

Dear Sales Superstar,

Below is a transcript of a 1 hour conference call I did where I shared the process of influence I use every day to effortlessly, consistently close sales.

It took me 10 years to figure out the process that is described below. Enjoy the transcript. At the end of this document is an explanation of the Eric Lofholm Sales System.

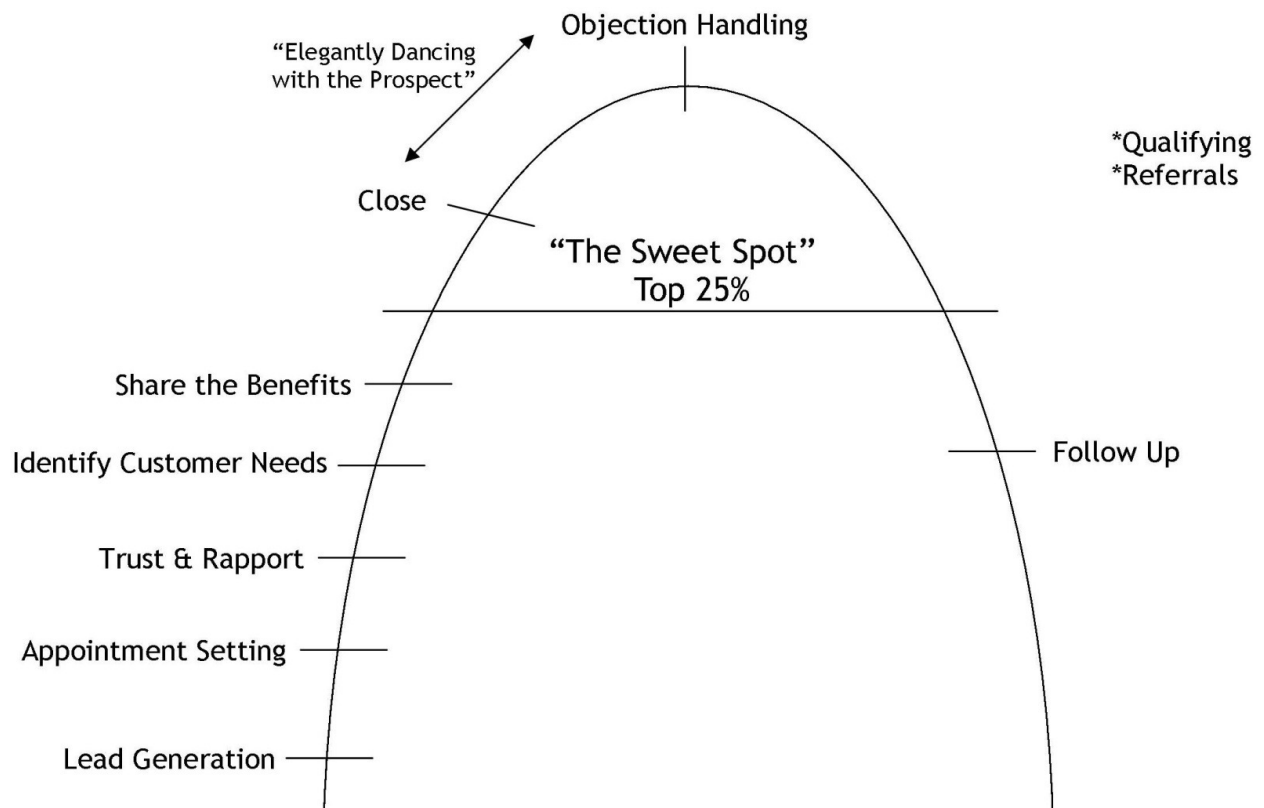
Here is a picture of the Sales Mountain that is described below.

Enjoy,

Eric Lofholm

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## The Sales Mountain



## HOW TO BECOME A SALES SUPERSTAR CONFERENCE CALL

Hi this is Eric Lofholm and I would like to welcome all of you to the very special conference call called **How to Become a Sales Superstar**.

My company helps people make more sales. Today I'm going to be sharing with you some of the most powerful ideas that I learned after being in this conversation about sales for the last fifteen years.

I want to start off and share a mind-blowing thought with you. I want you to think about how much money do you believe that you could earn in a single month? If you put it all together, how much do you believe that you could earn in a single month?

I believe that your income potential is four times greater than the number that you just imagined in your mind. Isn't that exciting?

I believe you have the potential inside of you to perform at a higher level than the level that you are currently performing at. I'm going to share with you some principles, concepts and ideas that have dramatically increased my sales results.

What's exciting about this information is that when you learn a good idea, potentially you could benefit from that idea for the rest of your life.

I want to start off and show you a little about my background. Some of you on this call have been with me for many years and you've listened to dozens, if not thirty of these-type calls, fifty maybe even some of you a hundred of these calls. You've been with me for many years.

There are others of you listening in for the very first time. I want to acknowledge those of you that are listening in for the very first time for having faith and believing it is possible that I could share something with you that can make a difference for you in life.

I was very successful right out of high school. My first job I ever had right out of high school, I made over a hundred thousand... I didn't make over a hundred thousand dollars, I made over a hundred thousand *hamburgers*. I was literally a cook at McDonald's.

