

CHAPTER 8.

How to Close 8 out of 10 Deals by Not Selling

For many of us, “selling” is a dirty word and a process most of us hate. Ask people the first word that comes to mind when you say “selling” and they will often say “used car salesman.” People’s opinions of salespeople seem to be pretty low, despite the fact that selling is one of the hardest things to do. However, closing the deal is one of the best feelings anyone can get. Closing a sale means results; it means someone trusted you, believed you and that you beat someone else to it. Whether or not you like selling, it’s something you are always doing: selling yourself, your ideas, your products, and your visions. Parents even sell to their kids when they try to teach them what they should or should not do. How many times have your parents told you or you as a parent told your children that they need to do X because “as long as you live under my roof you, will obey my rules”?

The problem is that thought reasoning is now largely ineffective. As a parent or an owner of a company, you have every right to reason with your child or client in this way, but if you want results, you will quickly realize that selling the “HOW” is practically ineffective and you need to start selling the “WHY.” Selling is not about pushing someone to do something; it’s about giving people a logical explanation as to why they should do or buy something. Your prospect can Google anything in five seconds and get fifteen different opinions, fifteen different price points, and fifteen bad reviews. So the bottom line is that you have one shot at closing the deal, and this chapter is designed to turn you into “The Closer.”

I know that if I can turn you into a better closer, you will become more successful, you will have more confidence, and selling will get easier and easier for you. You will become such a great closer that you will rarely have to sell anymore. People will be begging to do business with you.

How do I know? I used to be one of the world’s worst closers and biggest underdogs. I constantly lived on the brink of failure and needed just one person to say “yes” to change my life forever. Since I got my first “yes,” my life hasn’t been the same. The following are rules all Underdogs Entrepreneurs must master if they are ever going to emerge from the ambitiously hopeful to the financially free. One closing can change the course of a life forever.

Millionaire Underdogs’ Rules of Selling #1

All fortune comes in the follow-up and follow-through. 95% of my deals for the first five years came as the result of persistence after constantly hearing “no” or “maybe.” I refused to take “no” for an answer. I was the ultimate underdog: expected to fail and dismissed as just another young fresh face that would soon fade into obscurity. But a real underdog never takes “no” for

answer.

Sometimes people will ask if there's a fine line between persistence and being annoying. My answer is "NO." If you don't sell them, they will say "YES" to someone else. I respect persistence probably more than any other entrepreneurial tool because persistence to me means "I will never quit." Persistence and follow-up is not about skill; it's about having heart and the belief that what you are doing will make your clients' lives or businesses better. Whether you have already achieved a lot of goals or they are just taking shape, both are shared by a common Underdog ambition reality; they both sell not because they have to but because they want to.

If you are going to be successful, you can't let your circumstances define you; never let the odds detract you from your visions. If you're going to be successful, you need to close the deal.

Millionaire Underdogs' Rules of Selling #2

Selling is a creative art much like a perfectly choreographed figure skating routine. You get judged on style, skill, and degree of difficulty. The difference is that most people don't practice sales while figure skaters spend hours upon hours crafting, improving, and pushing their skills to the limits. I mentioned in an earlier chapter that Preparation + Practice + Visualization = Success. Here is a secret I have never revealed until now: I used to record (with permission) my sales pitches. Then I would go back and listen to the recording once, listen to it again while taking notes, then listen a third time to try and figure out how I could have done better.

As crazy as it may sound, I got the idea from probably one of the greatest football coaches of all time, Bill Belichick from the New England Patriots. He is obsessive about statistics and numbers. He keeps up with every play from every player and then comes into the office at 4:00 a.m. and breaks it all down. In doing so he has one purpose: how to become better. He doesn't have the best players, but he does have a way of taking the ordinary ones and making them extraordinary.

It's amazing the results you will get when you obsess over getting better, making minor changes, and not being afraid to fail. One of things I learned by listening to myself while closing is that my successes only came when I combined a perfect blend of presentation, branding, persuasion, and negotiation. Every time I combined all four, I would get the deal.

Millionaire Underdogs' Rules of Selling #3

A great salesperson creates a business within a business. When I was in my early twenties, I applied for a job waiting tables and the restaurant manager told me: "Great waiters are great salespeople; they treat their section as a business and create their own economy." I have taken that advice into every business I have started since and trained my salespeople the same way. Great salespeople create their own environments that are ideal for them. They create the mood, the pace and make people feel at ease every time as if they were in their own living rooms.

