

# **SALESMASTERY**

# **BOOK OF**

# **QUOTES**

**BY**  
**CHUCK BAUER**



Work Smart, Make More, In Less Time!

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## DEDICATION



**TO:**

**FROM:**

*My goals are set, my commitment is strong and my dedication to you is sincere.*

*My hope is the content found in the SalesMastery Book of Quotes will advance you personally as well as professionally.*

*Good Luck and Good Selling,  
Chuck Bauer*

## FORWARD



*By Nido Qubein*

If you want to have success and significance, in business and in life, choose to be a person of value! Develop a personal power that arms you with the tools necessary to compete and cooperate in our changing world. Every improvement you experience is the result of change. Unfortunately for the timid, change is frightening; for the comfortable, change is threatening; but for the confident, change is opportunity.

Life is all about choices. We choose to expand our horizons by learning to stretch our wings and attempt new adventures. We choose to invest our time with heroes, models, and mentors who teach us through example. We choose to become better tomorrow than we are today.


Chuck Bauer has developed a powerful resource that can help you to navigate the changing waters of today's marketplace. This book is filled with quotes and sayings that go beyond clichés and enter into the realm of practiced business principles. Read them, study them, and apply them in your life to achieve extraordinary success.

Remember, your primary personal focus must be on generating and rendering value. When something is personal it becomes important. Value is always personal and it is measured by its desirability, utility, and profitability for each of us when we receive it. Enjoy this valuable collection of quotes and translate them into meaningful results in your business and in your life.

**Nido Qubein**

President, High Point University  
Chairman, Great Harvest Bread Co.

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## DISTINCTIONS



*Being distinctive, in your thoughts, actions, and activities, places you at the TOP of your client's salesperson awareness.*

*Do you understand what I mean when I say "be distinctive in the sales world"? If not, send a limo to pick up your next client and have them brought to your office. Then you will know what I mean.*

*Being distinctive is all about setting yourself apart from the rest of the sales "pack". As you well know, that "pack" is gigantic. You must become unique, so that your clients will stand up and take notice of you.*

**Get Moving.** *Have you ever seen a dog bark at a parked car? No? Of course not! Dogs bark at moving cars. Movers and shakers are, and always will be, targets for attention. So take note, when nobody is paying attention to you, you had better wake up and get moving!*

*Sales people will achieve excellence and become distinctive by going far above the call of duty, going over and above what is required or expected.*

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## SUCCESS TRAITS



*Graduate 100 salespeople from a SalesMastery Course, 5% will immediately assault the phones and set up some appointments. The other 95% will stop by Office Depot, buy some file folders and furniture polish, and go home to get ready to start calling. Who wins in the end? Why is that?*

*Repeat after me:*

***“Simple correct disciplines, repeated daily, over time, will provide incredible results.”***

*On the other hand:*

***“Simple errors in judgment, repeated daily, over time, will provide disastrous results.”***

*So if I challenge you to do simple sales disciplines for 30 days, what result will you have? Most salespeople suffer from a cocaine mentality – always looking for the easy way or the home run. Go hit singles and doubles to get yourself on base. See how many more runs you can bat in with the bases loaded.*

*Tenacity and Desire. Some are born with it. Others are not. If you are not born with it, then you had better learn it.*

## ATTRACTION



*How do you feel when you have just washed your car and see the reflection in the window as you drive down the street? What do others think or feel when they see your “just washed” car? The same thing happens when you dress yourself up a notch or two.*

*Living an “on purpose life” takes you from a “have-to” lifestyle to a “want-to” lifestyle.*

*The five pillars of AttractionMastery are **Spirituality, Relationships, Finances, Health, and Environment.** Look at each one as a gas tank. How much gas do you have in each tank? What do you do each day to add gas to your tanks? Or do you just take gas out of the reserve levels all day long and never refill?*

*Being “attractive” is about having an approach to living. It is about stopping stress, removing tolerations, and having strong written goals. It is about being simple, having life balance, strong boundaries, while continuing to work on your personal foundation each and every day.*

## ATTRACTION



*Give up your first class airline seat to a soldier or a senior citizen. Pay the toll at the tollbooth for the driver behind you, in addition to yours. See what happens. Brightening up someone else's day, also brightens up yours!*

*Men – get a manicure and a pedicure. I know, I know. But think about it this way – it is not about the cost, and it is not about being feminine. It is about indirectly showing others that you take good care of yourself, not to mention the adventure that just might come along with it.*