When I was a cook at McDonald's, I was attending a community college which you were supposed to go to for two years. I went to community college for five years and never got my two-year AA degree.

So my life was headed nowhere. I was literally wandering aimlessly through life with no goals and no direction. Then I experienced a turning point. It's possible that on tonight's call you could experience a turning point. It's possible that tonight's call could be the most powerful forty-five minute to one-hour call that you've ever listened to in your entire life.

My turning point came from attending a seminar. It's a real estate investment seminar. I went that day and I was filled with hope and inspiration and encouragement that I could go to this program and I could learn something that could make a difference in my life. And boy was I right! I had no clue what was about to happen.

I went to this program faced with the possibility that something powerful could happen for me in my life and I met one of the speakers. His name was Dante Perano. Dante was then and still is to this day a multi-millionaire. He made his money as a very successful global real estate investor.

Dante was there that day to share a powerful message with everyone on how to create wealth through real estate investing. I was listening in the audience and Dante said a statement that changed my life.

The most powerful human force on the planet is the power of suggestion. And Dante gave me a suggestion – to the audience; he was talking to about three hundred people – he said, "If you're willing to do the work, I will teach you what to do."

What he meant was, "When my presentation's done, go to the back table and purchase my whole study course."

But that's not what I heard. We hear what we want to hear. I heard that Dante Perano was going to personally mentor me. Now, I had taken a day off at my job at McDonald's to sit in this seminar and that's not what he meant.

Six months later I was Dante's personal assistant. I was traveling all over the country with a multi-millionaire. I quit my job at McDonald's to go and be Dante's assistant.

One of the things you've probably heard before is one of the things that influences how we think is who we associate with. Now, I didn't read that in a book, I lived it. I went from associating with college students and the people that I worked with at McDonald's to associating with a multi-millionaire. It shifted the way that I thought.

Dante offered me a part-time job as his assistant, but I needed to do something else with the remainder of my time and he offered me a telemarketing position. A sales job!

That's how I got started in sales. I drifted into selling. I never had any intention of being in sales. I just ended up there because I wanted to be mentored by Dante.

I was terrible at selling. At the end of my first year, I was put on quota probation. I was the bottom producer on the team and the quota was ten thousand dollars a month, gross sales. And I missed quota two months in a row.

If any of you on this call, if you've ever struggled in sales before, I can understand and relate with you because that's where I was at. When my back was against the wall, then I had to hit quota and I had a very real problem. I didn't have enough.

At the end of the day, in sales, you have to *know* how to sell. You have to know what to say, when to say it, how to close, how to handle objections, how to set appointments, how to build trust – these are all skills that you have to have to be successful – and I didn't have any. I hadn't hit my quota.

You've probably heard the expression, "What is your why?" Well, my why was I was newly married at the time. My wife and I got married on December 19<sup>th</sup>, right before Christmas, 1992. She was eighteen at the time and I was twenty-two. We eloped at the Heart of Reno Chapel in Reno, Nevada.

We didn't invite her family and we didn't invite my family. We show up at the chapel and they ask us if we have anyone here to witness the ceremony. We said, "No. It's just us." They check-marked the box 'rent a witness.' We had to pay an extra twenty-five dollars to rent a witness to make the ceremony legal.

At Christmas time, my wife went over to her family and I went over to my family. She told her family that she got married. Their response was, "Really? Who'd you marry?"

"Remember that guy I was dating that worked at McDonald's? The one that went to community college for five years and never graduated? That is you new son-in-law! You can imagine.

Imagine if you had a daughter right now, your eighteen-year-old daughter came home for Christmas and told you that she married a college dropout/former cook at McDonald's. If you were my mother or father-in-law, you'd be furious with me, as they were; and rightfully they should have been that way.

Well, fast forward a year later. I'm about to get fired from my job and I can't imagine facing my in-laws after having gotten off on this really bad foot with them

I had a very real problem. I didn't know how to sell.

So I did the only thing that I could think to do. I prayed about it.

My prayers were answered and the number one sales mind in the world came into my life and began to mentor and coach me. His name is Dr. Donald Moine.

Dr. Moine is the author of *Unlimited Selling Power*. Success magazine, when it existed, said that *Unlimited Selling Power* was the best book ever written on the subject of professional selling.

I affectionately call Dr. Moines the Obi-Wan Kenobi of sales training. If you remember Star Wars, when Obi-Wan mentored Luke Skywalker.

Dr. Moine took me under his wing and he began to mentor and coach me. With Dr. Moine help, I saw an increase in my results.

The next month, I did ten thousand five hundred dollars in gross sales. I made quota by a single sale.

The month after that I did fifty-one thousand dollars in gross sales.

Seven months later, I did a hundred and sixty thousand in gross sales in a single month.

If you're taking notes, jot this phrase in your notes, "Selling is a *learned* skill."

Selling is a learned skill. How I became a trainer of this information. I never had the goal to even go into sales; let alone become a trainer.

Sales training found me. At my company, people started asking me, "Eric, how are you able to produce these results?" and I started sharing with them what was working for me. Many of them saw huge increases in their results.

