

Special Management Series

# THE *Up Lifting* SALES TRAINING

A little long but very visual for Sales  
People to see and a great photos and  
messages to use slides as an on-going  
Sales Builder.

Presented by J.W. Owens



A Perspective 101 Series



# SUCCESS HABITS

1.

# STARTING FRESH

- **Start Fresh**
- **Realize that some old habits don't take YOU in the direction YOU want**
- **Identify and acknowledge YOUR negative habits**



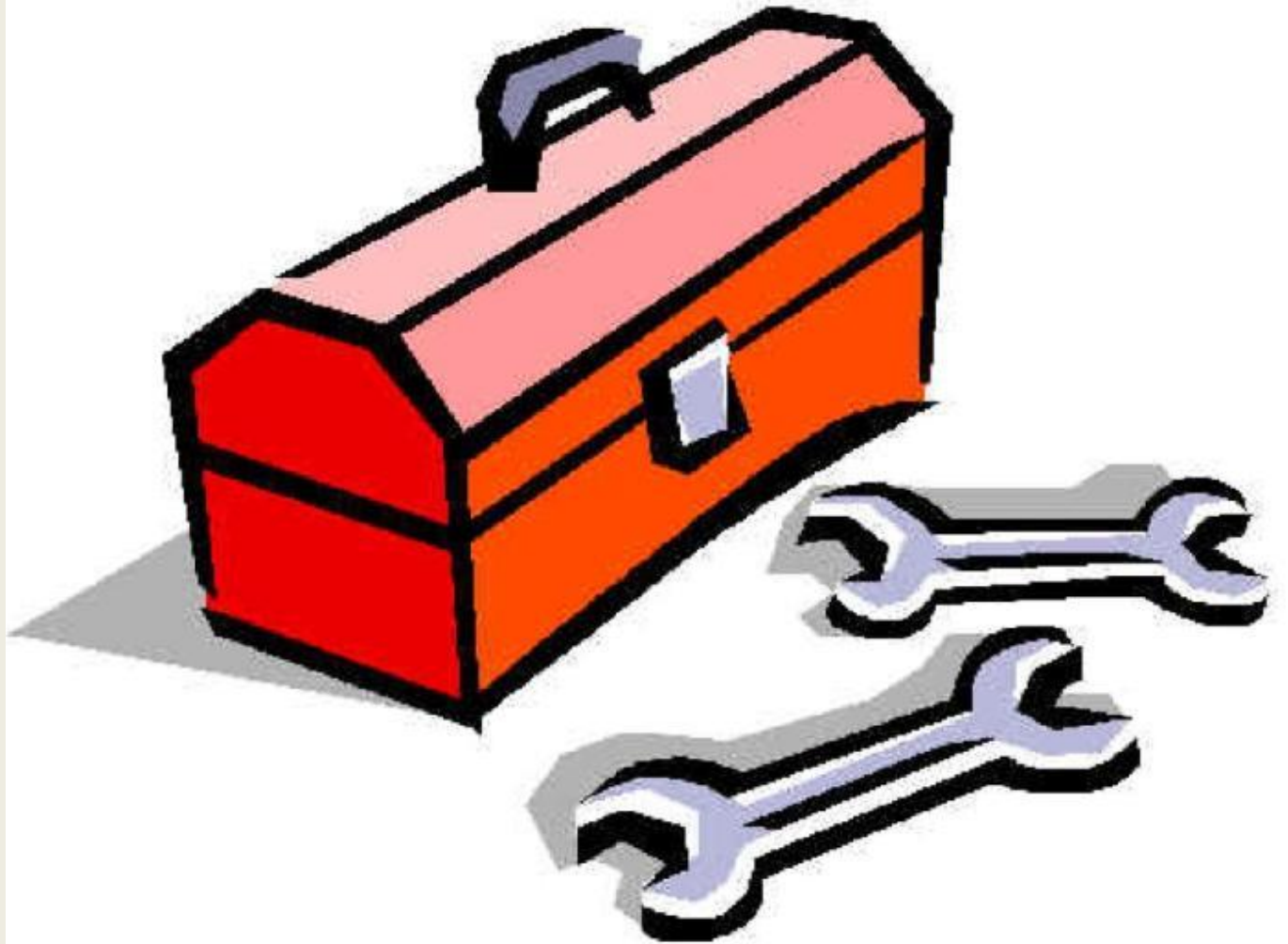


# CHOOSE AN OPPORTUNITY OR DESPAIR

- Regardless of the situation, the response determines the ultimate outcome
- Optimism enables YOU to create the outcome YOU desire

# WORK WITH WHAT YOU HAVE

- Most people are endowed at birth with enough wit and common sense to achieve a certain level of success
- Acquiring tools to deal with challenges, guarantees success





# DIFFERENCE BETWEEN SUCCESS AND FAILURE



- Successful people habitually do things that lead to success while failures do not
- Observe the habits of successful people
- Then develop those habits as a standard part of YOUR daily life

# SUBSTITUTING VS. OMITTING HABITS

- Only a habit can subdue another habit
- Believe that YOU will stop being late for meetings and you will actually start being early!



# COMMITMENT TO BUILD DAILY

- The integrity of **YOUR** words to yourself is sacred
- Stick with the job till **YOU** complete it
- Develop a habit of committing to **YOUR** work, daily





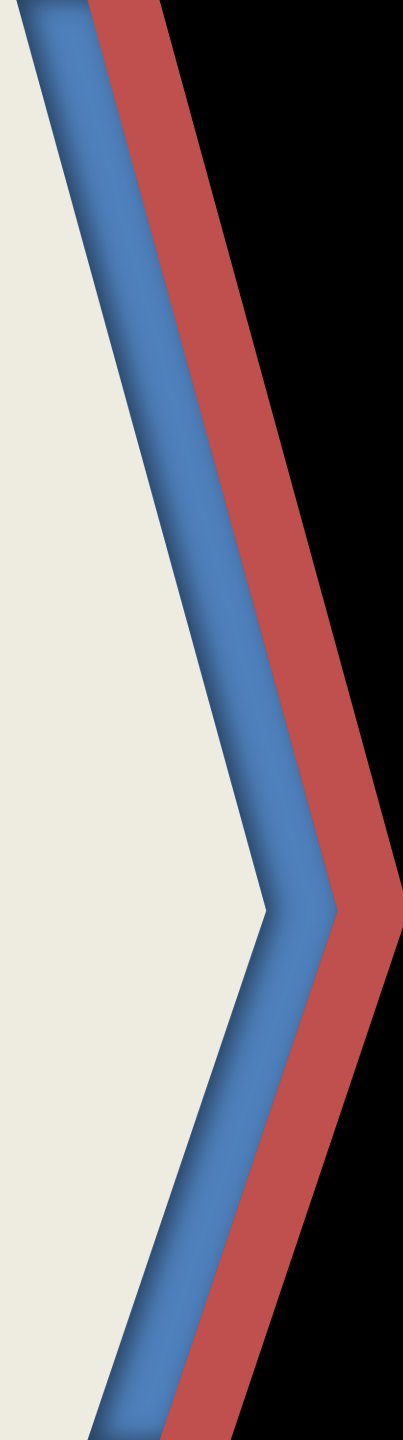
# BECOMING A NEW PERSON

- Walk tall amongst men
- Become a new person, believe that YOU are a new man with a new life
- Though YOU may encounter obstacles in the new life, but do not let it deter YOU from working

