



Podcast

MYLIFE Coaching Interview with Ian Segail author of the book, “Bulletproof Your Sales Team.”

(Music introduction)

MYLIFE Coaching: I’d just like to welcome everybody to our CD of the month, and the – we are very, very fortunate to have Mr. Ian Segail on the line. He is the author of the book, “Bulletproof Your Sales Team.” And just to give you a little bit of background on Ian, I’m just going to read a little bit about the author from the book, but then I’m going to tell you a little bit about my own personal experience.

In the book it says that he’s one of Australia’s leading authorities on sales management. As far as I’m concerned, he’s the number one man to go to as far as sales is concerned, sales process or sales team management. He’s involved in coaching, training and development of sales people and sales managers, and he’s been doing that for over two decades. And he started, he cut his teeth in the sales training arena working for the man Tom Hopkins in the United States and Tom Hopkins, as you’d be aware, is the author of, “How to Master the Art of Selling.” And he was absolutely huge through the 80s and he is passionately pursued the answer to the question, “How come people – how come some people can sell, but most can’t?” And he draws on his real world sales and management experience and works as a sales performance coach with both novices and experienced sales people.

And I’m just talking to Ian before we got started about whether we’re talking about sales in relation to a business owner having a sales team, or I suggested to Ian that sales skills to me are really life skills. So I think there’s going to be something in this conversation for absolutely everybody listening.

My personal experience with Ian is do you realize almost 20 years ago. Hasn’t that gone quickly? I’ll introduce you so you can talk to the folks. Hey guy!

Ian Segail: Thanks mate.

MYLIFE Coaching: Do you realize that, we crossed paths almost 20 years ago.

Ian Segail: Wow, that’s unbelievable. It feels like just an absolute flash.

MYLIFE Coaching: I had a full head of hair.

Ian Segail: You and me both.

MYLIFE Coaching: I don't remember you having a full head of hair. I remember it being long, but not the full head.

Ian Segail: (Laughing)

MYLIFE Coaching: (Laughing) But I first met Ian when I had this brain explosion nearly 20 years ago one morning and decided that I needed to sell life insurance. So I went and got a job and I passed the entrance exam, which back in those days if you remember, they put a mirror under your nose and if it fogged up you were in.

Ian Segail: The second test was to shake your hand and if there was a pulse, you were definitely in.

MYLIFE Coaching: Yes. So I was breathing and I had a pulse, so I got a start and I was fortunate to meet Mr. Ian Segail at that time who was the, I guess the training guru in that particular office. And that was the beginning of it. And my memory of that was just sensational. I was absolutely blessed to meet this man because he sort of took me under his wing I guess because I may have showed him a little bit of enthusiasm about the sales process and about personal development in general. , and he would encourage me to read books and I hated reading books at the time. I think at the time I had read one book in my life and that was, "Invaders from Space" or something.

, and he encouraged me to read books, but found out fairly quickly that that wasn't going to work because he would give me a book or two and he was very smart and sneaky and he would write sort of halfway through the book in pencil on one of the pages, "When you get to this page, call me and I'll buy you lunch."

Ian Segail: I remember that.

MYLIFE Coaching: And he never ever got the call. (Laughing) So he realized fairly quickly that books weren't the way to go and started to give me tapes. He lent me his tape collection and I remember the very first one was, "Zig Zigler (sp) See You at the Top" and, it was just awesome stuff. And to this very day I still teach what I learned from Zig (sp) and implement it as best I can. And things that Zig (sp) said that were incredibly profound such as, "If you keep on doing what you've been doing, you're going to keep on getting what you been getting." I say that almost on a daily basis, it's just so profound.

So eventually I started to read books because all of the tapes that Ian lent me, the guys on the tape said you gotta read books. So I eventually got bludgeoned into submission. And Ian would also do sneaky things like give me the book like, "The 7 Habits of Highly Effective People" from Steven Covey (sp) and he would hand it to me, but kind of pull it away, create that fear of loss and say things like, "If you could get this, this would be off the charts. But I'm just not sure that you're ready for it yet." And of course, that would cause me to just about rip his arm off trying to get the book off him.

So that's when the sales process learning began back then. So I've been incredibly fortunate to know this man. He was my very first mentor and I owe so much to him, and I'm absolutely privileged to be talking to him today.

But I don't want to take up too much of this. I want to bring Ian in and so you guys listening can start to get some information from this man's brain. I'm going to be grilling him a bit about all sorts of things so I can get you the best information on this (inaudible) of the month.

So Ian, welcome. Thank you so much for putting the time aside to talk to us today. , I want you, in your own words, to tell us all that are listening a little bit about your background. And how you came to develop the 5 key Bulletproof Your Sales Team strategies?