I then went to work for the Tony Robbins organization and then a little over nine years ago, I started my current company, Eric Lofholm International. The purpose of my company is to teach people how to make more sales. A great global training organization. We help people all over the world learn the finer skills on sales persuasion, success and influence.

I have two outcomes for our call tonight. My first outcome is to share with you the process of the influence that I use every single day to effortlessly, consistently make sale after sale.

It has taken me ten years to tell you what I'm going to tell you in these next forty-five minutes. I'm going to deliver to you the exact step-by-step process that I use. It's going to be a very content-rich call. I want to strongly encourage you to have something and take some notes on because you're going to want to write down this information.

My second outcome is to extend an invitation for you to enter into a mentoring relationship with myself and with my company. I have a very special offer and I'm going to give you all the details on that program at the very end of the call.

Let's dive right into the content. There are three ways to elevate your sales results. You might want to jot this down in your notes.

The inner-game, the outer-game and action. It's fascinating that it all boils down to these three things. I've learned over a thousand ideas to increase sales results and it all boils down to these three things.

The inner-game is the mental side of selling. It's your belief system. It's your comfort zone. It's how you deal with fear and rejection. It's your mindset. It's the mental side of sales.

Dr. Moine, my mentor, says selling is ninety percent psychology. The inner-game is critical to your success.

The outer-game is the tactical side of selling. It's what you say, when you say it, how you say it. It's goal setting. It's having a due date for your goals. Having a written plan.

In time management, it's planning your day on paper before the day starts. It's the mechanics of success.

The third component is action. Moving yourself to follow through, take action and do what you know you *should* be doing in your business.

For you, which one is the most important in terms of elevating your results. They're all important, but for you personally, which one's most important?

Do you need to strengthen your inner-game and develop an unstoppable mindset? Do you command your comfort zone? That's inner-game.

Do you need to work on your sales scripts, your how to close, how to handle objection, how to generate leads, how to set appointments?

Or, is what's most important to you, taking more action in your business?

Of course you can work on all three. Think about which one is most important to you.

Now, we're going to start off the call with mindset because some of you on this call, what's holding you back from your potential is how you view sales.

When you think of a salesperson, what do you think of? Most people think of arm-twisting, high-pressure and manipulation, used car sales, or some type of negative; selfish, it's just not me, in it for themselves...

There are many people that sell every day that are comfortable viewing themselves as a salesperson. Think about yourself right now. Are you comfortable viewing yourself as a salesperson? Are you *proud* to be in sales?

Many people are uncomfortable viewing themselves as a sales person. In fact, some people will tell me, "Well Eric I not a salesperson. I'm a real estate agent. Eric, I'm not a salesperson, I'm in network marketing. Eric, I'm not a salesperson, I'm a coach or a consultant."

And, the truth of the matter is you *are* a salesperson. Guess what. It's a great thing! You might have said, "Eric, you've lost your mind. I'm not a salesperson."

Well, let me define for you what sales is. If you're taking notes, jot this in your notes, "Selling equals service."

Selling equals service. When you sell, sell from honesty, integrity and compassion. It's not about a hard-sell. It's about a heart-sell.

Selling is about leading and it is about moving people to action.

The first thing that I do when I work with my clients is I help them embrace sales. Even go to the extent of being *proud* to be in sales.

If you're on this call right now. If you have a resistance to selling, I want you to know that that resistance will stand and act as an imaginary hurdle that will prevent you from achieving your potential with your business career.

Now we're going to go into some off-tactics. I'm going to teach you my process of influence. Hope, sales, mountains and if you're taking notes, I want you to draw a picture of a mountain in your notes. You don't have to be a great artist. Label it the "sales mountain." Draw a line separating the top twenty-five percent of the mountain from the bottom seventy-five percent and I want you to call the top twenty-five percent of the mountain the "sweet spot" – yeah, call it the sweet spot, right – top twenty-five the sweet spot.

So you've just drawn a mountain, labeled it the 'sales mountain,' drawn a line separating the top twenty-five percent of the mountain from the bottom seventy-five percent.

At the base of the mountain, I want you to write two words, "lead generation." So on the lower left-hand side, draw a line and write those two words, "lead generation."

Now, before I go any further with the sales mountain, let me give you a metaphor. The sales process is similar to having a meal at the Olive Garden. If you've ever been to the Olive Garden or a restaurant like that, you walk in and they say, "How many in your party?"

So, if it's my wife and I and, let's say, my two kids are with me, "Uh, there's for of us."

They give us a coaster that lights up when our table is ready. The coaster lights up, we go and we have a seat. They ask us, "Can I start you off with a beverage? Would you like an appetizer? Soup or salad? What entrée would you like?"

They bring you the food. They check back to make sure the food is cooked correctly. Then, "Would you like some coffee?" They bring over the desert tray. "Would you like a desert?"

They bring you the bill and the bill has those green mints with it, Ande's mints. You pay the bill, you give them a tip and you're on your way. That's the *process* at the Olive Garden.

Well, selling has a process to it, just like having a meal at the Olive Garden.

When you're at the Olive Garden, do they ever come over to your table when you first sit down, do they ever say, "Would you like to start off with a slice of cheesecake?"

