

# Increasing *The Odds*

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SALES IS NOT  
A NUMBERS GAME

**A unique prescription  
for the art of selling,  
designed to prepare the  
sales professional for  
unparalleled success  
in the new millenium.**

BILL BYRON CONCEVITCH



**MINDSET**

ATLANTA

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THIS BOOK IS DEDICATED TO  
Winnie & the Boys, and my mother.  
And also to my Dad—he would be so proud.

Few people understand the life of a salesperson.

Fewer yet realize that without the support  
Of family, even fewer succeed.

This is for Princess, as she always stands with me.

And to God, who we thank everyday.



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# Why You May Want to Read This Book *And Why You Need To*

**T**hrough several decades of training thousands and thousands of sales “professionals” in all industries and at all points in their careers, I have come to appreciate the reality that few of these sales people, if any, have made a conscious effort to take their careers to another level.

What do I mean? Simply put, there is no effort or gameplan to build a path to leverage their daily activities and make their day to day “job” easier, more fun, and more exciting from a personal growth and financial standpoint.

The end result is the #1 killer of any potentially successful sales career: BURNOUT. The daily grind never changes, never produces significantly improved results. “*Make more calls, see more people,*” the manager says. Work harder, work longer—it *never* changes. Experience the same level of success—and *the same never-ending level of rejection.*

This book will end all of this. It is about a plan—a plan to extend your sales longevity. This book is all about thinking and acting strategically. It is all about a gameplan and a strategy to take your sales career to a level you never imagined you’d attain—or *if you did, you weren’t sure how to get there!*

Through a process that teaches you to work smarter and more effectively, you will enable yourself to leverage every move you make in your sales career. By reading this book and working the plan, you will experience a rejuvenation in your career you never thought possible, regardless of your current tenure in the sales profession.

A personal benchmark, and one adopted by the graduates of my professional sales program, Mindset-MARKETING, has become the following: When my clients call me before they even consider a buying decision that relates to any products or services I bring to the table, I have truly become their partner, and I have really become a trusted partner.

This is where the playing field changes and when you will truly agree that **“Sales is not a numbers game!”**



## *Acknowledgments*

There are a few supreme mentors in my life. Sam Iorio, Bill Coles, Frank Cella, and J. Anthony (Tony) Donaldson. In their own unique and meaningful way, each has always lifted me up when I was down, convinced me that I could do what I set out to do, and showed me the way when they held more wisdom than I did.

To each of them I am eternally grateful. They are, in many ways, the reason why this book became a reality. What is inside these pages is learned from them. There are no finer men on this earth than Sam, Bill, Frank, and Tony—and no finer friends.

# **PART ONE:**

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## *Laying The Groundwork*

*“The most sophisticated sales system and the hardest efforts in the world will not take the place of proper intelligence, proper investigation, and the building of the right multiple-person relationships within your target organizations.”*

# CHAPTER ONE: *Select Your Targets*

## **Begin Before You Begin.**

**I**t was quite obvious when we sat down and thought about it. We were able to grab the business of UMP, Inc. through an existing contract with our parent company. UMP, Inc. was a unique company. Although they employed thousands of workers in the area, they had hundreds of facilities dotting the landscape. Around every corner, it seemed, was an UMP facility. That was great for us. Everybody knew somebody who worked for UMP, or at least they passed an UMP building (and sign!) on their way home, when they went shopping, or on the way to church on Sunday morning.

The other two largest employers in the area were the state and federal governments. So, we needed to capture a piece of business with these “big three” and we’d be established. It sounded easy enough...

On top of this, several key employers completed the domination of the market: Strike-Aid (a large national drug store chain), Skinney Shoes, and a large healthcare conglomerate. Grab these, and the rest would surely fall!

**Even before we made one phone call, one sales call, or prepared one proposal, we knew who we were attacking and why.** This was the foundation of a solid game-

plan: Focused targets, no wasted energy. We would not attempt to tackle every opportunity in the market at once. That would come—*in time*. It would all be a part of the “bigger” plan.

Sounds easy, doesn't it. So why do so few sales professionals give this type of strategic thought process any attention? Probably because “the heat is on” to immediately to go make a sale. This “heat” is, at least partly, self-imposed. The hardest thing for a salesperson to do, by nature, is stop and think—*I mean really think!*

One of my most important mentors taught me early in my career about the importance of setting aside time to think. He would say, “*You need to set time aside, everyday, to just lock yourself away and think. Not a lot of time—just ten, maybe twenty minutes.*” The truth is, *it works!* So thanks, Frank. It really does make a tremendous difference.

My research on my target prospects was not rocket science—it was clear thinking. Clear thinking about several critical subjects:

- what the benefit of my products and services really is.
- how the dominant employers in the area can use it.
- who I needed to reach to get a “big” decision.
- how I would “work” each target to get to the next one.

*Let me explain....*

UMP's business was worth having merely to say, “We

*do all of UMP's business*" to any potential client. They became our showcase. Our opening line became, "We'd like to share with you the *kinds of things* we're helping UMP solve more effectively..." And it worked. Instant credibility—*instant access*.

Well, not exactly instant access, but that's what the rest of this section of the book is all about. The key is that it became a calling card that opened doors, when used effectively. It helped that UMP was a very progressive and forward thinking company that was highly regarded in the community. It also helped that UMP loved being our showcase. They were smart—they realized that as long as they were our showcase, we'd be bending over backwards to make them happy, *and keep them happy!* A real win-win situation for both of us.

The other key was getting to know as many people as possible within the UMP organization. Directly and indirectly. We called it "*reach out and touch*." Don't worry about who or why, or the possible outcome. Just go out and share the message: *We are your partner and we want to know more about you*.

This "philosophy" led to amazing things: meeting very senior level people (who it's always good to know), invitations to come speak to departments, the "heads up" on key projects, and more. However, the most important end result it led to was *high visibility*, and the impression within the organization that we were doing even more business than we really were.

We all know that perception is reality, so guess what? We just kept getting more and more business. The “mushroom effect” naturally took over!

I had a very unique “method” of making the mushroom factor work. Whenever I was heading into a new building or area for the first time, I would immediately ask the receptionist, “*Can you please point me in the direction of the restroom?*” Of course, they were very happy to do so.

This was my opportunity to explore. What does the place look like? What do people really do? Which of my competitor’s products and services are on people’s desks? With whom should I just start a casual conversation? This is the best “*creative intelligence*” program ever invented!

This created a very unique reputation with my new salespeople. At their first sales meeting, everyone would ask them, “*How was your first day out with Bill?*” Inevitably they’d respond, “*Oh, it was great, but he’s always stopping to use the restroom and I’d always be waiting for him.*” That would produce a unanimous chuckle among the staff, followed by the explanation.

Of course, while you’re having fun with this unique and effective approach, you can’t forget that you’re not out of the numbers game—yet. So you still need to be looking at and landing business with the traditional “sales” methods. Don’t ignore the rest of the market just yet. Make your calls, see the other prospects, land some other business to pay the bills. But not for long...

**Chapter 1:**  
**The Successful Seven™**  
Action Steps to **Increase The Odds:**

- 1. Identify your “UMP, Inc.”**
- 2. Create a “win-win” opportunity for both of you (and let them know why!).**
- 3. Leverage your “UMP” on the next highest potential targets.**
- 4. Initiate “creative intelligence” opportunities.**
- 5. Strive for high visibility.**
- 6. Work the “mushroom effect.”**
- 7. Stay in the numbers game—for now.**