Ian Segail: Thanks Mick (sp) and it's lovely to hear your introduction. Some of those little things that I said I don't even remember doing.

MYLIFE Coaching: I remember.

Ian Segail: Well mate, it obviously worked for you, they probably didn't work for many many people because one of the things I've learned over the last number of years, that some people do and unfortunately most don't. And ...

MYLIFE Coaching: Too true.

Ian Segail: ...and what really, I guess was the foundation of our friendship was that you were one of the people that did and to your credit. And you're still out there doing it every day.

MYLIFE Coaching: Thank you.

Ian Segail: So just as by way of background, I might take your listeners to way back to my first job in terms of, selling. My first job as a salesman, I got a job as a retail salesperson. In those days, I'll tell you how long ago it was, used to close on a Saturday morning at lunch time, which I remember those days.

MYLIFE Coaching: (Laughing)

Ian Segail: And I started....

MYLIFE Coaching: I come from (inaudible) you've got to remember, Ian. And they've only just started to open on Saturdays. (Laughing)

Ian Segail: Okay, well, in that case I was only three years old. So my first job at 16 years old start at 8:30, never met the boss. I actually was given the introduction through a friend of mine who was working there. And the training program was one of these, you

know, hang in there, you'll be fine. I knew nothing. It was a boys and men's wear outfit and I knew nothing about anything.

And, round about morning tea time, this friend of mine comes up to me and he hands me an envelope with the money and says to me, "The boss has said, you know, that you're not going to make it in sales. And so you'd probably be best off staying and getting a job as a waiter." The interesting thing Mick (sp) is that receiving that information, being 16 years old, you've got two choices you can make – you can either make the choice what someone, a senior obviously in the know, he's a businessman, what he says – take what he says on board and then go and get yourself a job as a waiter. Or then you can choose to say, "You know, bugger you. I'll show you."

MYLIFE Coaching: Yeah.

Ian Segail: Unfortunately, my self esteem at the time didn't allow me to do the latter. So I believed what I heard and unfortunately to make it even worse, I went home that day and told my m I just lost my job. And, told her that, the boss had sent a message that I was never going to be good at sales. And she said to me, "Well Ian, don't worry too much about it. I wasn't really good at that stuff anyway. It probably runs in the family."

I now had the basis of a very strong belief which said I could never sell and will never sell. And ever since that day, there's been a voice in the back of my head that says, "You know, you're never going to be able to sell. You're always going to be lousy." And really from that moment on, even though I tried sales jobs, , I sold life insurance, (inaudible) I didn't really do a very good job of selling it, I think I sold one policy in about six months.

MYLIFE Coaching: Excellent.

Ian Segail: So we were really starving. I sold industrial cleaning chemicals. I really struggled and eventually said, you know, "This sales stuff is not for me." While the commissions and the incentives were there, it just wasn't – it's just not for me.

, went to America and with my brand new bride and, got a job, the only job I could get at the time was a job earning \$4.50 an hour making brownies and chocolate chip cookies and the like. I make a really mean carrot cake, by the way.

MYLIFE Coaching: (Laughing) we might post the recipe on a website.

Ian Segail: (Laughing) But I'm driving to work one morning, this is Dallas, Texas, most people think of Dallas as a burning hot place. In winter time, it's the absolute, extreme opposite. I'm driving to work at 4 in the morning in my gold bomber, (inaudible) 323 that only got one radio station, and a really deep resounding voice of Phil Nightengale (sp) comes through the air waves and he says, "If you read one book." I'm sorry, "If you will read for 20 minutes a day every single day, within ten years, you will

become an expert in that field.” “And within 20 years you can be an international expert in that field.”

And I thought, “Oh. This is good. I’ve certainly got the time, I know how to read.” My only problem was I didn’t have a chosen field. , that afternoon I found myself in the public library and , call it coincidence, call it providence, call it what you want – right as I walked in the library on the bookshelf on display was, “How to Master the Art of Selling” by Tom Hopkins (sp).

I picked up the book and right in his foreword he says, “Salespeople are not born, salespeople are trained.” I don’t know about you, but for me at that time, that was an absolute revelation. Because I’d always believed that, you know, I didn’t have the gift of the gab. I couldn’t sell, I didn’t know how; I wasn’t going to be good. And the other man was saying, “You can be trained to sell.”

MYLIFE Coaching: Yeah.

Ian Segail: (inaudible) tap on my shoulder and the librarian says, “So you know you can take the book home with you.”

MYLIFE Coaching: (Laughing) “I’ve got to turn the lights out.”

Ian Segail: (Laughing) that was, you know, one of those days that, you know, really turn your life around.