Believe in yourself

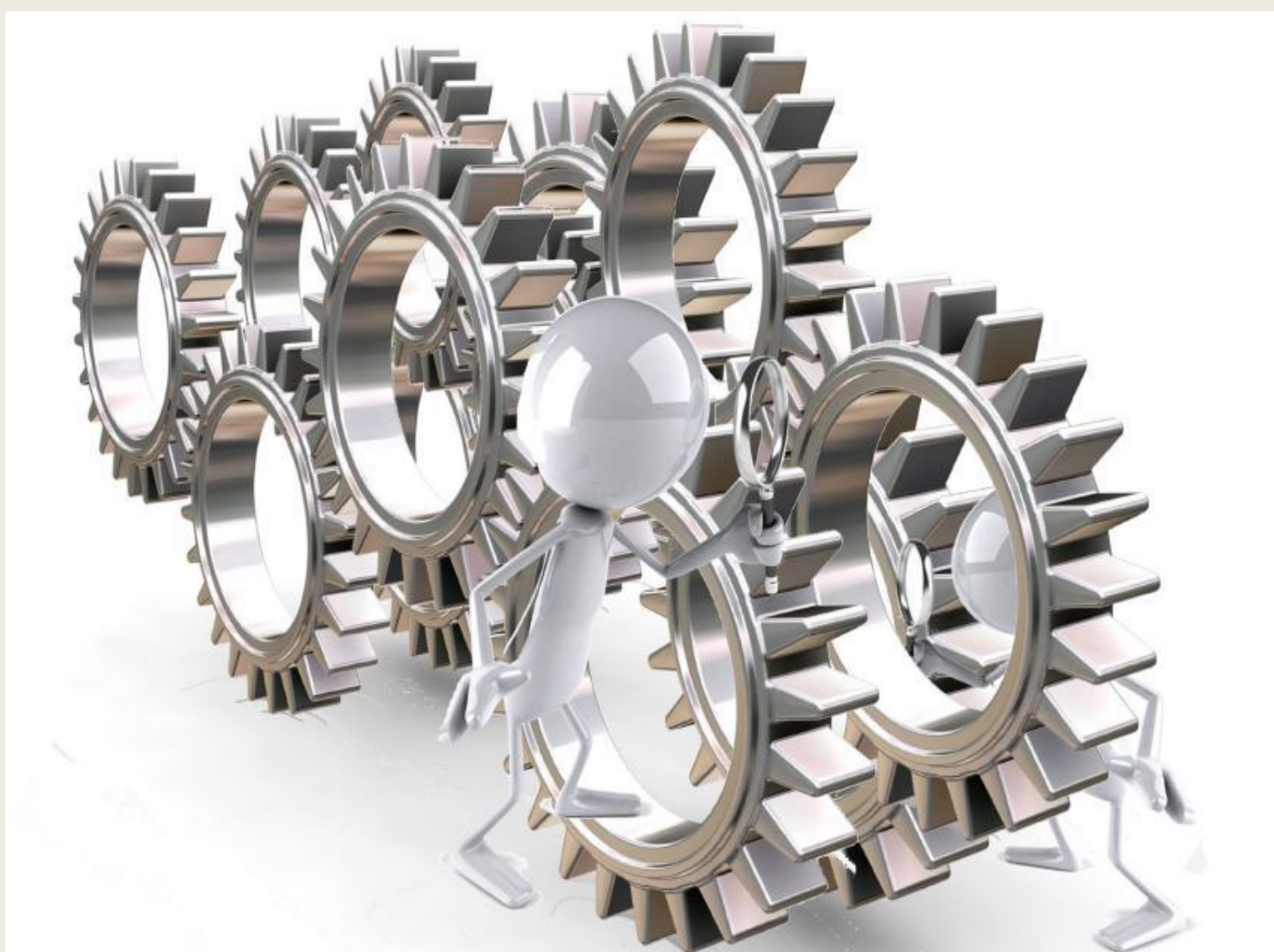
**LOVE**

**2.**



# PEOPLE'S SKILL

- **Love is the first of nine principles of success**
- **YOU must have love for your profession**
- **Sales is a people centered business hence effective people skills are the most important tools for a sales person**



# LOVE – OFFENSIVE WEAPON

- Love is the most effective weapon for conquering opposition
- The aim of every sales encounter should be to gain cooperation from the prospect not destroy the sales opportunity



# THE CONSUMER DEFENSE SYSTEM

- Don't take prospect's excuses personally; its just an instinctive reaction
- Once these same prospects begin to sense YOUR genuine concern all their defenses will start to come down





# THE ART OF SPOTTING HIDDEN BENEFITS

From carefully analyzing over 500 of the most successful people of their time it is discovered that one of the thing which was common in all was relentless optimism







# **PERSUASIVE POWER OF PRAISE**

- Words have the power to sooth or to irritate
- Whenever YOU use praise to highlight the good qualities in most people
- People love hearing praise

# THE CONFRONTATIONAL ATTITUDES

**Approaching the people YOU meet with an attitude of love will allow YOU to disarm their defenses and make a positive first impression.**