Whether online, over the phone, or in person if you are going to be a successful salesperson, your first job is to create an environment conducive to selling.

Walk into an Apple store, visit [amazon.com](https://www.amazon.com), go to a Starbucks, or have dinner at an elite fine dining restaurant; it's all conducive to sell you without selling. Even grocery chains spend hours strategically placing items so you have to walk through the aisles and buy more products. It's even proven that if you get a bigger shopping cart, people will buy more because the psychological effect of a full cart makes people go to the register sooner. Bigger carts mean more shopping and more shopping means more sales. This is what happens when you create an environment conducive to sales. So the questions you need to ask yourself are: What is my environment like? Have I got them thinking that they will buy or invest before they even show up? Did my branding help set the stage for an easier close?

A lot of this is created by great marketing; your marketing creates your stage and the salesperson takes over the stage and performs. Go back to the marketing section of this book to truly know how to create the environment you desire.

Millionaire Underdogs' Rules of Selling #4

There is no secret to this rule, but it's one that is often forgotten. *The customer is always right.* That really is the first rule of selling. Whether you like it or not, customers rule the world, and without them, you are going nowhere. The problem is that customers don't like being wrong and even when they are wrong, they will never admit it. Perhaps it's a human flaw we all have, but it's one that will never change. In our organization, we have a culture of #FamilyFirst with our clients. The downside of that is sometimes when the clients make a mistake or want something, they will try to use our motto against us, believing that we should give them X for free, and that they can delay payment or whatever they want that day.

There are three ways you can close a deal: with your brain, your heart, or your gut. My heart has gotten me burnt on more than one occasion. You do things because you feel sorry or you aim to please. Then I have tried to closed deals with my brain by trying to be logical, but the problem is that common sense is not as common as people think. Our brains are sometimes too mechanical and not able to adapt to situations because we are prone to overthink. Overthinking is bad for sales, and it's bad for business because the mind plays tricks on us, telling us that we can't do something. Great salespeople don't just sell; they make it right for their clients. A great salesperson operates from the gut to find what is right for the customers. If you put your clients first, the rest falls into place.

Millionaire Underdogs' Rules of Selling #5

There are four reasons people don't buy, and if you are going to close the deal, you need to overcome these challenges. The first one is fear; every single prospect you will deal with has fear. A great closer is someone who helps overcome his prospect's fear. Fear is the ultimate excuse and one that has been ingrained in our brains from a young age. Great closers make their clients feel at peace with their decisions, giving them comfort, hope, and the idea of betterment. If you can help people overcome their fears, you will become the ultimate Millionaire Underdog.

A great closer gives their customers focus and helps them overcome procrastination. In many

cases, in the eyes of customer, the salesperson is a leader. People want to be led but with authority, authenticity, and integrity.

Another reason people don't buy is due to lack of education. People don't buy things they don't understand, and what people don't understand makes them afraid.

Finally, the last reason people don't buy is due of lack of funds. No great closer walks away from darkness because success is far too enticing, but instead because lack of funds is masking a nightmare far too many people experience. Lack of funds can often be the pain that defines you.

Ten years ago when I was broke, I attended one of those "get-rich-quick" seminars. I wanted to be rich so bad and used all these excuses that kept me from taking action. The salesperson looked into my eyes and told me that if I didn't take action, I would be a loser for the rest of my life. The truth is that I was loser and I had carried that pain of not being good enough throughout my life until that point. That salesperson wouldn't give me a way out, and wouldn't let my excuses get in my way of my destiny. It doesn't matter where you began, but where you end, and a great salesman finds a way to solve the problem. No, I didn't have money, but I went all in, put myself in debt, took a go-big-or-go-home approach and put it all on the line.

Not to be melodramatic, but that salesperson saved my life, made me the way I am today, and whether he did that out of sincerity or just because he wanted a commission, that is one moment I will never forget. I have sold to tens of thousands of people since and I can't tell you how many times I have heard people say, "Thank you, JT for not letting me say 'no,' even though I didn't have the money. I took action and look at me now." A great closer never focuses on the lack of funds that the prospect may have but rather the end result: the success and financial security the product, service, or investment may bring to their lives.

When I re-read these rules, I realized that being a good closer has nothing to do with selling. In fact, it has more to do with whether people like you and believe in you. Spend more time connecting rather than selling and you won't need to sell because the product, service, or investment will sell itself. Assuming, of course, what you are selling has my two principles in mind: how can I make this better and how can I be #1. The process of selling is very much about feelings, but the preparation it takes before the sale is all about strategy. The following are my 9- Ps of selling and closing. As Sun Tzu said:

The winner, after careful preparation, is confident he will win the war before he wages battle. The losers, without preparation engage the enemy first, hoping they will win.