They don't do that, do they? No. they say, "Can I start you off with a beverage?" The reason that they don't say *would you like to start off with slice a cheesecake*, is that's not the process.

So, it's critical that you know what the process is and here's the good news. I'm going to deliver the process to you right now. It is going to help you with your selling on a day-to-day basis. I'm going to teach this to you and you're going to have this for the rest of your life.

So, at the base of the mountain on the lower left-hand side, you write that line, *lead generation* and then a little bit above that, draw a line and write "appointment setting."



Appointment setting. We're leading the prospects up the sales mountain into the sweet spot.

I'm going to share something with you that may surprise you. People are silently begging to be led. They're silently begging to be led. I would imagine that you would love it for me to lead you and show you how to make more sales.

Your clients are no different. They want you to lead them to the Promised Land. Lead them to make the right automobile purchase, lead them to be a great real estate agent, lead them to being great loan officers, lead them to having a successful home-based business, lead them to the right insurance product. Whatever it is that you do, *know*, just like you would like me to lead you to success, your clients want you to lead them to success. Selling is a leadership position.

So we generate a lead, then we set an appointment, then a little bit above *appointment setting* on the sales mountain on the left-hand side, draw a line and write, "trust and rapport."

Then, a little bit above *trust and rapport*, draw a line and write, "identify customer needs."

Identify customer needs. Then a little bit above *identify customer needs*, draw a line; we're not in the sweet spot yet; and write, "share the benefit."

So, let me summarize: We've drawn a *sales mountain*, we have labeled it the 'sales mountain,' we have a line separating the top twenty-five percent of the mountain from the bottom seventy-five percent, then we have *lead generation, appointment setting, trust and rapport, identify customer needs* and *share the benefit*.

Now, we're in the sweet spot. This is where you close. The close is the natural conclusion to a well-delivered sales presentation. So, draw a line in the sweet spot, still on the left-hand side and write the word, "close." Still in the sweet spot, a little bit above *close*, I want you to draw a line and write, "objection handling."

Objection handling. Objections are a sales training term to describe the prospect saying to you, "I don't have the money, I don't have the time, I need to think about it, Can you send me some information..."

Never use the word objection with a prospect. That's a term that we use in training. Always use the word 'concern.'

"Is that your only concern? Do you have any other concerns?"

Then on the right-hand side of the sales mountain, draw a line, mid-way up and write the words, “follow up.” Now, notice, when you follow up, you’re not in the sweet spot of the sales presentation.

So, let’s say somebody says, you deliver your sales presentation, they give an objection, you do your best to overcome the objection and they say, “Can you follow up with me next Tuesday?” and then you agree to do that.

If you follow up with them the next Tuesday and, yet, when you get on the phone with them – if it’s a phone-follow up – know that they’re not in the sweet spot. You have to lead them back up into the sweet spot.

In other words, you call them and say, “Have you decided if you’re going to move forward or not?” They’re probably going to say, “No.” because they’re not in the sweet spot.

The sweet spot is when a prospect is ready to make a buying decision. What’s great about this picture representation is when you’re selling, you can determine where on the sales mountain you are. When is the prospect in the sweet spot.

So, let me give you some distinction... oh, by the way draw a line connecting *close to objection handling* and I will talk about that more in just a little bit.

At the base of the mountain, where it says *lead generation*, I want to give you a couple of distinctions on lead generation. The purpose of generating a lead is to generate a lead.

The purpose of generating a lead is to generate a lead. That’s all you’re trying to accomplish. You’re not trying to sell your product or service when you’re lead generating. That is generating a lead.

Once you have that lead, I want the lead to go into your database. You are on this call because I invited you with an email or somebody that cares about you invited you. You are in my database. My database is the foundation of my company. If I don’t have a database, then there’s no company. It’s one of the most important aspects of selling. You all need a database. A simple database to get started with is ACT. There are many of them out there. My database happens to be an online database called [www.infusionsoft.com](http://www.infusionsoft.com) so when you registered for this call, you data-entered yourself into my database. See, generate a lead and I want that lead in your database.

Here are some great lead-generation techniques. The simplest one is to ask somebody for their business card. Once you get their business card, that’s going to enter them into your database.

The next lead generation idea is called *follow your money*. Now this doesn't work for everybody on the call, but it works for many of you. Ask yourself this question, the people that I pay money to on a monthly basis but I have *prospected* those people for my business.

So, let's say that you're a loan officer and one of the people that you pay money to is a restaurant. You and your spouse go to once a month. You're a loan officer. Could you prospect the restaurant owner? The answer is yes.

Anyone that you pay money to you have a unique rapport and relationship with them. So, follow your money. Everybody that you pay money to, put those people into your database and prospect them. Where do you get your car fixed, your dentist, your chiropractor, the grocery store manager, where you get your dry cleaning done. You probably have fifty people that you pay money to.

If you're giving them your business, then at a minimum, you should be prospecting them. That's called *follow your money*.

With no exaggeration, there's at least one of you that can do that strategy and it will make you an extra hundred thousand dollars over the remainder of your life. That one single tip.

The next lead generation idea is my favorite. It's called POI. If you're taking notes, draw a triangle. The triangle represents a network. Everyone in the world has a network. Not everyone is a POI.

