with you, you can offer him cigarettes or drink. This will make him relax and also makes him bit obligated to you.

Girard goes to a great length to take care of this part and keeps a pack of every cigarettes brand to offer to his customer. He has balloons and candies for any kids who come along.

**Question 1: What is the dress code in your business?**

**Question 2: What small favors you can use to obligate your customer?**

## 15. Selling the smell

---

Girard quotes a sales guru about selling as: “To win, what we have to do is sell the sizzle, not the steak.”

In his own words: “I'd say that more things are bought through emotions than through logic.”

In case of cars, the shiny new look and smell of its brand new interior can make people want it immediately. So Girard makes people sit into and test drive a new car even before they have bought it. Smell of a new car stands for the excitement of the buying experience.

This is not the case only with cars. The shiny look and smell of any thing new can motivate you enough to buy it. Making your prospects experience it will help to close the sale easily.

**Question: What selling the smell means in your business?**

## 16. Espionage and intelligence

---

Selling is a kind of war where both parties win. It is a kind of war because you need to do espionage and intelligence before you can win. When the customer has come to buy from you, you need to turn on your attention to notice everything about him. This may include:

1. What product he is already using and how good/worn out is that.
2. What he is wearing.
3. Where he lives.

etc

If you notice he is nervous, you need to make him relax and have him talk to you. Many customers don't know what they really need. You need to talk to them, assess their needs and paying capacity and suggest a product accordingly.

### **Credit is the American way**

For many people it is easier to pay monthly installments than a big lump sum amount. If you can arrange credit for your customer from a financial institution, manage it yourself or price your product or service on monthly payments, you can cater to a whole lot of new customers.

An important point you should keep in mind is that customer is always willing to pay total higher price if he can afford to pay the monthly installments.

In some countries like ours it is not always easier or even possible to arrange credit for a customer. In some cases you can take the risk yourself and offer the products on monthly payments. In case of services, it is probably ok but in case of products it might be risky. If your customer stops making payments, you may have no other choice but charge it to bad debt.

**Question 1: What information you should collect before facing the customer?**

**Question 2: Is it possible to offer your product or service on credit? How?**

## 17. Locking them up

---

Now is the time to close the sale. A lot of salesmen lose sales because they move too hard and too soon. At this point you should have very clear understanding of what your customer wants and what you want.

### **Moving him along past the sticking point**

Sometimes a customer has agreed to everything but one. He has some particular color or some optional equipment stuck into his mind. At this point you have two choices: (1) You can ask him to order it and get it after a certain date or (2) you can have him settle down to something close to his requirements.

First possibility is full of problems because you might not get it done by that date or at all. In second possibility, you will close the sale today which is much preferred way of doing it.

### **How to make sure you get paid for your time**

If the customer is not going to make payment right away, requesting a small deposit from him is a good way to make sure he is committed to the sale. If you have made all the effort to make him come upto this point, you have every right to request this deposit.

### **Trusting me after the sale is what counts**

All selling is based upon trust. When someone buys from you he trusts you. This trust should last after the sale. This will make him recommend you to 250 people and make him buy his future requirements from you.

### **Spot delivery: Give them the product to close them**

In few cases when customer is not paying even a small deposit, Girard uses a very bold technique to close the sale. He delivers brand new car to his customer after signing appropriate liability documents. Here is how it works:

1. It stops customer's search for a better deal.
2. Customer feels that he has purchased the product and ultimately pays for it.

### **The magic words**

Every customer wants to hear that he has got the best possible deal in town. With a large number of options and accessories with many products it is possible to do that.

You can “engineer” a best possible deal by honestly suggesting a customer to give up on a particular option or accessory that, you know from your experience, he won't use much and is adding a lot to the cost of the product. By the way this also requires that you know your product and its all optional equipment thoroughly.