The 9-Ps of Selling and Closing

1) Power

Selling power is not what you think. Having power does not mean that you are better than most or something to be feared. Selling power is when you have the power to recover from rejection, which is often the one thing that debilitates salespeople. When I was actively selling, I always went forward with the expectation that I would get a "no," but I could do this because I knew it only takes one "yes" to change your life and business forever. If you succumb to rejection, your business will quickly be rendered powerless.

The second type of power is perceived power. If people think you are successful, then in their minds you are; if they think you are not, then you are pretty much guaranteed not to get the sale.

As closers, it's hard to un-ring the bell of the power of perception because as I have mentioned several times, you never get a second chance at making a first impression. In my younger business years, I was an A-Hole. When you are told your whole life that you will never make it and then you finally do, you have a tendency to go back to the people who doubted you and say, "HEY LOOK I MADE IT!" Then I realized that they hated me even more, so I developed resentment towards life. We often do that when people don't accept us. In my youth and my inexperience, I was seeking acceptance from those who had hated on me my whole life; I had forgotten to look up at the people who were successful who would accept me. Haters will always hate because they can't do the things you do, and it's just easier to tear you down.

I was also very broke. So when I all of a sudden became successful, it's not always easy to know how to handle it. I was also so young and had such power that I let it go to my head. Power is good but the minute it gets to your head, it infects you like a disease. I am very blessed, though, that my coaches, who were far more successful than I was and who had more life experience, showed me that there was always someone younger and more successful than you and that you can't let power and fame corrupt you. Now I use my power for charity or to inspire people all over the world.

Life is not about success but significance. Once in a while I will meet someone and who tells me that so-and-so does not like me because when that person met me, he thought I was an A-Hole. When I ask when it was that we met, they often say something like, "seven years ago". Some people say, "Well, if the only thing people can say about you is that you're an A-Hole, then that's good,!" but to me it's not good because they have the power to persuade others.

We should never judge anyone until we meet them directly or had a personal experience with them. But as humans, we find this difficult. The problem is that third-party accounts are nothing more than he said-she said. I have changed so much since then, and while we all want to be loved, one thing you will have to realize is that no matter what you do, you will never make your haters happy because they will always find a reason to hate.

So how do you become a powerful closer? Learn how to handle the shocks, drama, impulsiveness and emotional swings. Nothing ever goes as planned when you sell or close a deal. Weak closers get flustered and handle bad news emotionally because it shuts down their internal mechanisms and they are not able to function. You also need to be strong because pressure affects most closers. It makes them accept deals that they wouldn't normally accept, take a lower price, and give away too much.

Power is also the ability to stand your ground and be firm about what you want. In my opinion, the most powerful thing you can do is to stand behind your product, service, or investment by using and investing in what you are selling. The fact that you use the product, service, or investment is the ultimate testimonial and power closing move.

2) Prospect

Everyone is a prospect whether or not you think they are. Whatever you are selling, others have

friends, family members, and co-workers to whom they can introduce you. The key is to create a need or a demand when there wasn't any before. The best way to sell a prospect is to sell them with questions, not answers. Questions make your prospect realize why they need it, while answers make people feel like they are being sold. Treat your prospects like they are your friends. Be loyal and ethical because people like to buy from people they like; it makes it easier if it seems like you have that connection.

A lot of times, it's not what the prospect is saying but what the prospect is *not* saying that matters. Listen to their motivations, any hidden objections and smoke out the excuses before they can be used against you. Excuses are nothing more than weapons people use to keep from doing something. Everyone would like to buy; they just have to be led there ethically and with preeminence. Great closers spend more time listening than talking because that is how you learn.

3) Pitch

Although shows like *Shark Tank* or *Dragons' Den* have glorified the pitch for entrepreneurs, I am going to tell you not to pitch. Top closers don't pitch; they connect. On these television shows, you are pitching to five "sharks," who are just sitting there with their arms crossed waiting to poke holes in your story, looking for reasons not to invest and trying to catch you in a lie. I have done thousands of deals and never once have I closed a deal that way. Although this makes for good TV, it's not the reality. Go up to anyone and ask them if you can pitch them on X product, service, or investment; they will roll their eyes or likely have their guard up. The lesson here is: DON'T PITCH; instead, connect and be you.