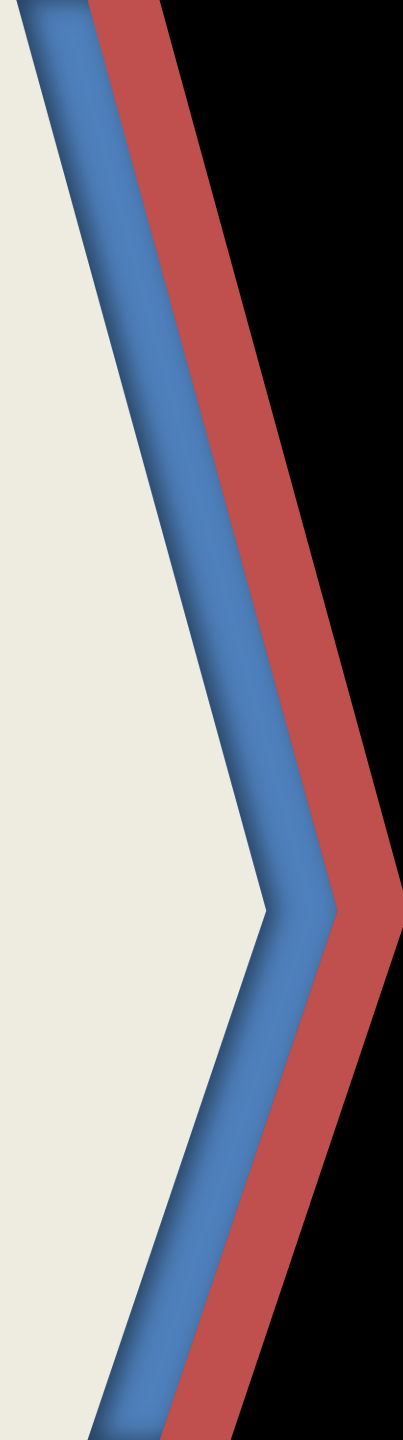
# A PRACTICAL EXERCISE

- To become a successful salesperson YOU must first be sold on what YOU are selling
- Love what YOU do
- Be convinced that YOUR product is of great value to the people



# PERSISTENCE

3.



never  
never  
never  
give  
up

(winston churchill)

# IMPORTANCE OF PERSISTENCE



- If YOU continue to try, YOU will succeed.
- Never consider defeat.
- YOU will persist. YOU will win.
- No great achievement has ever been attained without persistence.

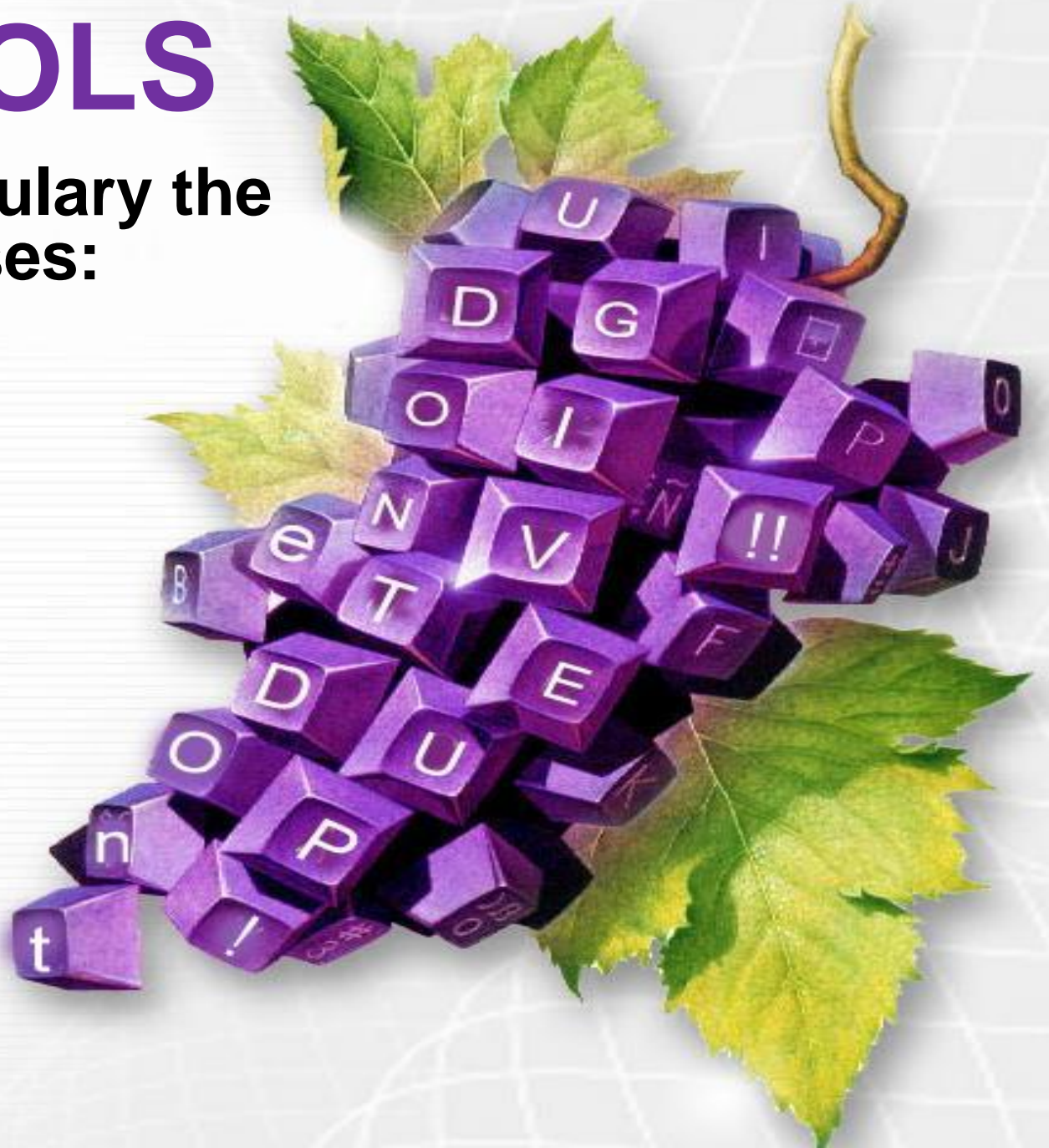
**Persistence is an indispensable quality of a good salesperson.**



# WORDS OF FOOLS

Remove from YOUR vocabulary the following words and phrases:

- Quit
- Cannot
- Unable
- Impossible
- Out of the question
- Failure
- Unworkable
- Hopeless



- **Keep YOUR eyes on the goal**
- **Each failure to sell will increase YOUR chance for success at the next attempt.**
- **Each obstacle YOU will consider as a challenge to YOUR profession.**





**ALWAYS GIVE UP**  
**NEVER TRY AGAIN...**

---

*“Get up, stand up, don't give up the fight”*

# IMPORTANCE OF PERSISTENCE

- YOU will learn and apply another secret of those who excel in YOUR work.
- Never will YOU allow any day to end with a failure.

Success is not final, failure is not fatal: it is the courage to continue that counts.

Winston Churchill



# IGNORE REJECTION

- Rejection is a natural by product in the sales profession.
- Don't get offended if someone declines YOUR offer.
- Think of a new way to present YOUR offer so that it is more appealing.



# TEST OF BRAVERY

- Every day YOU are confronted with challenges
- Each challenge is a test of YOUR bravery.
- Passing the test promotes YOU to the next level of achievement and even more difficult challenges.
- If YOU fail the test, repeat the lesson until YOU get it right.