Take the triangle and label the top, three letters "P O I" – POI stands for Person Of Influence.

Person of influence and what you're looking for, the question you want to ask your brain is, "Who has my customer? Who's a person of influence who has my customer?"

Then you go to the POI, you go to the person of influence, and you influence them to give you access to their network. So, an example of this, some of you on the call were invited to the call that I did at four o'clock California today. I interviewed D.C. Cordova and I sent an email out to my twenty-three thousand clients all over the world and I invited them to be on this conference call with D.C. Cordova.

I am a POI for DC. I'm a person of influence who has a network who has her customer inside of my network. So I promoted DC, edified her to my network of twenty-three thousand people.

Now, you don't need to do this to a large network like that. If you happen to have access to large networks like that, that's great.

But what if you were an insurance agent? You could find a realtor and you could ask the realtor to give you access to the people that they use in real estate transactions. Maybe they've only done transactions with twenty people. Well, you can create a relationship where you guys are supporting each other. You're helping them with real estate referrals and they're helping you with insurance referrals. This is one of the ways that big business gets done.

Think of Starbuck's and Barnes & Noble. Starbuck's said 'who's the POI for Barnes & Noble?' so they went and they built a relationship with Barnes & Noble.

Legos and Eggo Waffles recently did a joint venture where they make Eggo Waffles in shapes of Legos.

Star Wars has mastered this strategy. Star Wars is an interesting one with video games; my son is five years old and he loves Star Wars video games. There's a Lego Star Wars video game on Nintendo. Interesting! They all leveraged each other's networks.

So those are a couple of great tips on lead generation. Let's go to the next idea, appointment setting.

The purpose of setting an appointment is to set an appointment. It's not to sell your product or service. That's what the appointment is *for* but when you're setting the appointment, you're focused on just getting your foot in the door and getting the appointment set.

The benefits of setting the appointment are different than the benefits of your product and service. So, a good way to explain this is, if you're a real estate agent and you're calling somebody to a listing presentation. You call them up and you might say something like this:

"My name is Eric Lofholm. I'm a real estate agent. I'm giving you a phone call. I'd like to schedule a time to come over and meet with you and your spouse and do a free consultation for you, or free appointment. It will be done at your home (that's a benefit) at a time that's convenient for you (that's a benefit) and I know that you are selling your home, so I will share with you my vision of how I would sell your home (that's a benefit). I'll deliver a market analysis to you to show what other properties in the area have sold for (that's a benefit). I'll answer all your questions (that's a benefit).

“At the end of our appointment, you’ll have the opportunity to hire me as your real estate agent if you feel comfortable. How do you feel about setting up an appointment?”

So, those are the benefits of the appointment. Now, when I go over and do the presentation, I’m going to share with them the benefits of hiring me as their real estate agent. It’s a different set of benefits. At the end of the day, people buy benefits.

It is critical that in your presentation, you clearly communicate the *benefits* you can offer your prospects.

Okay, next idea is on trust and rapport. We’re leading the prospects up the sales mountain into the sweet spot. We lead with trust and rapport when we start off a sales presentation. This is done either over the phone or face-to-face, depending on how you sell; and the reason why we lead with trust and rapport is your prospect views you as a sales person and they think of a sales person just like what we covered earlier *What do you think when you think of sales person? Arm-twisting, high-pressure, manipulation.*

They don’t know that you’re a great salesperson. All they think is “I’ve had bad experiences in the past with salespeople...” – which we’ve all had those. They don’t know if you’re a professional or if you’re one of those bad salespeople. The way that you communicate to them, you’re professional, and the way you get them to lower their resistance is by building trust and rapport.

One of the ways to build trust and rapport is you enter the world of your prospects and view their experience from their perspective. You see, we each have our own model of the world.

Your model of the world is different from my model of the world. My wife’s model of the world is different from my model. My two year old daughter’s model of the world is different than my model of the world.

Your client’s model of the world is different than your model of the world. Creating deeper level of rapport – enter the world of your prospect and view their experience from their perspective.

Another way of building rapport is to find common ground. Though, I’m married, so if I was talking to somebody else that was married, that’s something that we have in common. I have two children; so if someone else has kids or grandkids, they can relate with me. I’m in sales. I have a dog. There are just different ways to find commonalities. I’m a basketball fan. I enjoy watching football. I enjoy playing chess. I use to work at McDonald’s.

These are all places of common ground. Maybe you worked at fast food when you were a kid. Maybe you enjoy playing chess. If you enjoy playing chess, that's something that *bonds* us. So you want to find common ground with your prospects.

Now you build trust and rapport; next step is to identify customer needs. The easiest way to persuade or influence someone is to find out what they want and give it to them.

I want you to think about the presentations that you've been giving recently. How effective have you been at identifying the true need of your prospect? Have you been taking the time to ask questions to find out what's most important to them?

See, one of the mistakes a lot of salespeople make is they go straight for features and benefits and there's a place for that; but before we go to features and benefits, we want to find out what's *important* to this person. The way we find out what's important is by asking questions.