*When your clients see that you take extremely good care of yourself, they know that you will take extremely good care of them.*

*Being successful at life takes the same amount of energy and work as it does to become unsuccessful at life. It just depends which way you want to go with your effort. Why be ordinary? You can just as easily become EXTRAORDINARY . . . if you **want** to!*

## PERSONALITY STYLES



*Various clients will exhibit different types of personality styles. Often, these styles will not be the same as your own. However, any personality style you call on will come to a higher level of satisfaction with you, when receiving regular attention. Especially when the attention is in the language of the client's personality style.*

*So how do you figure out your client's personality style? It's easy. Start the conversation with: Tell me about you? Stop before you say: Let me tell you about me.*

*Be extremely interested in your clients instead of being interesting yourself.*

*STOP sales "pitching" the way you want to be pitched to. Instead, start sales "pitching" the way your client wants to be pitched to.*

*Want to make more sales? If so, follow these simple guidelines: (1) Become familiar with your own personality style. (2) Become familiar with your clients personality style. (3) Know your client better than they know themselves and you will be able to easily close them.*

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## PERSONALITY STYLES



*Most sales people can comfortably close deals when working with their own personality styles. However, it is the 5%'ers who can easily close to any personality style. How about you? Are you a 5%'er?*

*When your personality strengths are over-extensions of your personality, these strengths become weaknesses, especially with a client during a sales cycle. Which strength do you over-extend?*

*Stop communicating with your clients and you become just like all the other sales people out there.*

*Change. We experience change daily, it is part of the cycle of life. When change happens, it pays to take the right path. When you know your own personality, your strengths and developmental areas, you are better prepared to take on the challenges that life can throw your way.*

*Your core personality style is a gift from God that was given to you the day you were born. From then on, your personality has adapted to change based on learned experiences. However, in times of crisis or stress, you will always revert to your core personality style.*

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## MOTIVATE CLIENTS



*When a prospect enters the market place to purchase, do they think of you first? Probably not. What about your existing clients – do THEY think of you first? Effective and consistent follow up campaigns will help you build impenetrable walls around your clients, making them competitor-proof.*

*80% of your **personal** sales time should be spent **with** your advocates and clients. Only 20% of your time should be spent with customers, prospects and suspects; and for the most part, with this group it should be electronic communication.*

*Reach out and touch people who count – don't count the people you reach.*

*Don't be influenced by your client's interests or their need to hear what they want to hear. Take the high road. Be influenced to come from a place of truth and tell them what they must know!*

*Always provide your clients the most immediate delivery of significant communication - whatever the inconvenience is to yourself.*

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## MOTIVATE CLIENTS



*Do you want to motivate your clients to a call of action with you? Then bring them to high levels of satisfaction by knowing your company's track record and by knowing you - PERSONALLY.*

***Consider your own personal branding.** Sales-based organizations do a great job of promoting their products and their company, yet they completely collapse on promoting the individual salesperson. Take ownership. Your very own personal branding and promotion is a must!*

*Do your sales processes change as the month moves closer to your quota or sale deadlines? That's fine; just make sure your truth processes don't change as you move closer to those deadlines.*

*Use your network of people to help promote your client's products. Giving referrals for excellent products and services is another masterful way of showing your clients that you care enough about them to outwardly offer them referrals.*

## DATABASE



*Take Chuck's One-A-Day Challenge.* Once a day, enter a new person into your database – with full contact information (birthday, passion, etc.).

*Adding new clients to your database daily helps build a strong sales foundation. Knowing what to do with that information is even more important.*

*Look at every person you come in contact with as a life-long relationship, no matter what. Title and status does not make a difference. From the laborer to the CEO, each person gets added to your database, regardless of your preconceived notion of who that person is.*

*So what happens when the salesperson who already has over 1,000 names in his or her database adds one new contact a day? You'll find that salesperson on the road to success and higher net profits. And the salesperson who does not follow the One-A-Day Database Challenge? He or she will be a slave to lead programs, advertising, seminars, excuses, and finally, blame.*

## FOLLOW-UP



***“Touch” one client per day, every day, no excuses.** Send an e-mail, a gift, a card, it doesn’t matter - just make the contact. Just one touch a day will keep the revenue woes away.*

***Be attractive.** I have a client whose passion is travel, preferably to beach locations. I came across a gorgeous photo on the Internet – it was of the Sun setting over an ocean. I emailed the client the photo with a note “Saw this and thought of YOU!” No strings attached – just a touch.*

