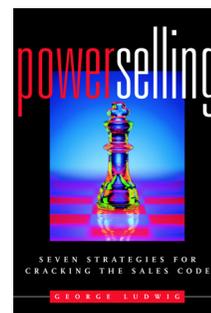


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or an interview with the author,
please contact Dottie DeHart,
Rocks-DeHart Public Relations,
at (828) 459-9637 or DSDeHart@aol.com



Transforming Your Sales DNA: The Seven Surprising Powers That Take Your Sales Performance from So-So . . . to Supercharged

Being a sales superstar is not about tricks and techniques; it's about becoming a whole new person. A new book by sales guru George Ludwig guides you on your journey.

Chicago, IL (July 2004)—You really, really, really want to increase your sales. And it seems you've tried every trick, every technique, every script that books and motivational tapes and sales seminars have to offer. But no matter what you try, you're just not getting the results that you've seen other salespeople achieve. It's frustrating. Why can't *you* have the pile of money and the metallic gray Porsche? According to sales training expert George Ludwig, you're thinking about selling all wrong. Becoming a sales superstar isn't really about tricks, techniques, and scripts. It's about nothing less than becoming a whole new person.

"You know the old adage about the whole being greater than the sum of its parts?" says Ludwig. "The same applies to becoming a sales superstar. You must take a holistic approach. Becoming a sales superstar is not a matter of, 'follow this script to the letter' or 'swoop in with the Ben Franklin close.' It *is* a matter of ingraining the powers that make a great salesperson deeply into your sales DNA. You transform your very psychological makeup—the way you look at the world—and fantastic, almost magical sales results will naturally follow."

Heavy stuff, indeed. But the good news is that Ludwig has done the legwork for you. He has spent the past 20 years observing and researching the most effective sales strategies and most successful salespeople in the world. He has synthesized these skills, strategies, techniques, and behaviors into seven core areas. And now, he presents his findings in his new book, *Power Selling: Seven Strategies for Cracking the Sales Code* (Dearborn Trade Publishing, July 2004, ISBN: 0-7931-8571-8, \$19.95).

"*Power Selling* presents you with the DNA—the irreducible powers of success—that resides in every sales superstar," he writes in his introduction. "These powers—*reputation, real passion, research, rapport, resource management, resiliency, and relationships*—will move you from financial mediocrity to financial abundance. When you commit to the 'gene therapy' of *Power Selling*, you're on the road to success."

To achieve stellar success, says Ludwig, you must splice these seven powers into your sales DNA. But before you begin this journey, you must know where you stand *now*. That's the purpose of Ludwig's free Power Selling Self-Assessment Questionnaire. Accessed by logging onto www.georgeludwig.com, it is a quick and easy way to determine which of these seven powers are your strengths and which ones you need to work on. It consists of 105 questions that can be answered quickly and easily, and is just one of the tools and exercises the author offers to help you heighten awareness, change your behaviors, and make the most of your innate sales skills.

Here are just a few of Ludwig's insights on the seven powers:

• **The Power of Reputation**

Who you are speaks so loudly I cannot hear a word you're saying.

- *Anonymous*

Ludwig says that building a strong, credible personal identity is the starting point for leveraging the Power of Reputation to increase sales. And without a doubt, character is the most important part of that identity.

"When I was learning to play golf as a kid, my dad always instructed me to swing the club so that it hit the ball with the sweet spot of its face, making the ball go straighter, higher, and farther," he writes. "Character is the sweet spot of your personal identity. It is what will make your sales numbers higher, your relationships with buyers longer, and trust in you go farther. Nothing gives you greater credibility with buyers than your character—for a while they'll tolerate occasional, honest mistakes, but character 'slip-ups' will violate their trust and make further sales virtually impossible. Honesty, integrity, a sense of fair play, and respect for others are absolutely vital for long-term success as a salesperson."

• **The Power of Real Passion**

The most powerful weapon on Earth is the human soul on fire.

- *Marshall Foch*

On a roll . . . in the zone . . . invincible. We've all experienced this feeling at least once. It's a mental-emotional-physical state that not only feels good, but puts both salesperson and buyer in the optimal state for buying or selling. Sales superstars are able to induce a very positive state and then anchor that positive state of mind to the product or service they're selling. Ludwig offers many suggestions on how to "supercharge your psychology," including visualizations, incantations, and pre-sales-call rituals.

Even something as simple as music can help salespeople "turn themselves on": "Music evokes feelings and responses that can change your physiology instantly," writes Ludwig.

"Dozens of top sales producers interviewed for this book told me that they regularly put on special music before big sales presentations or in their cars as they are driving to their first sales call of the day."

• The Power of Research

Nature does not reveal its secrets. It only responds to our method of questioning.

- Werner Heisenberg

Of course salespeople must know everything there is to know about the product they're selling and a great deal about the company they're selling to. That's obvious. But the "research" you do goes much deeper than this. It means diagnosing before you prescribe. You must realize that no solution is right for every patient. You must determine the patient's pain level, unearth dormant need, and help him or her see the solution. All of this requires that a salesperson become a gifted listener.

"As many as 75 percent of top sales pros are defined as introverts on psychological tests," writes Ludwig. "They would much rather listen than talk in a sales situation. Poor salespeople dominate the *talking*, but top salespeople dominate the *listening*. Sales superstars practice the 70/30 rule. They talk and ask questions 30 percent of the time and then listen intently to their customers 70 percent of the time . . . listening exerts an almost magical effect on human communication. It causes people to relax and open up."

• The Power of Rapport

If you would win a man to your cause, first convince him that you are his sincere friend.

