

Green Eggs and Ham: The Only Sales Manual You'll Ever Need

1. Sam introduces himself in a memorable way during his cold call introduction.

- Wears a red top hat while holding a sign while perched on a dog

2. Sam doesn't get put off by the fact the dog/bear/sheep creature doesn't like him.

- Successful salespeople keep smiling and selling despite these reasons.

3. Sam Did not challenge IT:

- Sam never asked, "Why will you not try them in a house?" Sales people often demand the prospect justify their reasoning (no buneo).

4. Sam uses push marketing and hype to sell

- Suppliers control the message in push marketing (pull marketing is consumer choice)

5. Sam markets his product 16 times before yes

- The average salesperson asks twice (average sale is made after asking 5 times)

6. Sam knew that simply promoting the same way again and again wasn't enough

- That's not marketing, that's being a pain in the backside

7. Sam gets the Assumptive Close.

- The assumptive close is where you just presume that the prospect is going to say yes. Sam gets the assumptive close. He tries it repeatedly for 41 pages

8. Sam doesn't take no for an answer.

- This can be tricky. Remember the "no" you are getting isn't final. Try again.

9. Sam did not try to change the customers mind but instead, build value

- Sam accepted all of the no's. You cannot get people to change their minds, but you can help them make a new decision based on new information.
- After every failed closing, Sam introduced new ideas and new ways the prospect could benefit from the offer. Sam continued to build the value of the product by offering new information. Instead of building the value of the product, sales people often reduce the price or benefits.

10. Sam maintained his offer:

- After each no, Sam never reduced his offer as many do after a couple objections.

11. Sam gets the product in his prospect's hands.

- Sam offers the creature a free sample of his green eggs and ham, imploring him to "Try them! Try them!". Better yet, he likes them!

12. Sam had the right motive:

- Sam's knew IT would enjoy the meal and wanted to help get something it did not even know it wanted. When prospects sense that you are pushing them because you truly believe it is in their best interest, rather than your commission, your persistence is acceptable, welcome and even desired.