4) Persuasion

Persuasion is about confidence and certainty; more importantly, the ultimate persuasion is reciprocity. When you make an offer and the other side gives back by giving you the sale or an introduction, that's reciprocity. Some have called me a master of persuasion but that is not the case; I am just very observant. Body language is very telling to me; it tips me on whether or not the closing is doing well and whether someone will buy and invest. When someone is tapping their feet, fidgeting or stressing over documents, it's a clear indication that they are nervous; they want to buy but they are trying to talk themselves out of taking action.

Sometimes, people will lean back in their chairs with the look on their face that says they can't be sold. They are resisting you; so when that happens, it is imperative you keep asking questions until they become curious and serious about whatever you are offering. This is when you do reverse selling and let them ask you about the sale and why you should sell to them. You know you have them when they start leaning forward.

How do I know all this? It's because I am confident and I am certain that my product, service, or investment will help my prospect so I can focus on watching them rather than worry about how I will sound. There is one thing that many bad closers have in common; they are monotone. They sound boring and uninspiring; great persuasive closers change the tonality of their voices to force their prospects into action or disrupt the people who say, "I am not buying anything today," or "I can't be sold." If, as a closer, you feel that you're not getting anywhere

with your prospect, disrupt the pattern and start mirroring your prospect's body language. If they are being elusive, be elusive; if they are acting uninterested, act the same. I have probably done this less than thirty times in my life but when I did this persuasive mirroring tactic, I closed over twenty of them. Persuasion is not what you say; it's what you observe and execute after that.

5) Point of Purchase

The easier you make it for your people buy or invest, the more likely you are to get the deal. Nothing is worse than getting someone to agree to buy or invest, but then when you get the paperwork out, it's so complicated that the prospect is either scared away or they ask to have their lawyers take a look at it. This often means you will lose the deal or create more fear. Not having the right paperwork can cause you a lot of aggravation in the future, but having paperwork that is too complicated can kill as many deals. So make sure you go over the paperwork slowly with them, make them feel comfortable, and even if they want more time to think, at least you have explained it to them. Furthermore, if you sign the deal, get it on paper right there while the deal is hot.

The word "tomorrow" is often the kiss of death for a deal because it gives your prospects time to change their minds, which they will often do.

6) Profit

You will be surprised to know how many closers don't know their numbers. They will come back after a meeting and say they got the deal after discounting the price and offering a bunch of free bonuses; you quickly realize that you lost money on the deal. As mentioned in previous chapters, "profit" is not a bad term, but it's one everyone must be held accountable for. They need to know what they cannot give and what they can offer. Every closer must have a threshold limit.

Also, in the age of the internet, you can quickly find yourself at a disadvantage if you make deals with some of your clients; people talk and the word gets around. Nothing is worse than when people find out someone got a deal they didn't get. It becomes a nightmare situation for the business and the beginning of a bad reputation.

7) Position

Always position yourself as the person of authority; that way you can get the bigger sales. For example, here is a recent failure of mine. We decided to do free ninety-minute preview events in Asia so we can have them come to one of my bigger flagship events. Because the Asian market is already skeptical of Americans selling, I decided to sell and speak myself since I understand the market very well and have an established brand worldwide. We did a test over two days with two presentations a day: one over lunch time and the other in evening. We attracted twenty-five to thirty people per session, which is one of the smallest crowds I have spoken to in over six years. I spoke to these twenty-five to thirty people and had a closing percentage upwards of 60%, which is unheard of but common for great closers. Also, the small

room creates better intimacy and a better closing environment which helped.

The problem is that when they came to the big event, I noticed that sales were down 32%, and some of the big-name companies, who would normally approach me to do business, consult, coach, or set up a strategic alliance with, weren't interested. My people were quick to dismiss this as me not being Asian, but I refused to take that as a reason. I took it upon myself to personally find out what was going on, and what I discovered was shocking. They pointed out that if I was so successful, why would I speak to only twenty-five to thirty people. The problem is that I was not positioned for success and although my intentions were good, they hurt us in the bigger picture.

Early in my real estate career, I struggled because I had no credibility before I visited homeowners to buy their properties. I was just another investor in a long line of bargain hunters. Not only was my young age a disadvantage, I was not positioned correctly as a closer. As a solution, I hired a bird dog who would go to the house and spend two hours with the homeowner, getting to know them and validating me as the authority and the person who could help them. As a result, I never needed to sell myself, and it made the sale that much easier to close. That one change early on is why we started closing eight out of ten deals instead of one out of twenty. It has definitely increased my net worth.