- Abraham Lincoln

Top sales producers know that the key to building great rapport is to enter the buyer's world and make him or her feel understood. When you have real rapport with buyers, you can see their point of view and communicate with them on their own wavelength. The Power of Rapport moves you from *your* paradigm of the world to your *buyer's* and back again—and makes the buyer want to come with you. Surprisingly, you set the stage for great rapport with your buyer in just the first 30 seconds.

Ludwig offers a list of sales "Rules of Engagement" that will help you establish rapport quickly. A few of them:

✓ *Establish equal power.* When you meet buyers for the first time, you must look them directly in the eye, extend your hand first, and say your first and last name. Nine times out of ten, potential buyers will respond in kind. Now you're on a first name basis. Double-dip your first name: "George, George Ludwig, nice to meet you."

✓ *Use a standard opening line, followed by a long silence.* Say something like, "I appreciate this opportunity to get together with you," and then shut up for four seconds. That pause may seem excruciatingly long, but it allows the buyer to take you in, and it communicates that you are powerful and comfortable.

✓ *Synchronize yourself to the buyer's warm-up rate.* After the silence, if the buyer wants to talk baseball, then by all means talk baseball. If the buyer wants to start talking immediately about business, then follow suit.

✓ *Create a 15- to 30-second infomercial about what general benefits you and your company provide.* The purpose of an infomercial is simply to get the buyer curious enough to inquire about whatever solution your product or service provides.

• The Power of Resource Management

You can want to be successful, and you can even want success for the right reasons. But if you don't apply the right resources, you still won't make it.

- George Ludwig

When it's time to present, you must involve as many of the potential buyers' senses as possible, says Ludwig. Have things for them to look at and handle while they're listening to you. Physical involvement will definitely generate more sales because buyer motion leads to buyer emotion and vice versa.

Get buyers to push the buttons, ride the floor scrubber, turn on the equipment, drive the car, walk through every room of the house, handle the client list, hold the sample, leaf through the binder, assemble the part, or put the trays in the sterilizer. It's easier to get potential buyers involved in a product purchase than a service purchase, but with a little creativity you can usually find a way. Physical involvement leads to emotional involvement, which leads to purchase.

• The Power of Resiliency

It is not whether you get knocked down; it's whether you get back up.

- Vince Lombardi

Top sales producers have a simple but powerful advantage over average sales producers. They *know* that sales is not "the big easy." They accept that truth. And then they make the decision to take full responsibility for every challenge and setback, and to pursue victory until it is theirs. "The only way to become a sales superstar is simply to accept that adversity is part of the program and then to decide that you will not only persevere, you will *prevail*," writes Ludwig. "Paradoxically, once you know that sales is tough—once you accept that the flight to sales stardom is a turbulent one—then sales is no longer quite as difficult."

Fear of rejection is a major crippler. One of the most important realizations you can come to is that the dread of making the call is worse than the pain of the call itself. "The way to desensitize yourself and overcome the fear of cold calling or sales rejection is to simply go out and do that which you fear," writes Ludwig. "Ultimately, pushing through the fear is less frightening than living with the underlying, vague anxiety that comes from self-protective strategies."

• The Power of Relationships

The salesperson who adds value after the sale clearly demonstrates that the relationship is more important than revenue, and the person is more important than profits.

- Todd Duncan

Sales superstars are *clientcentric*. They focus on serving at such a high level that their clients are wowed by how they do it. One way that sales masters provide outstanding service to their buyers and create higher levels of trust is to initiate them after the sale and welcome them into their own special club. Clients appreciate personalized service after the sale and the feeling that they're important to the salesperson. Ludwig offers the following example:

"Sally Z., a real estate superstar, gives every single property buyer (even those whom she didn't list) a customized notebook embossed with their names. The notebook is filled with everything a new property owner could want such as relevant phone numbers (including her own), the contract, tax information, hand-sketched diagrams showing pertinent information about gas, water, and electrical switches, and an area map. Buyers don't usually expect such service, and they remember Sally when they want to buy again, even if she hadn't represented them previously."

Making these seven strategies part of your sales DNA is certainly not easy, because it requires leaping out of your comfort zone. But clinging to what's comfortable, Ludwig reminds us, is no way to live a rich, full, prosperous life.

"Living in the comfort zone is like sitting by the edge of the pool when you're afraid to get in," he writes in his conclusion. "You want to know how deep the water is, how cold it is, and who's on duty as a lifeguard. Forget about it—dive in! Getting out of the comfort zone and breaking through to the bold zone is not easy. It can't be done overnight. But it always starts with just a single, determined step. You must summon your courage, make the leap, take the plunge, and leave hesitation behind. Sales stardom awaits those who boldly apply *Power Selling's* strategies."

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Interested in Ludwig's Power Selling Self-Assessment Questionnaire? Sign onto www.georgeludwig.com, quickly register to take the test, then start answering questions. It's quick, it's easy, it's FREE, and best of all, it's highly informative—it provides a realistic look at your strengths and weaknesses as a salesperson.

About the Author:

George Ludwig has more than 25 years of sales, sales management, and sales training experience, including five years of presenting his sales success seminar all over the country. As a nationally known keynote speaker, sales trainer, coach, and corporate consultant, Ludwig trains over 10,000 people per year from various corporations and associations, including SPRINT, Southwest Airlines, Mazda North America, Century 21, Purdue University, Johnson & Johnson, and many others. He is a popular contributor to trade publications and newspapers, including *Selling Power*, *Sales and Marketing Management*, *Entrepreneur*, *Investors Business Daily*, *Time*, and *The New York Times*.

About the Book:

Power Selling: Seven Strategies for Cracking the Sales Code (Dearborn Trade Publishing, July 2004, ISBN: 0-7931-8571-8, \$19.95) is available at neighborhood and online booksellers or by calling (800) 245-2665.

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