I would make a list of probing questions that you can ask your prospects prior to delivering your next presentation. I always identify customer needs. Now, part of the power of this process is the order that it goes in.

Remember at the Olive Garden, asking *would you like to start off with a slice of cheesecake*, that's a reasonable request but not as the opening statement when you sit down at your table.

So the sequence that you ask in is very important. It's called a reasonable request at a reasonable time. See, it's a reasonable request to say "Will you marry me?" but not on a first date.

Think of the process of dating. You know, first you might say, "Would you like to go out to coffee?" And then you go out on a date; then you become girlfriend and boyfriend; and then you become exclusive; and then you get engaged; and then you get married. And that's the process.

That's the process that my wife and I went through. Fifteen years ago, when we first got together.

So, there's still kind of the process – reasonable request, reasonable time. So the next step is to share the benefits. At the end of the day, people buy benefits.

There are tangible benefits, like safety money makes you money, decreases in turnover, the warranty on the program; and there's intangible benefits, like peace of mind, increased confidence.

Then there's the benefit of taking action. The benefit of you moving forward today. And then the consequences of not taking action. What you'll miss out on by not taking action.

Then there's the benefit of the benefit. Oftentimes this is the real reason why people buy. The reason why people buy from me is not because I'm effective at teaching sales skills and it's not because they want to learn sales skills. The benefits those sales skills will produce for them.

They don't buy from me because they want to make more money; although you want it, become more successful with your sales skills. For example, if I said to you, "If I could wave a magic wand right now and – viola – you're more effective and more powerful with your sales and influence skills, would you want that? You would say yes to that. Every one of you on this call would want that.

If I said to you, "Do you want to make more money?" You would say yes, but that's not the reason why you would buy from me. The reason why people buy from me is because they connect that I work with Eric and he helps me to improve my selling skills which makes me more money but it's the benefit of the increased income. That's what you really want.

It's, what would you do for the money. For example, imagine that I helped you make an extra five thousand dollars a month consistently – and I've done this for many clients; I've helped many clients do more than five thousand dollars a month in income consistently – so, imagine that I help you with that. You're making this extra five thousand dollars a month, which is a sixty-thousand-dollar-a-year raise, which over a year is an extra half million dollars, or close to it.

I have that ability. That's what my gift is. I was born, not with the gift of selling, but with the gift of teaching these skills to others and uplifting them, believing in them on a higher level sometimes than they believe in themselves. And that's what my gift is. And once you learn these skills, you have them the rest of your life.

So, imagine you're making an extra five thousand dollars a month, what would be different for you in your life? And I want you to imagine that right now. Would you be able to once and for all completely get out of debt? This is one of the gifts that I create for my clients.

What's your dream car? Would you drive your dream car? Would you move into a new home? One of my clients, Arvee Robinson, had been renting for eight years and she wanted to become a homeowner. She's in her fifties now. And, last year with my help she became a homeowner for the first time in eight years.

Do you want to invest for retirement. Are you scared of running out of money for retirement? You want to become the top producer in your company? Do you want to win the cruise that your company has, the contest they're having?

See, that's why people buy from me. I get them connected to the benefit of the benefit and I want to encourage you to do the same with your clients.

Now, one of the great things that you can do that will make you more powerful and effective on every presentation that you give for the rest of your life – is to tell success stories. Nothing motivates like success stories.

Jot this phrase in your notes – *nothing sells like success.*

Nothing sells like success. I want to share with you a couple of stories of clients that I have worked with and I have thousands of clients all over the world. These are two clients that I worked with, that I met in a very similar situation as I'm meeting all of you tonight on this call, or on this recording.

The first one is a gentleman named Joey Aszterbaum and, if you have internet access right now, you can go to Joey's website, [joeyloan.com](http://joeyloan.com). Joeyloan.com and when I met Joey he was an average loan officer. The best month that he had ever earned in a single month was about ten thousand dollars, which is pretty good, but it wasn't consistent. Like, he would do a really good month, then he would ... bump – then a good month and then he'd be okay.

So, I went out to his office and I did a free sales training at his company, Patrimon Mortgage, and at the end of that free training, I offered my protégé program. It's an opportunity to mentor with me – and at the end of tonight's call, I'm going to offer you my protégé program.

Joey saw a value in working with me, so he signed up for the program. I started teaching him all these ways to be more successful in his selling. Six months later, he earned over thirty thousand dollars in a single month. Last year, Joey took four weeks of vacation because he was doing so well. He was able to take four weeks of vacation which is more vacation than he has taken in the previous five years combined.

With my help, he went from an average loan officer to a superstar. He won loan officer of the year for the last two years in his company, which meant he had an all-expenses-paid trip to Hawaii for him and for his wife. He's in Hawaii right now as I'm talking to you on this call!

Now, most of you on this call know that last year the loan industry was down overall and, I was working with Joey at the beginning of last year. One of the things that



happened in the protégé program is I help you create a one-year plan, a sales and marketing plan, and I teach you how to do it.

I did it in December this past year and in the protégé program, you'll get recordings from all the calls that we did before. You can still have me train you on how to create your 2008 sales marketing plan.