***Be referable.** Are you? Would YOU do business with you? Make your clients want to do business with you.*

***Be distinctive.** Stop sending holiday cards. Start sending something that is different, something memorable. How about a 4th of July card instead?*

*Let the sun fade into the sunset before your daily follow up is complete and watch your sales fade just as fast.*

## FOLLOW-UP



*Stop sending birthday cards. Rather, call and sing Happy Birthday to your client's voicemail, off-key even. The response to your call will say it all.*

*Stop with the typical "sales" persistence. After one phone call and one e-mail, do something different to grab your client's attention.*

*You will create an army of sales advocates by staying in constant and "creative" communication with your clients before, during, and AFTER the sale.*

*Following up with clients is about being effective, not about being correct.*

*Never expect your clients to treat you any better than you treat yourself.*

*Establishing the intimate human connection with all your clients could be the key to your personal and professional success.*

## COMMUNICATION



*If your lips are moving, you had better be pointing or clicking! Not just spouting.*

*For every **100** words you speak, your client should be speaking **1000**.*

*Stop formulating answers to your client's questions or statements until they are completely finished with theirs.*

*When your client's need to be heard is fulfilled, you gain intimacy and move closer to closure. In fact, if given the opportunity, your client might even close themselves.*

*Want to improve on your voice quality, pitch, and pace? Practice reading out loud from a Dr. Seuss book as if you were reading to a group of children.*

*Audio tape your sales pitch and play it back. You just might find out something about your delivery.*

*When you come from a place of truth, you never have to remember what it was that you have ever said. Your story will always match.*

## VOCABULARY



*Simplify.* Always answer questions that require a one word answer with ONE word.

**Avoid:** Any word that requires repentance should never be used. **Start Saying:** Yes, can, will, because, appreciate, respect, agree, okay, challenge, honor, may I comment?

**Stop Saying:** Yeah, yeah but, can't, won't, should, try, possibly, maybe, if, problem, but, gunna, hey, hey you, um, dunno, WHATEVER.

*Customize.* When communicating with your clients, your words will sound like one of the following: a novel, a short story, laser phrases or bullet points. Which would your client's personality style prefer to hear?

*Silence . . . may be one of your best sales tools when closing.*

*Less is best. Need proof? Lincoln's Gettysburg address was only 278 words!*

*In times of stressful communication or when addressing an objection by your client, pause, take a deep breath and ask "May I comment?" Asking for permission to speak gives you an immediate distinction over your competitors.*

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## ATTITUDE



*Successful salespeople find ways to increase their business. Others find ways not to. Do what others are unwilling to do and you might just find yourself in front of the sales "pack"!*

*Find the reason TO DO IT – don't look for the reason NOT to do it!*

*Ignorance on fire will ALWAYS out-sell and out-produce knowledge on ice.*

*You have heard the expression "time is more valuable than money." Do you really GET what that means? If so, then why do you sit in traffic?*

*At some point you have to stop asking others, "how would you... or how did you do that? . . ." At some point you just have to jump in and start doing.*

*Heroes and cowards feel exactly the same fear; it is how they react to it that makes the difference.*

## ATTITUDE



*Laying blame, justifying, and making excuses are the tools used to construct houses of failure.*

*It is far more important where you will be a year from now than where you are today.*

*Most truths go through three phases. First, they are opposed. Second, they are ridiculed. Finally? They manifest themselves.*

*Don't allow past failures to impede your ability to achieve success.*

*Never ask the question "Who is going to let me?" Instead, ask "Who is going to stop me?"*

*Before you can become great at sales, you must become a great person.*

*You are in the middle of a sales cycle and all of a sudden a brick wall magically appears from your client. Don't stare at it. Find a way to the other side! Jump over it, go around it, blast a hole through it, or tunnel below it. Every challenge will have choices and options attached to it.*

## GOALS



*Everything happens as a result of a goal.*

*You know that old story of the 1953 Harvard grads – the one where only 3% of the class graduated with goals in mind? Yet 20 years later, those 3% had amassed more personal wealth than the other 97% combined!!! Some say this story was fabricated by a public speaker. I say “who cares!” The **lesson** of the story is the important part – the percentages still live on! Go figure.*

***Annual goals**, committed to written format, need to be developed in October for the following year. Don’t wait until February or March – you are already late. This demonstrates a lack of commitment and tenacity.*

*Every moment you spend in your life is either spent bringing you closer to your goals or moving you away from your goals. Fortunately, the choice is yours.*