8) Patience

This is not one of my strongest suits but one that every closer has to master if they want to be successful. I am often known in business or at my events as being able to just look at someone and know if they will be successful or if something is holding them back. Almost every time I am correct with my assessment. It's not that I am the David Copperfield of wealth but that most people are predictable. Their actions and behaviors are often repetitive. Sometimes in trying to close a deal, you get impatient, wanting to speed things up and start telling prospects what they are thinking or what their objections are going to be. You may be 100% correct because you have seen this scenario play out many times, but the prospects get freaked out and you lose the deal.

It has happened to me a few times, and I can only blame it on one thing: my lack of patience.

Selling is not a race but a strategically paced marathon where everything has to go correctly. If you rush your prospect, you are not going to get the sale. If you were to ask the #1 reason why someone chooses not to buy, it'd be because it seemed like you didn't care.

9) Prioritization

If you are a great salesperson and a closer, you have a full pipeline of deals that needs to never stop. But one of the greatest skills a closer must possess is prioritization. You have to become a master at it, and you will dramatically increase your closing percentage because you will be spending more time on deals that are worth pursuing, rather than unqualified leads. There are times when no matter what you do, the sale will never become a deal.

So in my office I have developed a prospect rating system on a scale of 1-5: 5 being hot leads and great prospects; 4 being a good chance; 3 being a 50% chance; 2 being a long shot; and 1

being very little chance of ever closing. So the key to being a good closer is often the qualification and sorting-out process. That means you have to train your team very well on what to look for, but first you need to develop good instincts yourself.

Take some time and write out what makes a good prospect, what are signs that this will be a good deal, what are no-no's for you. Someone asked me at a live question-and-answer session recently, out of my last ten meetings how many did I close. My answer was ten. The audience gasped, and I replied that I give my team 100% of the credit; they vetted it out, knew what to look for, and made it so easy for me that the system worked. Good prioritization makes the closing part one of the easiest parts in the sale process.

Millionaire Underdogs: Man Your Battle Station

If you are brand-new to business or an intermediate-level entrepreneur, you have probably learned a lot in this chapter. However, if you are advanced like I am, you maybe have said to yourself, "Well, I have heard this all before." I might agree with you, but let me ask you a question: are you closing eight out of the ten leads that are given to you? If the answer is no, then go back and re-read this chapter ten times. One of the worst traits any closer can have is a know-it-all attitude.

Just because you know it doesn't mean you are doing it, or doing it well. It's something that my coaches constantly hammer me with: "JT, I know you know it, but why aren't you doing it?" So if you are advanced or want to be a Millionaire Underdog, the difference between you and Goliath right now is that Goliath has a sales organization. They have this huge machine that pumps out leads and an army of people to close them. If you are going to defeat Goliath, you need to build a sales organization.

Start from Scratch

First of all, get it out of your head that salespeople cost you money; great salespeople make you rich. The first thing you need to decide is whether you pay your salespeople 100% commission or a small base and commission. I know our first instinct is to go with 100% commission-sales people. However, if your company is not yet established and you don't have other salespeople with track records to show how much your salespeople are making, then you are going to have a hard time getting top talent to accept the position. You will end up with someone who you will spend more time training while getting small results.

All of my salespeople are on 100% commission now and that is definitely something you should strive for eventually, but know that if your people don't make money quickly, they will leave you. If you are going to give them a small base, make sure it is very small but enough to cover basic living needs because a stressed salesperson does no good. So here is step-by-step guide to how we built our amazing sales organization. Some of my salespeople have been with me since the beginning.

Step 1: Get the word out that you are looking for salespeople

That's either Facebook, LinkedIn, or Craigslist (although a long shot, one of my best salespeople came from there), but the most effective way is to ask your network of people if they know of a

good salesperson looking for a job or part-time work.

Step 2: Sorting and the interview process

It is likely that you will get a lot of applications, so the sorting will be very important. I like to first ask my candidates their salary expectations. If they say 70K base plus, plus, plus, we generally won't interview them. We also ask them what they are making now, and if I know I won't be able to match that, I won't even interview them.

Then, once I find the resumes I like, my people will schedule back-to-back interviews. We often like to put all the potential salespeople into the room at the same time. It shows them that there is a lot of interest for the job and it seems to bring out their A-games. If you don't have an office, you can have your meetings in a private area such as in a nice hotel. Don't meet people at a coffee shop; it will make you look amateurish.

One of the things I do right out of the gate is ask for results. I ask them about their current results at their sales job: the statistics and the numbers. This is so that I can verify with their past bosses later, but also I want to know if they know their numbers. We will never hire salespeople who don't know their numbers.