So, at the end of 2006, Joey created this plan and he sent it to me in the beginning of 2007 and his goal was to do forty-eight loans in 2007. I told Joey 'you're capable of so much more' and I encouraged him to increase his goal to seventy-two. Now, you all know what happened last year in loans in the United States.

Joey's uncle was forty-eight and Michael, that I encouraged was at seventy-two. In that "down year" – true story – Joey Asterbaum did sixty-seven loans last year with my help.

I can help you create similar results if you started with my protégé program.

Another woman named Wendy Phaneuf, I met her on a conference call, just like how I'm meeting you right now and Wendy's out of Winnipeg, Canada, and her website is [www.leadingforloyalty.com](http://www.leadingforloyalty.com)

See, Wendy got involved with me a few years ago. She wasn't sure if she was going to keep her own consulting business or if she was going to shut it down. She was struggling at that point. She was at a crossroads. She was either going to go back and work at a job or she was going to grow her consulting business. Her confidence was down and she was having a tough time.

She got on one of these calls, just like the call you're on right now, she connected with my message of selling from honesty, integrity, compassion and selling equals service and she liked the fact that I had real tools to help people and she signed up for my protégé program.

The next year she tripled her business. Last year, she doubled her business again. In 2007, she had a goal to take off the entire summer, which she had never done before and she took a *summer* vacation. She took the entire summer off.

Wendy earned the income of her dreams and she changes peoples lives all over the world because she's now a global trainer.

And these are just two stories of a hundred that I've had. I have people email me almost daily sharing their success stories. My ideas really work – not only do they work, I guarantee that I can help you.

At the end of the call when I invite you to participate in the protégé program, I will allow you to try the program out for thirty days and if at any time, you decide, if at the end of thirty days you're not one hundred percent certain that I can help you, I will give you a full refund, no questions asked.

What I would like to do next is give you a couple tips on closing. We're now on the sweet spot of sales presentation. The close is the natural conclusion to a well-delivered sales presentation.

When I close one-on-one, I ask for the order, then I am silent. I always close that way.

Think about the Girl Scout selling Girl Scout Cookies. You're out in front of the grocery store, you walk up and there's little Julie. She says to you, "Would you like to buy some Girl Scout Cookies?" And after she asks you that, she's silent. Then you say 'yes' 'no' or you give an objection.

Does that script work well? Girl Scouts sell five million boxes of Girl Scout Cookies using that script.

Notice they don't say, "Hi, my name's Julie and here's my business card. On my card it says our website, [www dot girlscoutcookies dot com](http://www.girlscoutcookies.com) forward slash Julie, do me a favor when you get home tonight. Purchase a box of Girl Scout Cookies. We accept all major credit cards."

Julie doesn't do that and the reason she doesn't do that is because that doesn't work. Selling is about leading. It's about moving people to action.

You ask for the order and you're silent. The prospect is going to say one of three things. They'll say yes. They'll say no. Or they'll give you an objection. In almost every case, they're going to say one of those things. Yes, no or objection.

If they say yes, you write up the order. If they say no, they say no. If they give you an objection, the next thing I'm going to share with you is a technique that I call elegantly dance with the prospect.

The way this works is, a great metaphor for sales when you get an objection – objection handling is like a game of hot potato. So, I say to the prospect, how do you feel about moving forward?

And the prospect says, "I don't have the money."

So, when I say *how do you feel about moving forward*, I'm left silent and I give the prospect the 'hot potato.' They give me the objection and they give me the hot potato back.

Now that I have the hot potato, I give them the hot potato back OR I give them the hot potato back and ask for the order. I don't believe in arm-twisting, high-pressure techniques in the close. I believe in *elegantly dancing* with the prospects.

Here's a couple ways to do it. The prospect says, *I don't have the money*. One simple technique you could use is called investigative selling. You say, "Tell me more about that."

No matter what they say, you say *tell me more about that* and then you're silent.

"I don't have the time."

"Tell me more about that."

"I need to talk it over with my partner."

"Tell me more about that."

Now that's at the close of the sale. It starts the dance. Elegantly dance with the prospects.

You could also handle an objection with a question:

"I don't have the money."

"Well, how much do you have?" and then you're silent.

"I need to talk it over with my partner."

"What do you think your partner's going to say?" Time to think about it.

"When will you know?"

Another technique is to isolate the objection:

"I don't have the money?"

"Other than the money, is there anything else that's preventing you from moving forward?"

"I don't have the time."

“Other than the time, is there anything else that’s preventing you from moving forward?”

If you’re taking notes, here’s the language pattern: Other than \_\_\_\_\_, is there anything else that’s preventing you from moving forward?

Other than blank, is there anything else that’s preventing you from moving forward.

And the last one is to handle an objection with a story:

“I need to think about it.”

“You know, that reminds me of a story of a client that I recently worked with and they had the same concern (never use the word ‘objection’); they had the same concern that you do. They needed to think about it also. Here’s what they ended up doing...” and I shared with them, benefit, benefit, benefit and they decided to move forward.

“What do you say we give it a try?” See, you handle the objection with a story.