# ACCEPTING CHALLENGES

An aerial photograph showing a military parachute jump. A large green parachute is deployed in the upper left, with a smaller figure of a jumper below it. In the center, a jumper in camouflage gear is suspended by a single rope, descending towards a runway. Another jumper is visible further down the rope. The runway is a long, straight concrete strip with yellow markings, surrounded by green fields and a forested area. A road curves along the left side of the runway. The sky is clear, and the overall scene conveys a sense of challenge and courage.

- **Accept the fact that YOU will be tested**
- **Confront the tests bravely; YOU will eventually pass.**
- **Avoiding the challenges will not make them go away.**



# BE THE LION NOT A LAMB

- A lion is the most self sufficient animal, while the sheep is the most helpless
- YOU must possess a fierce initiative to make things happen
- Be proactive, like the lion
- Take care of things yourself and just do it!







# THE SECRET OF SALES SUCCESS

- A successful sales man always tries one more time
- Do not walk away if a prospect has said the very first 'NO'
- Try again, or try a new prospect tomorrow

# THE DARK SIDE OF SUCCESS

- The world does not stand still, hence requires continuous progress
- Strive constantly rather than living as a yesterday's have been
- Expand your dreams
- Instantaneous efforts seldom produce long term benefits
- Permanent results come from sting efforts
- Just like the hands of the clock, each movement is barely noticeable, but consistency yields lasting results



# SELF ESTEEM

4.



# YOU ARE UNIQUE!

- **YOU** are nature's greatest miracle.
- **YOUR** uniqueness is of tremendous value
- None that came before, none that live today, and none that come tomorrow can walk and talk and move and think exactly like **YOU**.





# YOU ARE UNIQUE!

- Elevate YOUR self esteem.
- Enhance YOUR ability to unleash YOUR true potential.
- When YOU begin to think highly of yourself, others will value YOU highly as well.



# YOU ARE DIVERSE!

*Celebrate Diversity*



- Highlight YOUR differences; they are what set YOU apart.
- Apply this principle to the goods YOU sell.
- No one has the ability to sell exactly like YOU.
- Be proud of the difference
- Identify the distinguishing features of YOUR product.
- Uniqueness alone can be a sufficient reason for people to buy from YOU.

# YOU ARE COMPETENT!

- **YOU are better equipped in both mind and body.**
- **YOU can accomplish far more than YOU have.**



# YOU HAVE UNTAPPED POTENTIAL!

- **YOU have unlimited potential.**
- **Discover new ways to unlock this unlimited potential.**
- **YOU have the ability to solve problems that YOU have not yet encountered.**
- **Increase YOUR own capacity to perform.**



# YOU ARE A WINNER!

- **YOU will win, and YOU will become a great salesman, for YOU are unique.**
- **The self YOU display openly before the world is what determines how the world responds to YOU.**





# YOU ARE EQUIPPED WITH THE PRODUCT KNOWLEDGE

- **Develop sufficient product knowledge.**
- **Enables YOU to have greater confidence in making the sales presentation.**
- **YOUR confidence and ability to answer prospects' questions effectively will help them to trust YOU and rely on YOUR insight.**
- **They will be more receptive to any comments or suggestions YOU make.**



# YOU ARE A MASTER OF WORDS!

- Words are to the salesperson what an instrument is to the musician.
- Practice, improve and polish the words YOU utter to sell YOUR goods.
- Deliver with excellence.



# **Are you putting your prospect to sleep?**



# Selling Skills

You should be able to sell sands to the Arabs ...

- In order to master the sales process, YOU must learn to master the sales presentation.
- Keep in mind that telling is not selling.
- Selling requires YOU to ask carefully designed questions just like a skilled lawyer.
- YOU must know the answers before YOU ask the questions.
- YOU must be able to anticipate YOUR prospect's responses.
- Practice YOUR presentation over and over again.



# YOU CAN SEE AN OPPORTUNITY IN ALL OPPOSITIONS

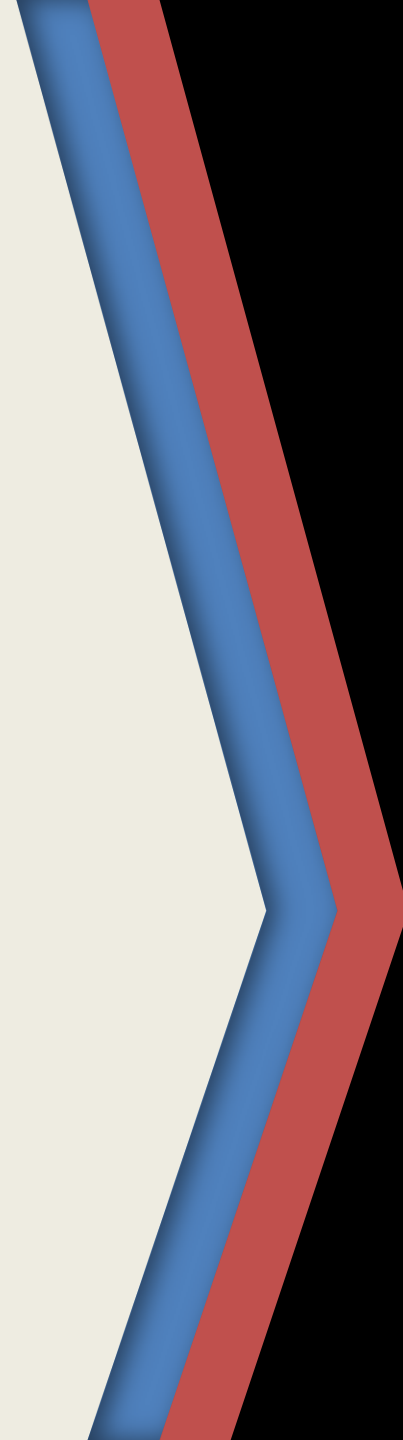


- All the problems and discouragements are great opportunities in disguise.
- Opposition is the fertilizer of growth.
- It causes us to expand our abilities.
- Look at the opposition in a way that will enable YOU to uncover the benefit it contains.



**TIME**

**5.**



- **Fulfill the duties of today, today!**
- **Instead of to-do-lists, make habits**

**today**



# LIVE IN THE PRESENT

A person is bungee jumping over a dense, green forest. The person is wearing a white t-shirt, patterned shorts, and a harness. They are suspended in the air, with their arms outstretched. A thick white rope is attached to their harness and extends upwards towards the top right of the frame. The background is a steep, rocky cliffside covered in lush green vegetation.

- Enjoy each day as if it's the last...Work each day, as if it's the last.
- Anxiety is a sickness crippling daily productivity.