If they know their numbers, we will then ask them about what they are currently selling and to try to sell it to us. We often see people who can't even sell what they are currently selling which is pretty sad and embarrassing and will leave you wondering how they even have a job. They fumble, mumble, and crumble right before your eyes.

If they pass that test, I will then ask them the most important question...and I only ask this question if I am thinking of hiring them. I tell them, "I don't think you are a good salesperson! Why should I hire you as a salesperson if you can't sell?" If they fight for it and tell you that yes they are good, and you're convinced by it, then you have a winner. If they just say things like "I disagree with you," or "You are entitled to your opinion" or use any other lame excuse, they will never be the right fit. We don't really hire on skills, but on attitude. Remember, a great but negative salesperson can corrupt all the other salespeople in the organization.

Step 3: Training

In our organization, people will shadow current employees for two weeks, sit in on other sales presentations, get on the phone, and learn every position in the company. We have found that if the salespeople don't know the inner workings of the organization, it creates a disconnect and sometimes can actually cause sales confusion or organizational bottlenecks. We will also have our salespeople study our products, services, and investments and then quiz them on it; we expect them to get 100% on the test.

Another thing that has tremendously increased the output and success of our salespeople is role playing. We have found that when we do the role playing with them on a consistent basis, we see increases of sales as high as 20%.

Step 4: Expectations and results

No salesperson should start selling unless he or she knows the targets, the expectations, and the bonuses and incentives available to them. Salespeople are generally competitive, and little bonuses and prizes for reaching their targets or mini-competitions of the week create competition. Another thing that we now do is post the rankings of the salespeople. At first, we

wouldn't do this because we didn't want to embarrass anyone, but we were starting to see that our sales team was not as motivated as they should be. Once we started posting rankings, we found that everyone stepped up their games.

Also, as a policy, we don't care how good the salesperson is; we start all new salespeople at the bottom and see if they can close some of the lesser leads and prove themselves. Bringing in a new salesperson and letting them share great leads right off the bat can create dissension among your team.

Another mistake we made earlier was to give leads equally on the basis of fairness. I found that was costing me millions in potential profit because the lesser salespeople couldn't close a lead that a top salesperson could. It costs the organization a lot of money to get these leads, and if they are not closed, it hurts the company. Now we give out leads on the basis of our list of top closers. We are not in the fairness business but the sales business.

Step 5: Fire fast

If someone does not work out, and they are not good enough, keeping that person hoping he or she will get better is not a good strategy. Your salespeople can either sell or not sell. Remember, slow to hire and super quick to fire when it comes to your salespeople. In all fairness, you must give your salespeople the tools to close and you can't expect them to figure things out; they need to be trained.

Step 6: Spot check once in a while

Every so often, I will sit in on a closing session or get on the phone to make sure I am keeping my sales team honest and that they are not over promising and under delivering, which is often the kiss of death for the sustainability and durability of your business. Ethics are very important to me in my organization; it is my name, my reputation, and my credibility on the line. You are accountable for what your salespeople do or say, even though you may have had nothing to do with it. You are always responsible for the actions of others when you build an organization.

Even if you are happy with your sales team, never stop recruiting and always push them to their peak potential. Nothing is impossible, and as long as the team is on the same page, there is nothing we can't sell if we have the interest of the customer in mind.

If eventually you are going to build a mega sales team, then you are going to need a great manager, and this does not mean taking your best salesperson and turning him or her into a manager. Salespeople are often not great managers and need a person of authority to report to, keep them online, making sure they are consistently executing and meeting their targets. As a salesperson, it is so easy to get distracted, so you need that authority figure to inspire, manage, and lead.

Millionaire Underdog Closer

So, now you are ready to be a real closer and take your business and your sales to a whole new level. Remember, it's not skills, hard work, or determination that make you a great closer; it's how much will you have. In the end, sales is not about closing but rather opening a new relationship. The stronger the relationship, the longer you will have the client and the riches that will come. If you learn from losing the sale, you will become a winner at the game of

business. If you are going to be a great Millionaire Underdog, don't let what you are not good at get in the way of what you are great at.

For most Millionaire Underdogs, selling is a weakness, and even if you are great at it, you know you can be that much greater. When it comes to sales, big or small, we are all Underdogs. So if you want to be a great closer, don't wish that it was easier; do whatever it takes to get better. One of my favorite quotes from Robert Schuller is:

Tough times never last, but tough people do.