



BRIGHT IDEAS

TO DOUBLE YOUR SALES
FROM

Colin Pearce



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Phone: (08) 8374 0711

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Sales and Marketing

Salesmanship: Queen of Sciences, King of Professions

Salesmanship is a portrayal of an idea and the idea is "I can do for you what no-one else can do for you." It's the Churchill factor, the Roosevelt Factor, the Mandela factor — and even the Adolf Hitler factor.

No, I'm not a fan of Adolf Hitler. If he were on fire I wouldn't walk across the street to put him out, but his story tells us something.



He portrayed the idea to the German people that he could do for them what no-one else could do for them. Cowed, beaten and in tatters, they heard him claim that they were only safe in his hands and as the blue eyed blonde haired people of the world, it was their right to rule in it.

Enough of them were persuaded by his approach to vote for him and nearly bring the world to an end.

Salesmanship is powerful and can be dangerous.

Fortunately a couple of other men were also gifted powerfully with Salesmanship at that time.

They were Sir Winston Churchill and Franklin Roosevelt.

In his fireside chats and firm but kindly voice



Franklin Roosevelt stirred the retaliatory powers of the US against the force of infamy.

Winston Churchill believed he was born for the very hour to lead Britain and in his stirring speeches he urged Britons and their allies to fight the enemy on the beaches, in the fields and on the landing grounds.



I can see a Cockney chap listening to his 'wireless' saying, "*Gawd muvver, we'll be fightin' the square 'eaded blighters in the parlour next!*"

Freedom fighters in South Africa have been stirred in the last forty years by the life and work of **Nelson Mandela**. As a leader of the



African National Congress he mobilised poor and dispirited Africans to rise up against their white overlords and claim the life, rightfully theirs. He portrayed the idea that he alone could do for them what no-one else could do.

Question: When your prospect stands or sits opposite you on the shop floor or in the office or lounge room, do you emanate the passionate claim that you alone can help them?

Do they see the flame and fire in your eyes that you're doing what you love and love what you're doing, and do they get the feeling that in your hands and yours alone their hopes and dreams are safe?

Do this and the world is yours.



Bright Idea:

Portray the idea that you alone can do for your customer what no-one else can do.



Two things stand like stone...

'Two things are certain:' says the philosopher, 'Death and taxes.'

I guess we all know we are going to be taxed but as for dying, the likelihood seems remote to most of us. Then you get news of a friend whose number has been called and it edges a little closer.

We were having our six weekly get-together with our favourite three-couple group from 'the old days' and our friend Dean came with a croaky voice and a touch of the 'flu. This was just after Christmas. He'd had it for about six weeks and had lost some weight so we all urged him to go back to the doc. for a closer look.

He did.

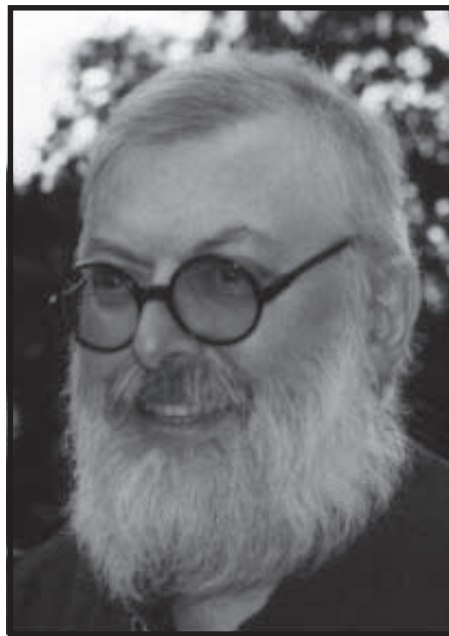
They took an x-ray and found a thymoma (cancer in the thymus gland in the chest/neck area) — relatively curable but nevertheless serious enough to make us all gulp at the prospect of such an awful thing.

This happened on a Friday.

When he went back for his blood test results on the Monday he was confronted with this news: "Mr Carter, you also have acute lymphatic leukaemia!"

Now we were stunned. Confronted by the fragile situation in which we found our mate of stronger, younger, handsome, slimmer and musclier days, I was now coming face to face with my own mortality. It was an arresting piece of news.

Since then Dean has endured much and suffered a lot. So have his wife and kids.



Dean Carter

But in it all he has shone out like a beacon.

He has always epitomised the lovely lines:

*Life is mostly froth and bubble;
Two things stand like stone:
Kindness in another's trouble;
Courage in your own.*

And yet it is not so much a matter of courage for Dean as it is one of resolution. He is sure that what is happening is a chance for him to capture how death can be a positive experience for his community of friends rather than being a frightening cloistered, secretive, hushed up thing of intensive care units and private hospital rooms.

You might see some Christian TV spots we made with him in which he talks about death, not as a terminus but as another stop along the way.

We and his family decided to give him a 50th birthday party. About 90 people came. They asked me to be the MC.

In welcoming everyone I summarised several conversations I'd had with Dean. I said,

"You must be wondering how you approach a party where the guest of honour is suffering from a terminal illness. Well let's get a few things straight.

*To start with, he is not **dying** from leukaemia. He is in fact **living** with leukaemia and will not be dying until he takes his last millisecond of breath. In the same way that you or I might be destined to die by being run over by a road roller in a week's time, we are no more dying from it today than Dean is.*

He is here. He is 50. Let's celebrate.

Further to that, Dean has several advantages over the rest of us. We are careless of our lives, knowing neither the era nor the cause of our death, but Dean has been given a gift. He knows. Every embrace is electric, every word a delicacy, every moment a measured space, every sight a picture and every touch a gift. Every greeting has purpose and every farewell, deep meaning. He can finalise things, say goodbye, make amends, prepare both himself and his friends for what he calls the next step — his promotion.

As a man of faith he is persuaded that God is fair and God is just because he has encountered that justice in Jesus Christ whom he waits to greet in his new body."

Everyone smiled and breathed relief. Everyone had a great time — especially Dean. He struggles on, awaiting his promotion.



Bright Idea:

Take a quiet walk and soak this in.