# PERSPECTIVE ON YESTERDAY

- 
- A close-up photograph of a car's interior, focusing on the rearview mirror. The mirror reflects a city street scene with buildings and traffic. The background outside the car is blurred, suggesting motion. The text 'PERSPECTIVE ON YESTERDAY' is overlaid at the top in yellow. Below the mirror, there are two bullet points in yellow text.
- Past should be reviewed just as the car's rear view mirror
  - Too much emphasis on the past (rear view) will most likely result in accidents

# TREASURING THE PRESENT

Treat present like 'a present'

- Greet each day with a positive attitude
- *“Look to this day, for tomorrow is only a vision and yesterday is already a dream. But if we look well to this day, we can make every tomorrow a vision of hope, and every yesterday a dream of happiness.”*



PAST  
PRESENT  
FUTURE



# BATTLING TIME KILLERS



**Avoid the killers of time;**

- **Procrastination**
- **Doubt**
- **Fear**
- **Regrets**
- **Worries**

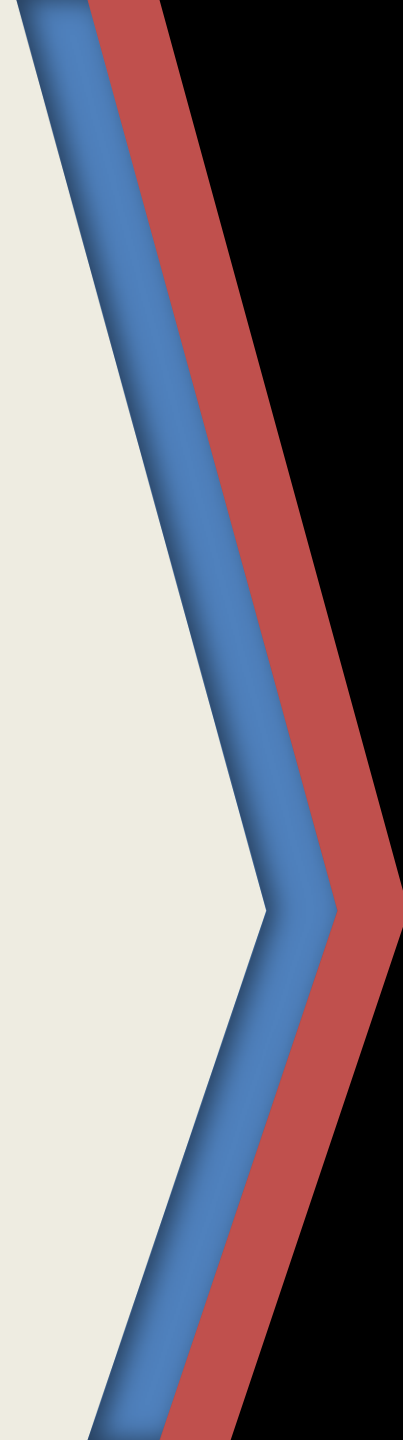
# THE APPRECIATED VALUE OF TODAY



- **Do one extra thing a day**
- **Growth is a universal pattern**
- **Appreciate the value of time**

**EMOTIONS**

**6.**



**YOU are the master of YOUR emotions.**



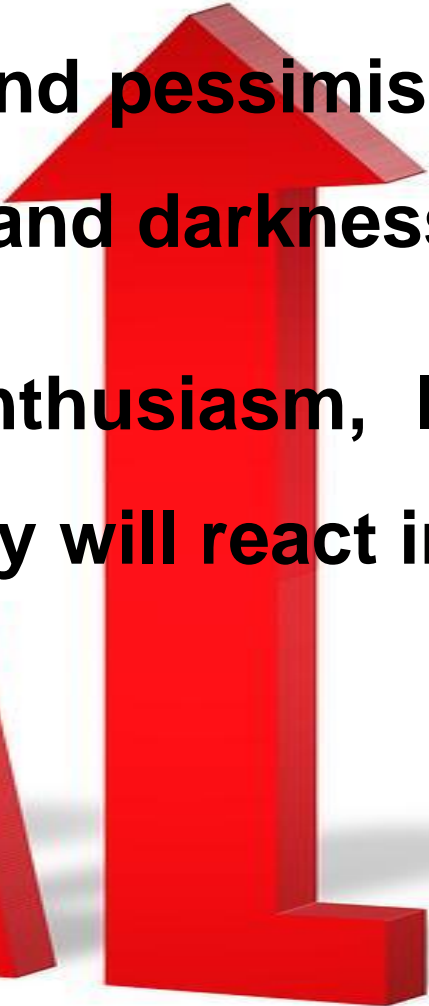
**EMOTIONS**

ELATION HAPPY HATE REACTION DESPAIR ANGER HOPE



# YOU are the master of YOUR emotions.

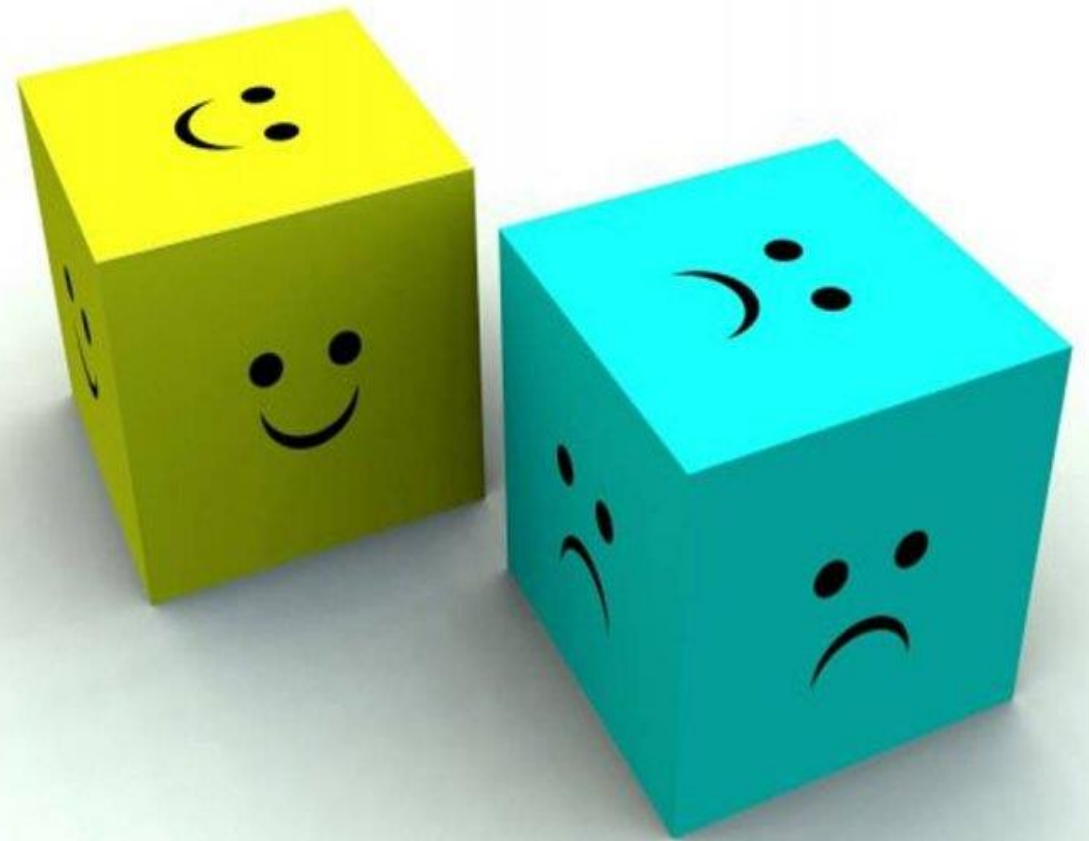
- If YOU bring gloom and pessimism to YOUR customers, they will react with gloom and darkness.
- If YOU bring joy, enthusiasm, laughter and brightness to YOUR customers, they will react in the same way.