# **Announcing the Eric Lofholm's Protégé Program**

## **Achieve the Status of Being a Top Sales Producer And Give Yourself a Raise Without Limits!**

-- From the desk of Eric Lofholm, Master Sales Trainer --

Would you like to give yourself a pay raise? Would you like to generate more leads, close more sales, improve your ability to set goals, and achieve the status of being a top sales producer?

If so, it is time for you to...

### **Discover the Secrets of the World's Most Successful Salespeople!**

The sales profession has never been considered easy. It is a profession where financial and personal rewards can be extremely high. It is one of the few professions where you can write your own paycheck. However, in order to reap these kinds of rewards, you need to learn the techniques that will get you there.

Maybe you are already at the top of your game. Isn't there always someone there, trying to take your place? Or, maybe you are at the other end of the spectrum and are struggling, wondering how everyone else is hitting their quotas. Is it something in their genetic makeup that makes them different from you? No!

Master sales techniques can be learned, and the best ones to learn are the ones already being used by ace salespeople. Even if you feel you've learned all of the sales skills you'll ever need, you know that competition in the marketplace brings new challenges that you need to adapt to. Even the finest knives must still be sharpened on a regular basis.

When I started out in sales, I was at the bottom, struggling to make quota. No one wants to be known as the bottom producer. I made it my goal to learn everything I could about the finest sales ideas and success stories, then incorporating these same techniques into my sales repertoire. I moved from the bottom rung to off the chart, quickly becoming a top producer.

Seeing the success that these learned and applied techniques brought to me, I started

my own sales training firm in order to help others gain the same success. My continuing goal is to work with salespeople, sales managers, and organizations to reach new heights of sales success.

Working with salespeople and organizations, I have found the most effective way to train in order to produce this level of success. Using this experience, I created the Eric Lofholm Sales System. This program produces powerful and spectacular results. It has been designed to accommodate individuals who have a burning desire to succeed. Does this describe you?

**Why a step-by-step system?** Well, you can learn one of two ways. The first way is the school of hard knocks. The second way is to learn from an expert. The most powerful way to learn from an expert is to learn from their step-by-step system. I have taken the time to identify how I am able to produce consistent sales results. I have then put these ideas into a comprehensive step-by-step system.

**Why a one-year program?** Time is an important ingredient of success. It is going to take time for me to train you. When learning new sales ideas our brain works like a sponge. When you put a sponge under a water faucet in a short period of time the sponge will be saturated with water. You can continue to run the water over the sponge but the sponge will not be able to absorb any more water. Once you ring out the sponge you will then be able to add more water. Our brain works the same way.

You can only absorb so much knowledge in one time. It is for this reason that I have spaced out the 52 sales lessons you will receive in this program over 12 months. Each week I will teach you a little bit more.

“My income increased by over \$10,000 per month  
within 30 days of working with Eric.”

Andrew Duggan

### **What is the Eric Lofholm Protégé Program?**

Each Thursday from 4:00 – 4:30 pm pacific a live skill-building training call is held. Either I lead the call or I interview an expert. Previous experts include Dr. Donald Moine, author of Unlimited Selling Power, Ben Gay, author of The Closers Part 2, Jill Lublin, author of Guerilla Publicity, Bob Burg, author of Endless Referrals, and Robert Imbriale, author of Motivational Marketing. Notes come with each call. The purpose of

the calls is to teach you powerful skills, help you stay focused, help you stay motivated and most importantly increase your income. Each call is recorded and put available as a podcast. You can listen to the podcast using Itunes. Itunes is a free software download that works on a Mac or PC.

From 4:30 – 5:00 pm pacific the call becomes interactive. Each week you can email your sales or success question.

### **Can't make the live call?**

Each call is recorded and available as on audio download on Itunes.

I am offering the opportunity for a **limited number** of individuals to receive coaching and training from me, personally, on a weekly basis. This weekly reinforcement will put you on track and keep you there.

**The price of the Protégé Program is \$1,295.**

**We are offering the following bonuses for purchasing the program now!**

**How to Become a Sales Superstar CD Set - \$99 Value**

**The Close – 4 Week Webinar is \$495.**

**Scripting – 4 Week Webinar is \$495**

**The total value of the package is \$2,780.**

The Eric Lofholm Protégé Program is designed to implement the techniques and strategies that will bring you success, and the repetition over the course of a year will ingrain them in you and allow you to reap the financial rewards that you will have so richly earned.

### **MY PERSONAL GUARANTEE:**

I believe in the strength of this program so much, that I offer a guarantee. It's simple. The guarantee is a 30-day money back guarantee. If you are not fully satisfied during the first 30 days simply return the audio CDs and you received for a full refund

Try the program and see for yourself. Remember the saying, "Nothing ventured, nothing gained". Backed by the guarantee, there is nothing to lose except the opportunity for financial reward and success beyond your current expectations!

How do I sign up? The regular price of this program is \$1,295. Call my office right now at (916) 435-0416 and you can sign up for only \$495.

Remember the universe rewards people who take action differently from those who don't. By taking action right now and signing up for this program you are creating the possibility that you are going to reach a new level of success in your sales career. You are creating the possibility that your income will increase. You are also communicating to yourself and to me that your intention is to create a higher level of success in your life.

Success,

A handwritten signature in black ink that reads "Eric Lofholm". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Eric Lofholm