

Masterminds Unleashed:

Selling For Geniuses

Selling When Selling isn't in Your Title

Authors:

André Boykin, Partner, CAPITAL IDEA

Lois Greisen, President, Eagle Associates

**Rick Kolster, Managing Director, Peak Performance
Development**

Tracy Lunquist, President, Working Magic

Susan Nielsen, President, Leaderscapes Incorporated

Dan Paulson, President/CEO, InVision Business Development

Chip Scholz, Head Coach, Scholz and Associates, Inc.

David Emery Smith, President, Performance Dynamics Systems

Executive Editors:

Chip Scholz

Tracy Lunquist

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Foreword

Perhaps this describes you. You are an aging boomer or a mid-career professional. You have had a long career with a couple of different large companies, steadily climbing the corporate ladder. Maybe you had a few slips along the way. You have a mortgage, a family and a few dollars in investments. Not enough to retire on, but an okay sum. Life is good.

You are actively engaged in playing the big company game, a little fat, dumb and happy. Four weeks of vacation, a great 401K, stock options...and then the word starts filtering through the ranks that your company is restructuring ...again! Change is good, you think to yourself. You call your boss and ask who you are going to be reporting to this week.

He responds "No one. You are getting *"the package."*

Packages were always supposed to be a good thing, right? They are especially good when they are brightly wrapped under the Christmas tree or given on a birthday. However when the words "you are getting the package" are aimed at you, those words take on a whole different meaning.

Perhaps the words "Thank God" slip from your lips. Perhaps the words are more like, "Oh my God!" You may feel happy, sad, excited, angry, concerned, relieved or even all of the above!

You have decisions to make, and your thoughts are whirring like a helicopter about to take off. And then it hits you. You don't ever want to work for anyone else again! You can take your skills, experience and knowledge and go to work for yourself. Haven't you been telling yourself for years that you can do it? If only you had the chance!

Guess what? You now have the chance. You are free and clear. Some people aspire to self-employment; others have it thrust upon them. It has just been thrust upon you.

Congratulations! You've just bought yourself a job.

If you are reading this book, chances are you are a business owner, executive, entrepreneur or other high level professional, who has lately come to the horrifying realization that success in business is not about *doing* what you do -- it's about *selling* what you do. And while you are dynamite at doing whatever you do, this whole selling thing has you stumped.

We called this book “Selling for Geniuses” for a reason. Like you, we’re sick to death of being called “Dummies” or “Idiots” just because some particular task or topic happens to be outside our area of expertise. You are a genius. That’s why you are in the position you’re in. If what you do were easy, everyone would be doing it. But, if you’ve ever met an “absent-minded professor,” or any one of those brilliant, slightly crazy people in this world that we affectionately describe as “so smart, it’s amazing they can tie their own shoes,” you know that genius in one arena does not always guarantee success in others. Luckily, one of the marks of true genius is knowing when to ask for help. And help is on the way!

This book is a collaborative effort among friends who also happen to be colleagues. We are all successful in our own businesses and have faced the same struggle that you have. We’ve all been where you are -- adjusting to a new business paradigm, looking for customers, trying to figure out how to balance our time between serving our current customers and finding new ones. We have compiled our best advice on succeeding—in sales and in business.

Let’s talk about the most important subject: you. Maybe one or more of these scenarios sound familiar to you:

- You moved to a new area to start your business, and you don’t know anybody.
- You retired from your company and now are consulting back to them. They are your only client and you need to expand your business. How do you find more opportunities? Worse, what if you don’t?
- You got so fed up with the politics at your old employer that you figured you could do it much better on your own. Now you are discovering that running a business is really different from what you expected.
- When you opened your business and hung your shingle, you figured the business would start pouring in. You have a great reputation and a lot of contacts. You start talking to yourself, and worse, start answering yourself. What are you doing wrong?
- Once you finally get a meeting with somebody, you get into the room and you’re a train wreck. Suddenly you feel like you’re the new kid trying to impress the boss. You get so afraid of coming across like a used car salesman, your confidence goes out the window.
- You have a great business, but it isn’t growing the way you want. You have always been able to rely on word of mouth and referrals, and lately, your contacts haven’t been delivering what you need.

- Your organization looks to you for revenue and business development leadership and you aren't sure what you need to do.

If you recognize yourself in the preceding scenarios, then this book is for you.

As an executive-level professional, you will want to approach the sales process differently from the way someone would if they were selling cookware or candy bars. You will need to seek out the right kinds of clients, and develop relationships with them that benefit both of you. This book will help you do all of that, while staying focused on your goals and staying true to who you are.

We all wish you the best of success. We know you are already a genius in your main area of expertise. Using the techniques and embracing the concepts in this book will help you become a genius at selling. If any of us can help you along the way, you can find our contact information in our bios at the end of each chapter.

Get on out there, have some fun, and make some money!

Tracy Lunquist and Chip Scholz, April, 2009

***Don't wait. The time will never be
just right.***

-Napoleon Hill