**SALES**

# UNDERSTAND YOUR EMOTIONS

- Understand YOUR emotions first before understanding YOUR customers' emotions.
- Negative emotions = No business
- Recall YOUR failures when YOU become overconfident.
- Remember YOUR moments of shame when YOU enjoy moments of greatness.



# **YOU are the master of YOUR emotions.**

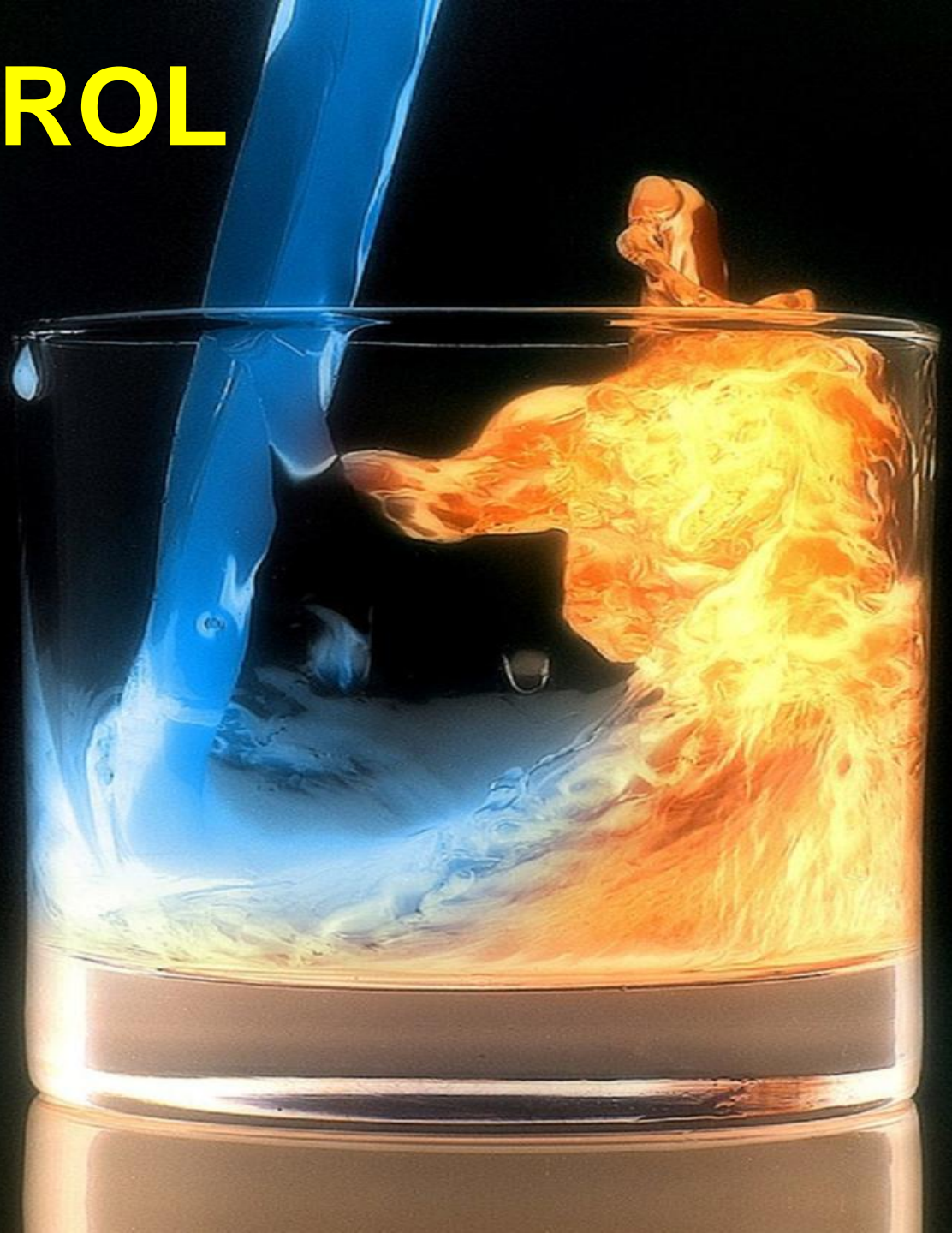
## **Become The Greatest Salesman in the World by controlling YOUR emotions.**





# THOUGHT CONTROL

- Never permit YOUR thoughts to control YOUR actions.
- Always use YOUR actions to control YOUR thoughts.
- Never lose hope and control of yourself.





the fruit of the Spirit is...



## TOLERANCE FOR MOODY PEOPLE

- Do not get offended by moody and irritable people.
- This will only cause YOU to lose YOUR patience, YOUR temper and ultimately the sale.
- Be understanding, patient and try to set a positive emotional tone.

patience.

# IMMUNITY TO REJECTION

- Do not take offense to rejection because it is a clear sign of personal insecurity.
- Address all the objections and leave the customer with the positive impression.
- Do not be afraid to call again a person who at one time was not too receptive.





