

*The Uncommon List on
Selling Performance*



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Thanks for your interest in Becoming Uncommon as a Sales Performer!

I trust you're here because you're at least exploring what it will take to advance your skills, abilities, knowledge, and PERFORMANCE!

Congratulations. Just by requesting this list, you've already separated yourself from 95% of all the other salespeople out there just going through the motions or depending on their "experience." In other words "How good they used to be."

But this marketplace wants to know how good CAN YOU BECOME?

So here's my list...

1. *Think Like an E!* Entrepreneur. Owner. Consultant. Think of yourself as a skilled value-provider, not as someone looking to sell something. If you can bring value or make my life easier, or bring me a resource that will do either, I'll pay...and so will your prospects.
2. *Change The World.* Big Key to Becoming Uncommon...If you were going to change the world, would you start with everyone else...or begin with YOU? Right. You Go First. Try doing the things that are easy to do, like reading good books, listening to good (positive and encouraging and instructional and inspiring) messages. Then capture your thoughts and ideas on paper, don't trust your memory. Read, Listen, & Write. Personal Development is PERSONAL.
3. *Don't think Professional; Think PERFORMER!* Professional by definition means you get paid for something, or you "appear" professional. Performers are highly paid because of their performance in movies, plays, shows, sports, AND SELLING! Become a Top Performer by studying great performances.
4. *What is the "1 Thing" that makes you/your organization REMARKABLE in the marketplace?*
And NO...
It's not quality, or your service, or your product, or blah, blah, blah.
Who can say that?
Who says that?
If everyone says that, that means it's common and ordinary.
It has to be more tangible, more REMARKABLE than that.
People hear about those things all the time.

But what do they say about YOU, or how you do it?

Whatever your "it" is.

What does your attitude say about your personal brand and how it's perceived in the marketplace?

5. *Re-Think “Who is My Competition?”* It’s not some other salesman or some company who is “like yours.” The greatest obstacle to you doing new or more or BIG business is The STATUS QUO! Life is fluid and people will go with the flow. They’re in a comfort zone and need a BIG reason to get uncomfortable and try something NEW. Be the BIG reason and bring incentives for them to try YOU.
6. *Remove The Risk.* This is a continuation of the above...If you can take away the risk, a new prospect is more open to becoming a new customer. If you can remove the risk an existing customer may buy more from you or buy more often.
7. *Ask Better Questions.* Don’t ask the same old tired, stale, BORING questions that all the other selling goobers are asking... “So tell me about your business...” Most of their questions aren’t even questions! Get better questions and learn to ask them with skill. That’s where all the answers lie.
8. *Accelerate with Technology.* Don’t let technology pass you by, and don’t let it slow you down. Better question today is not “How can I be successful?” But, How can I be FAST? It’s not the big that eat the small, it is the fast that eat the slow!
9. *Be a RESOURCE.* Become known for your BRAND of selling. Becoming uncommon means setting yourself apart from the other 95% as different, memorable, trusted, etc. Create value first for prospects and customers and then give it away. There will come a time when it will pay off for you. How do you suppose you would be looked upon if you brought a “solution-provider” or a new customer to one of your prospects? Guess how often that’s happening...right. It’s uncommon.
10. *Never conspire with the buyer to lower your “FEE (price).”*
When you conspire with the buyer to lower the price, 2 things are lost.
Value and revenues.
We can always negotiate less value that costs less,
but if there is obvious value...the price becomes secondary.
It becomes an investment with a payoff and not just an expense item.

*Remember the last time you were in a fine restaurant
and looked at the lobster?*

How much? Market price.

Why don't you buy lobster at drive-thru windows?

Too expensive...and your car is not how you enjoy a lobster dinner.
But in the ambiance of a classic restaurant, with a dinner companion,
a great wine, I don't expect (or want)
the bargain basement close-out price on lobster!

More facts:

If price becomes the star of the show...

The perception of value is lacking or not very impressive.

By the salesman and by the prospective buyer.

What's your value proposition?

What will you exchange in return for your 'fair' price?

Or will you just take orders and justify (defend) the price?

11. BONUS: The Law of The Dress Rehearsal says no "show"
begins without first knowing who stands where and says what and what happens
next. Did you know there are parades going on at 3am at Disney World? So when
you show up tomorrow everyone knows what's going to happen in The Show!
Rehearse your show, especially your opening remarks or how you'll begin your
selling call or presentation. In selling and speaking... "The hardest part is the start."
*Know your lines and put the prospect at ease with the
confidence of knowing that YOU are an amazing performer!*

To Your Uncommon Selling Success!

Michael

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