*The discipline you learn and the character that is built from writing and achieving your personal and professional goals can be more valuable than the achievement of the goals themselves.*

## GOALS



*Focus on goals you can control, such as performance goals. Avoid uncontrollable goals – such as outcome goals.*

*Every goal that you are serious about must have a benefit, as well as a consequence assigned to it. This adds fuel to the fire of your desire to commit.*

*Well thought-out goals – forget it. Written goals with a specific plan? Now we are talking.*

*Writing out goals is a large step from just thinking about them. A gigantic step is to develop a specific action plan that accompanies each written goal. Want to get real serious about your most significant goals? Then ask 3-4 people to hold you accountable to your goals and plans!*

*One of the most important things about having goals is to have one. Then two, then three and so on and so forth. Okay, you get the picture!*

## OBJECTIONS



*The #1 skill in overcoming objections? Prevention of course!*

***True intimacy** is apparent when your client is honest with you about his or her objections, rather than providing you with smoke screens.*

*When a client provides an objection, make sure to really LISTEN to him or her and PAUSE before responding. In some cases your clients might just resolve their own objection, if given the opportunity to continue to speak.*

*Be aware of your own beliefs when selling your product. You may “transmit” that belief to your clients and not even know it. If you continue to get the same objection over and over again, then your own belief system could be the origin of the objection.*

*Objections are not a rejection; they are simply a request for more information. Or, the client might be asking you to deliver the information in another way that they can easily understand.*

## CLOSING



*When in doubt, “tell” versus “ask.”*

*Closing starts with the first ten words out of your mouth.*

*When you gain true intimacy with your clients, they will close themselves.*

*Eloquently, “bust” Dominant personality types on their “stuff” when closing, you will gain more trust and respect from them – moving you closer to closure. Thinkers and Analytics? You had better hand them the worst case scenario on a platter - with a fork, knife, and spoon. They need to taste it, chew it up, swallow it, maybe even digest it, before they will make any final decisions.*

*SalesMastery graduates think of sales as the talent it takes to elegantly persuade, not manipulate, a person or persons into a win-win sales situation.*

*A rejection is nothing more than a required step in the pursuit of success. Let’s just do our best not to take too many steps.*

## CLOSING



*Are you taking up to three or four calls with your clients before you can close? Then you had better start looking in the mirror and making some changes.*

*There are major differences between a professional visitor and a professional closer. It usually starts with asking for the order.*

*When closing or in a stressful client situation, always under-react versus over-react.*

*In a closing sequence, you are presenting. Everything around you should support your sales presentation. All your closing tools should be professional in nature and support your cause of delivering a successful presentation to your client.*

*SalesMastery graduates who consistently refine their closing skills also have a great amount of self-confidence, self-control, and self-respect. These traits are naturally observed by your clients who in turn will bring themselves to higher levels of satisfaction.*

## HEALTH & FITNESS



*When it comes to your health, you can either meditate or medicate.*

*The information found in health clubs could put most doctors out of business.*

*Where should you hang your clothes? Why, on your in home treadmill of course!*

*The health club is not about the membership fee. It is all about the momentum built by being around like-minded people, all moving in the same direction, with the same goal in mind.*

*Diets do not work. Period. Lifestyle changes do. Period.*

*Park in a fast food restaurant parking lot for 15 minutes and what do you see? Park in a health club parking lot for 15 minutes and what do you see? NOW do you get it?*

## HEALTH & FITNESS



*You age every minute of every day – not just on your birthday. Become really clear on this fact and watch your health habits change.*

*What is the most important knowledge that results in a lean body? First, an understanding of alkalized foods versus acidic foods and how they affect your body's ph balance. Second, proper nutrition. The final ingredient? Exercise. Add to that a good attitude and some simple disciplines, repeated daily, over time, and it will change your life!*

*Your local health club is like a trade show. Each person there has something of value that you can glean from them. Go ahead, stop by each "booth" and see what you can learn.*

*Poison is defined as the following: Oil, butter, cheese, bread, white rice, and pasta. All of these will proceed immediately, without ANY real health benefit, to places on your body where you store fat. Oops . . . did I forget to mention alcohol?*

## CLIENT / FRIEND QUOTES



**Bill Wagner – Author of “The Entrepreneur Next Door”**

*“Remember the people you meet on your way up . . . you may just meet them on your way back down.”*