# Action = Reaction

If Reaction = Action, try a different action



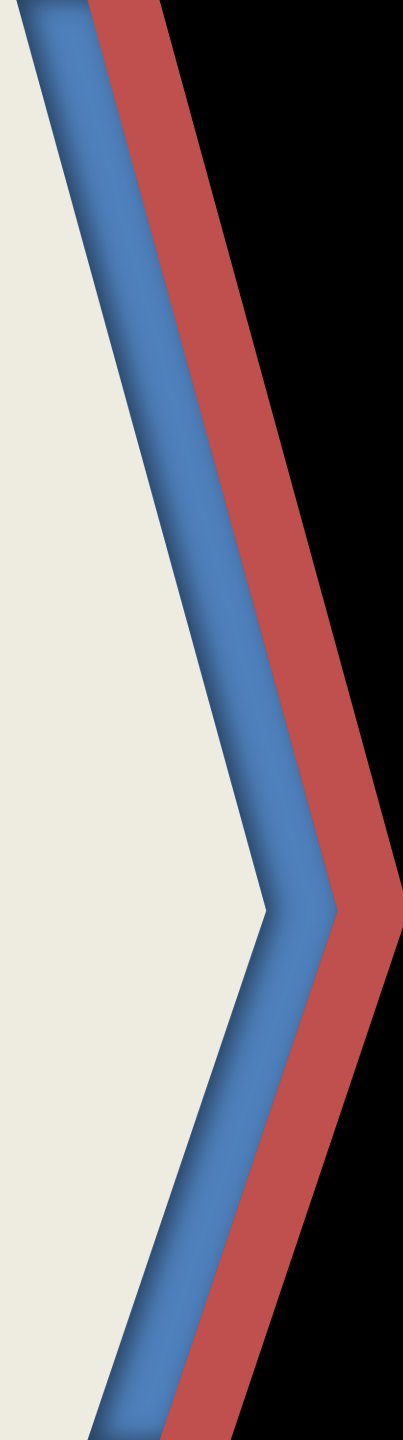


A large, simple smiley face is drawn on a dark, wet surface. The face consists of two vertical lines for eyes and a wide, upward-curving arc for a mouth. The surface is covered with numerous small, glistening water droplets, giving it a textured, reflective appearance. The text is centered within the mouth of the smiley face.

Start every day  
off with a smile  
and get it over with.

**HUMOR**

**7.**





**S u c c e s s**  
**is getting what you want.**

**H a p p i n e s s**  
**is wanting what you get.**

- Believe that: this too shall pass
- Enjoy today's happiness, today!
- Happiness leads to success



# LAUGHTER EFFECTS PHYSICAL CONDITIONS

- A good sense of humor frees from stress and anxiety
- Positive energy and enthusiasm are a vital part of sales process, which comes through Humor

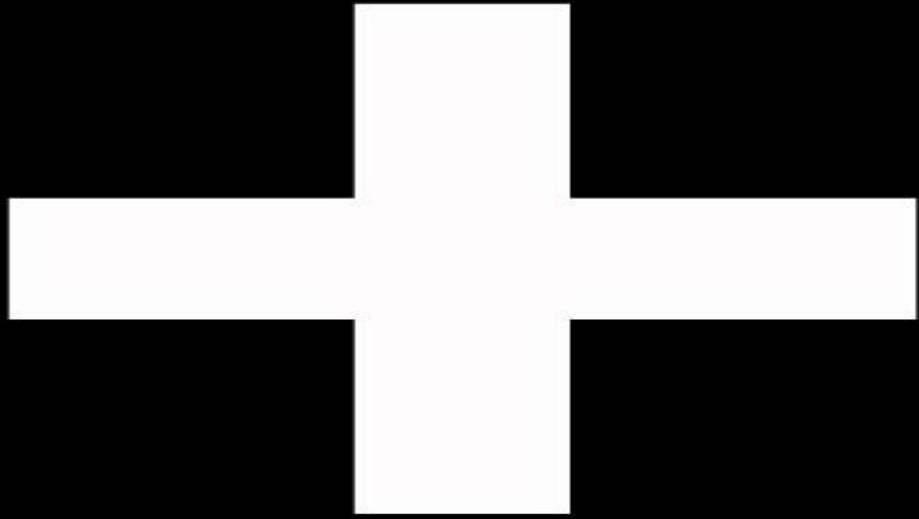


# THE ABILITY TO LAUGH AT YOURSELF

- **Laughter: The best Medicine**
- **Helps maintain the most important relationship: the one with YOU**
- **People love happy people**
- **Laughter is contagious**



# Negative



LAUGHING IN THE FACE OF  
ADVERSITY

# Positive



- Laughter removes adversity's power to intimidate others
- Laughter can be the best revenge; a smile can turn the world around
- Laughter brings in Positivity



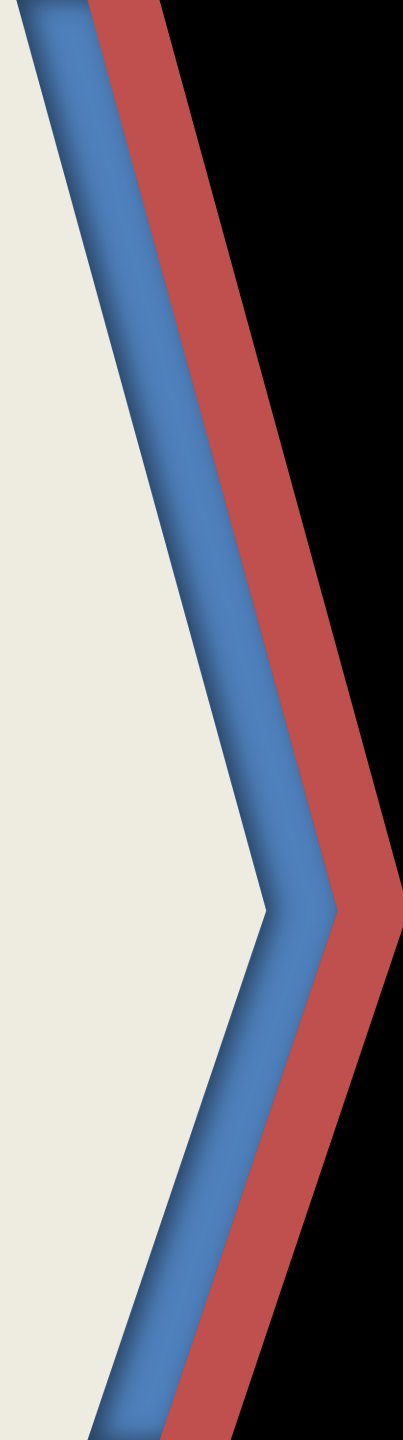
# EXCHANGING SMILES FOR GOLD



- Happiness given is a precious gift
- People can detect insincerity
- Always be genuine in YOUR transactions

# PROGRESS

# 8.



# GOAL SETTING

- Goal setting is the most powerful personal achievement tool.
- Set goals for the day, the week, the month and the year.
- Set time limits for achieving the goals.







aim high

- **Never aim for too low.**
- **Tomorrow YOU will climb higher than today.**






- Always raise YOUR goals as soon as they are attained.
- Always strive to make the next hour better than this one.
- Always remember that YOU will rise when YOU stumble.