**Question 1: What are sticking points in your product?**

**Question 2: Can you spot deliver your product? How?**

**Question 3: How can you “engineer” a best possible deal for your customers?**

## 18. Winning after the close

---

How you treat your customer after you have sold him is perhaps one of the most important part of your sales process. There are hundreds of thousands of salesmen selling the same thing you are selling. The difference and edge you can get is how good you treat your customer after the sale.

According to Girard, buying a car from him is worth at least \$500 more than buying a similar one from any other salesman. This is because he is going to great lengths to take care of any issue customer may face after buying a car.

There are times when what you have sold has a lot of problem due to any reason. This will make customer visit your place a number of times. And this is a real test of you.

One option is that you hide from him. But you will surely lose any future sales from him. And don't forget the Girard's Law of 250. He can tell at least 250 people how bad you are.

Girard is willing to help his customers with few things which are not part of after sale warranty but are very small and don't cost much. At the same time he also tells them politely that he won't be able to do that again.

**Question: What care or support you have to provide after the sale?**

## 19. All the help you can get

---

By the time you are reading this chapter you already know that selling is not a one step or one time isolated activity you can do at any time. Selling is a process, a long term process, which you first need to setup and maintain. This complete process involves many steps:

1. Identifying new prospects every day.
2. Contacting them with cold calls and mails (or perhaps sales visits in your kind of business)
3. Collecting and maintaining all possible information about a prospect or a customer including what he is using currently, where he lives, how much he earns, how many kids he has, what are his hobbies etc.
4. Making him feel at home, identifying his needs and proposing a product when he has come to buy from you.
5. Closing the deal.
6. Helping him with after sales issues.
7. Keeping in touch with him every month with mails or occasional phone calls.
8. Converting him into a bird-dog and keep reminding him.

When you have just started you can manage it yourself but as your business grows, you will need help of other people to manage all this. You can hire 1 or 2 part time or full time people to manage it for you. Internet has also made it very easy to outsource many of these activities to people who can do it without coming to your office.

Girard's favorite part of the whole process is closing the deal. The rest of the work is done by two full time employees including his son.

**Question: What external help you use?**

## 20. Spending and getting

---

There are a number of ways you can spend to bring more business. Every business is different and you will need to look for ways where you can spend.

Girard's bird-dogs are one possibility where you spend and get business. This money spent is worth every penny because you are paying only when you have got a new sale.

There are always some people who are associated with your type of business in one capacity or another. In car business, these are mechanics and service people. Keeping good relations with them and helping them in time of need will make them good friends of you. You will be able to get quick support from them when you need to for a customer.

### **Do it differently**

If everyone is doing sales in a particular way, it is worth thinking of a new way to do it.

A successful business owner has written that he sits quietly for 5-15 minutes every day and thinks how he can do things differently.

### **Patience**

Patience is easier to advice but difficult to follow especially when you have just started and don't have enough money. But without patience you are not going to build a steady flow of your customers and business. You need to keep planting and planting and planting. You are surely going to harvest soon.

**Question 1: How you can spend to get more business?**

**Question 2: What you can do differently to bring more sales?**

## 21. There is no last chapter

---

You won't find any complicated advice in this book. Very simple and straight forward advice which can be followed without the need of any big investment. Problem with people who want to sell but can't sell is not that they don't know something; they just don't do it in a systematic way and don't keep trying long enough

Successful selling is not a secret or a formula. It is an attitude built into yourself and an organized way of doing some simple things; daily.

You don't need to wear expensive dresses, work on expensive laptops or carry the latest iPhone. Do these if you want to but what is more important is taking sales process as an organized activity which you do daily.

It took Girard 35 years before he started it. But it took him only few years to get to the top. In his own words: "I really believe that people can change their lives because I changed my life. Just so, you can change your life."

### **The most valuable asset in selling**

Trust is your most valuable asset. If you can make people trust you, not for the single sale you are going to make right now, but for any future sales as well, you are successful.

### **Doing**

There are a lot of smart people who know everything but are not successful. They don't do what they should do. This includes following the simple advice in this book. Just keep thinking and planning is not a recipe of success.

**Question: Write a date when you will start selling using advice from this book.**