**Wendell Smith – Financial Planning Concepts –Wichita KS**

*“You can fail and fail and fail, but you are not a failure until you blame others!”*

**Yoda the Jedi Master – Star Wars**

*Luke: “I’ll try.” (to raise the X-Wing Fighter out of the swamp) Yoda: “No,” scolded Yoda. “Do . . . or do not. There is no try.”*

**Brent Darden – Owner of Telos Fitness Center – Dallas, TX**

*“The surest path to personal wellness is paved with individual responsibility. Maintaining a healthy lifestyle, regardless of circumstances, begins with winning the daily challenge of choices.”*

**Nido Qubein – President High Point University**

*“Winners compare their achievements with their goals, while losers compare their achievements with those of other people.”*

## CLIENT / FRIEND QUOTES



**Jim Rohn – Professional Speaker & Mentor of Chuck**

*“There are some things you don’t have to know how it works. The main thing is that it works. While some people are studying the roots, others are picking the fruit. It just depends on which end of this you want to get in on.”*

**Steve Langham – Body Builder – Palm Springs, CA**

*“Highly successful people reach out for coaching, counseling and training when they DON’T need it. Everyone else? When they need it!”*

**Jack Lashley – Business Owner – Wichita, KS**

*“ . . . with that in mind, do you have any objections to discussing this with me?”*

**Melissa Brown – Salesperson – Nashville, TN**

*“Building a better company means building better people from the inside out.”*

**Zig Ziglar – Motivational Speaker**

*“It is easy to get to the top after you get through the crowd at the bottom.”*

## CLIENT / FRIEND QUOTES



**Ron Anderson – Salesperson – Dallas, TX**

*“I do pretty good when I work; and not so good when I don’t.”*

**Scott Schumm – Business Owner – Sacramento, CA**

*“When asked by a customer for the price of a product, I respond ‘a mere fraction of the true value received’. It gets them every time!”*

**Jay Young – CEO Anderson-Drake Partners – Dallas, TX**

*“If you want to be the best in anything, you have to THINK you are the best!”*

**Mark Victor Hansen – Speaker and Author**

*“You control your future, your destiny. What you think about comes about. By recording your dreams and goals on paper, you set in motion the process of becoming the person you most want to be. Put your future in good hands - your own.”*

**Ron Marks - Results Seminars – Scottsdale, AZ**

*“Goals give you long term vision with short term motivation that can make the difference between success and failure.”*

## ABOUT CHUCK



With over twenty years in corporate consulting, sales coaching & seminars, Chuck Bauer is known for getting results with high-content, high-impact presentations, laced with his stories from a lifetime of sales experience.

From Halifax, Nova Scotia, to Juneau, Alaska, and from Los Angeles, California, to Washington, D.C., Chuck has traveled extensively throughout North America, sharing his information on sales, communication, and leadership. His interactive and performance-based seminars have brought tremendous, documented results to the attendees.

He provides services to a large number of sales organizations and salespeople nationwide. He routinely goes on “live” presentations with his clients. His sales and consulting expertise and seminars are highly respected and in high demand.

## REVIEWS



*"My net profits are higher than expected and it is easier to make more because of his consulting. I plan on continuing to have Chuck consult to my businesses - it allows me to move forward comfortably, safely, and more rapidly."*

Gale James -- Franchise Business Owner  
Woodbridge, VA

*"The two days were extremely engaging. The sales reps are raving about Performance Mastery. Content is on point. Chuck is an excellent speaker. Can't wait to see what everybody does on Monday."*

Shari Phelps, Senior Sales Director -- Thomson-PPC  
Fort Worth, TX

*"Chuck's help with both my personal and business lives has been and will continue to be invaluable. 'Thanks Chuck', as I have found your SalesMastery AND AttractionMastery courses very helpful."*

Chris Logue -- Regions Bank  
Round Rock, TX

## REVIEWS



*“When you look for the perfect trainer, you want knowledge, depth, great presentation skills, command of the room, lots of humor, and the ability to connect with the audience. Chuck is the essence of what a trainer, speaker, and motivator needs to be. I recommend you hire him today, before your competition does.”*

Jeffrey Gitomer -- The Sales Bible  
Charlotte, NC

*“GoalMastery was at a level between excellent and superb!”*

Brandon McAdams -- DebtXS  
Dallas, TX

*“My production since attending SalesMastery has increased over 20% as a direct result of your course.”*

Mitch Butler -- New York Life  
Wichita, KS

## CONTACT CHUCK



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