**DO's**



# DON'Ts

- 
- The background of the slide features large, 3D block letters spelling out "DON'T GIVE UP". The letters are arranged in two rows: "DON'T" on top and "GIVE UP" below it. The letters have a weathered, textured appearance, resembling concrete or stone with some red and blue paint splatters. They are set against a background of a cracked, grey concrete floor.
- Do not brag about YOUR accomplishments.
  - Do not be afraid when YOU fail to achieve YOUR goals.
  - Do not be afraid to declare what YOU want for YOUR future.
  - Do not wait for the opportunity; create the opportunity.



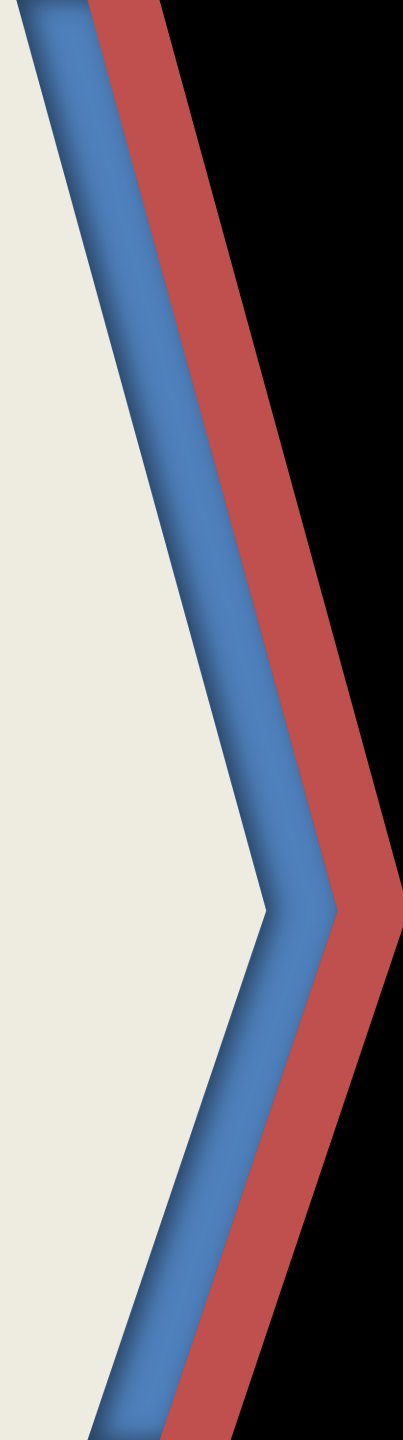
# DO's


- Strive to surpass YOUR own achievements.
- Develop an attitude of self satisfaction, self confidence and high self esteem.
- For gauging YOUR progress, use YOUR past achievements as the starting point.



**ACTION**

**9.**





• The actions  
chosen make  
dreams a reality  
(Beware: that's for  
nightmares too!!)

• Act NOW

From Dream  
to Reality



# CAUSE OF PROCRASTINATION

- Conquer fear; know the source of YOUR fears
- Conquer YOUR thoughts
- Turn undesirable thoughts into desirable ones



# CONQUERING THE BUTTERFLIES

- 
- A close-up photograph of a hand with fingers spread, holding a bright, glowing light source. The light is circular and very bright, creating a strong contrast with the dark background. The hand is positioned in the center of the frame, with the fingers slightly curved as if holding something delicate. The background is a solid black, making the light and the hand stand out prominently.
- Develop YOUR potential to benefit others = increase YOUR value
  - Turn the image around in YOUR mind
  - Visualize positive outcomes

# DEVELOP THE ACTION HABIT

- Trigger YOUR subconscious repeatedly
- Repeat to yourself: *I will act NOW!!!*
- Don't analyze, just act: the action will become second nature to YOU ultimately





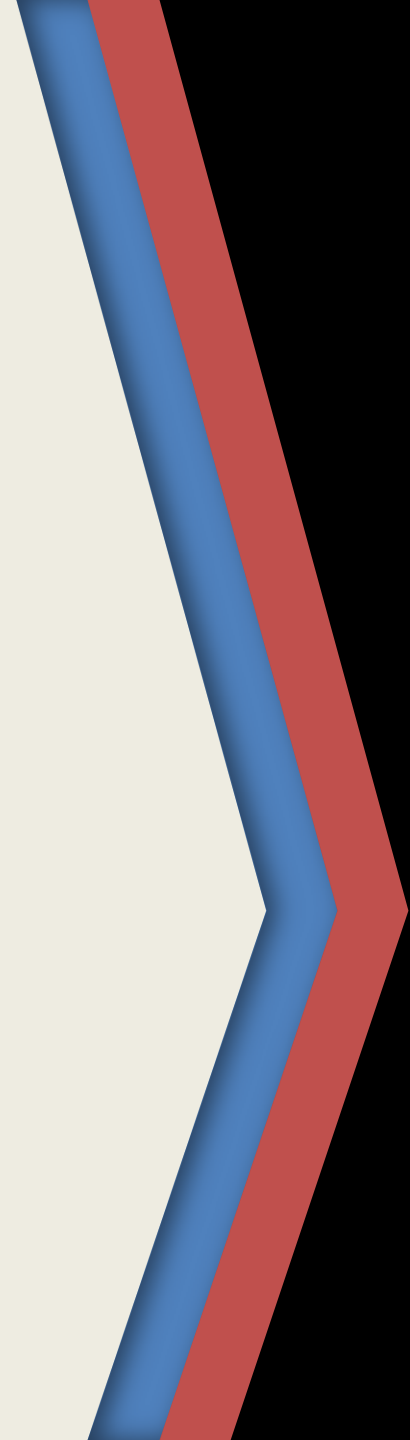
# HUNGER MOTIVATES YOU TO ACT

- Success comes to those who thoroughly want it
- Success comes if its importance is felt
- Develop hunger for success, thirst for happiness and peace of mind



**PRAYER**

**10.**



**Seek guidance, learn rather than achieve results**






# THE INSTINCTIVE KNOWLEDGE OF GOD

## *inner voices*

- Listen to YOUR inner voice
- God is a subconscious awareness
- Prayer: an intensely earnest request





If you fight,  
you might lose...

# SEIZE THE OPPORTUNITY

- ‘Opportunity’ is in the eye of the beholder
- Positive perception
- Spot opportunities as soon as they pop up

If you don't fight,  
you've already lost.



IT'S NOT HOW  
GOOD YOU ARE,  
IT'S HOW GOOD  
YOU WANT TO BE.



# PRAY TO FIND THE PATH TO SUCCESS

- **Accept failures as temporary  
(and success too!)**
- **Slow and steady...**







# THE *Up Lifting* SALES TRAINING



This is a series of Training for your  
Management, Sales & Office TEAM

## Good Selling !



J.W. Owens - 561-372-5922  
results.jwowens@gmail.com

**A Perspective 101 Series**



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