

Welcome to the only newsletter that helps you get more profitable laundry/kitchen chemical sales. Getting Your Share is a regular monthly publication sent to you free from the people at *INTEGRA*.



CREATE FUTURE VALUE
FOR THOSE WHO ASPIRE TO BE A SUCCESSFUL SALES
REP, YOU MUST ALWAYS...

BELIEVE IN YOUERSELF

Many people enter sales because someone else has urged them to based on some questionable criteria, or because they themselves "think" they can be pretty good at it because they have an outgoing personality. Well and good, but just as many otherwise good candidates for sales jobs fail because they don't really "buy" the notion that they can succeed in sales, regardless of their "personality."

Those who don't make it in sales eventually give up because failure and uncertainty is always in the back of their mind! They have not developed the mindset of self-entitlement (and a touch of arrogance) required to accept success, and - more importantly - expect success.

I know that there are many well-intentioned people who think that sales success is based on an outgoing personality, but this is only a small part of the success formula, and not even a necessary one at that. Those who succeed in sales - REALLY succeed - have an additional dimension to their personality. This dimension is a mix of arrogance, self-confidence and entitlement. It is this psychological dimension that allows for sales success.

To be successful in sales, candidates must expect to succeed. That is, they must see failure as only a temporary condition. Great performers - the legends - know with absolute certainty that their constantly applied best efforts will always pay off in the long run.

Not many people have this mind-set, but when you think about it, if you don't feel entitled to a good income from your hard work, and really expect that this

will be the natural outcome of your efforts, It's unlikely that you'll be able to weather the inevitable setbacks and rejections that naturally come with a selling career.¹

As you read this, be honest with yourself. If you're nagged with self-doubt and fears of failure, I suggest you work very hard at finding your self-confidence, and begin to develop positive expectations about yourself and your career.

ASSOCIATE WITH QUALITY PEOPLE

One of the very best ways to develop self-confidence is to cause yourself to be around other people who have it by the truckload - it has a way of rubbing off on you.

Avoid negative thinkers, their record of accomplishment is as close to zero as you can get, so why spend time with them and waste even a second listening to what they say - these people have nothing to offer.

When you're at work in the office, carefully watch how the sales leaders conduct themselves, and try to understand how they think. Here's a tip: Ask the pros what they would do in certain circumstances, and how they would handle the inevitable problems that arise in your business. Ask them for sales tips - be honest and tell them that you need their help - you'll be surprised with the result.

Try to make friends with them on a social level if possible. You'll probably find that not only are they good sales people, but they also live well-rounded lives and have many interests outside of their jobs.

On the personal front, you might need to do some housecleaning and "broom" the negativity coming at you in your personal life. Here I'm talking about friends and family. Lose friends that add no emotional value to your life, and run away fast from those who drain you emotionally with their own problems.

At home, your wife or husband needs to understand the nature of what you do for a living, and the ups and downs associated with your job. Many times we don't take the time to communicate with our loved ones to help them understand and support us. This can be a real challenge, but your family must be behind you, especially when things get rough.

¹ Here I want to make the point that when talking about arrogance and a sense of entitlement, I'm not talking about being some obnoxious boob who people can't stand. In this regard, a quiet air of self-confidence should cover the underpinnings of the arrogant self-entitled personality.

Negative attitudes and positive attitudes are like the common cold - you can catch them both real easy, so be selective with your associations.

MAKE YOURSELF VALUABLE

Yes, the sales rep must make him or herself valuable in order to succeed.

If their boss made a list, and if their customers also made a list, the top sales representatives of the world would probably be at the top of the "most valuable" category.

So how does this happen? First, you become valuable through hard work and dedicated service to your company and your customers. This takes time, and is well worth it as an investment in your future.

Next, become known as a resource rather than a salesperson. Sales reps are common, and in and of themselves, not particularly valuable. Resources on the other hand, are rare, and therefore valuable - sometimes extremely valuable. It is not uncommon for top salespeople to be the highest paid individuals in their company - often making more than senior management!

Ultimately, your value is a result of your knowledge, selling skills, *AND your willingness to help others.*

Top sellers never work for money. Rather, they work to serve others, and the money is simply a by-product of their service. If making money is your only reason for making a career out of selling, you will always be a mediocre performer. Only when you set your mind to being a servant and resource will success come to you in amounts that far exceed your expectations.

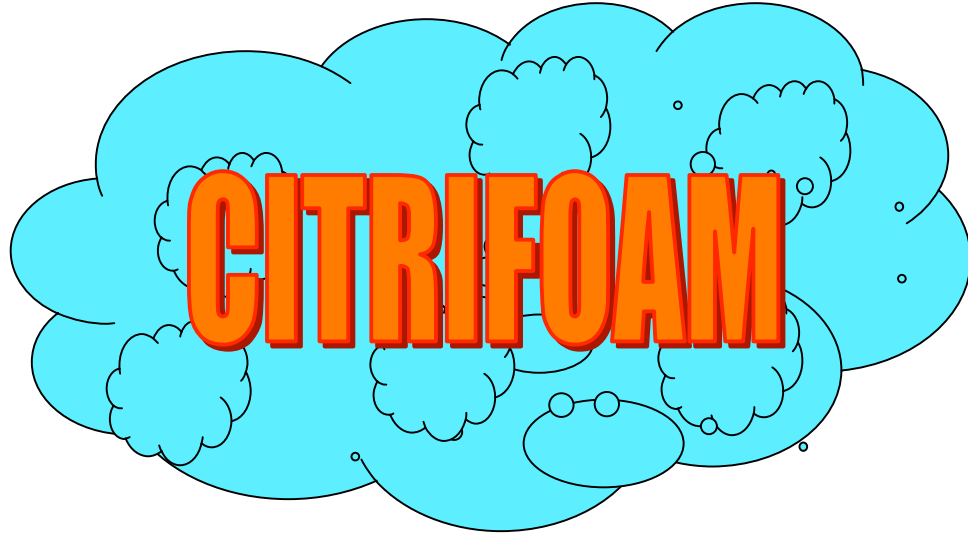
THE PSYCHOLOGY OF SELLING

"Human nature is perpetual. In most respects it is the same today as in the time of Caesar. So the principles of psychology are fixed and enduring. You will never need to unlearn what you learn about them.

(When studying human psychology) We learn for instance that curiosity is one of the strongest human incentives... We also learn that cheapness is not a strong appeal..."

Claude Hopkins - *Scientific Advertising (Published 1923)*

✓ INTEGRA PRODUCT OF THE MONTH



INTEGRA's new CitriFoam is an exciting addition to the INTEGRA line. It's a foaming hand wash that comes in a regular one gallon container ready to re-charge refillable dispensers.

Minimize the "run-outs" and residual product waste you get with cartridge type hand soap dispensers. Your customers will love Citri-Foam's citrus/floral scent and the luxurious floral foam experience.

First gets the business, second gets the leftovers, third gets thrown out - which one are you?

I hope you enjoyed this issue of *Getting Your Share*. Be sure to sign up for the full version to get additional tips and insights – it's free and delivered only via e-mail. If you have any comments or suggestions for this newsletter please e-mail me at JW2437@excite.com. To sign up for the full version of *Getting Your Share* call Leif Anderson at 1-800-366-2477, and say "sign me up." You can also visit INTEGRA's website WWW.theintegraprogram.com to sign up, and find more exciting tips and information while you're there.

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