MYLIFE Coaching: Yes.

Ian Segail: I’ve devoured that book at least, I don’t know, a dozen times since then. I even got a job working for Tom Hopkins (sp) going out selling, his training programs, before I came to Australia. I worked with Tom for six years, came out to Australia, so my first job here in Australia was working for the largest general agency for the (inaudible) Society, which you know is where I met you.

MYLIFE Coaching: Yeah.

Ian Segail: , and since then I’ve been on a total journey. Following that I went into the corporate world, joining a national retailer who’s about to go public , came on as the HR person and eventually became the General Manager of HR, managing over two and a half thousand people.

, and that was really interesting learning and formed the foundation of my philosophy when it comes to selling is that you know, a lot of the selling problems that people have has got nothing to do with the salesperson, it’s got more to do with the management.

MYLIFE Coaching: Yes.

Ian Segail: And I'll go into that more as we get through our discussion today. , having left, (inaudible) I left Rebel Sport to start up my own online training company. , sold my partnership in that about a year and a half later, , joined the organization I'm with currently to head up the HR and training division. , and have spent most of my time focused on sales and sales development.

MYLIFE Coaching: Yeah.

Ian Segail: And it's kind of been my journey up until now. , in the last five years, having worked with the guys over at McKenzie (sp) Consulting, I've learned really what works and what doesn't, because it's been a total focus in it, hence the book, "Bulletproof Your Sales."

MYLIFE Coaching: And like most things, I assess that what you suggest to people in sales is formulaic, it's a process and all you need to do is learn the process?

Ian Segail: Well, you know what? While it is process driven – and if you can find a good process and you can learn a good process, at the end of the day you're going to achieve a far better result. , and in fact I might do a – just to prove the point – maybe I can, and this is an exercise I write in my book and maybe I can do it with you right now and with your listeners. And it's one of these exercises that just we'll do some mental arithmetic. Are you willing to go through that right now?

MYLIFE Coaching: Ready, willing and able.

Ian Segail: Okay, so I want you to think of any number between 1 and 10. I promise you it's really easy.

MYLIFE Coaching: I don't tell you this number?

Ian Segail: No, you don't tell me the number. Just keep it in your head. And your listeners think of a number as well. Then I want you to multiply that number by 9.

MYLIFE Coaching: h.

Ian Segail: Once you've got that number, I want you to add the two digits together. So as an example say you had 28, you'd go 2 plus 8.

MYLIFE Coaching: Yeah.

Ian Segail: Okay, now whatever your number is, I want you to subtract, 5 from that number in your head.

MYLIFE Coaching: Yeah. (Laughing)

Ian Segail: Got that?

MYLIFE Coaching: Yeah. Math wasn't my strong suit, but I should be able to deal with this.

Ian Segail: Okay, so you should have – so you added your two digits together and you subtracted 5, right?

MYLIFE Coaching: Yeah.

Ian Segail: Okay. I want you to think of a number, sorry, a letter that corresponds with your answer. So, in other words, if your answer was a 1, then you'd get an A, if it was a 2, B, 3, C, 4, D, etc.

MYLIFE Coaching: Yup.

Ian Segail: You've got a letter?

MYLIFE Coaching: Yes.

Ian Segail: All right. Now, I want you to think of a country that starts with the letter.

MYLIFE Coaching: That's tough because there's not – I've got one, I've got one.

Ian Segail: Okay. So but if you've got one, that's good. All right, now – thinking of the second letter in the name of the country...

MYLIFE Coaching: Yes.

Ian Segail: I want you to think of an animal that starts with that letter.

MYLIFE Coaching: Yes.

Ian Segail: And think of the color of that animal. And if we've done our exercise properly, you should have a grey elephant from Denmark.

MYLIFE Coaching: (Laughing) that's exactly right. Isn't that incredible.

Ian Segail: Unless of course you might have had an (inaudible) for the (inaudible). Every now and then we get some person who says, "Well, I didn't get Denmark. I had Djubuti (sp)." But most of the time, when we do this exercise, it works – if I do it in a group of, when I'm doing a live presentation to a group of 100 people, probably 70 to 80 percent of people have a grey elephant from Denmark.

MYLIFE Coaching: Yeah, which is exactly what I got.

Ian Segail: Exactly. So what's the lesson here? The lesson here is if you use a process, does it work all the time? No, because you're going to get those people who thought of Djubuti (sp) or Dominican Republic or what have you. But in the main...

MYLIFE Coaching: A bit chunk of the time it will work.

Ian Segail: Correct. So can you imagine if you had a good process, they've got your sales 70 or 60 percent of the time. Wouldn't that be terrible? So that's where process comes in. And the challenge with process is that most people don't have one. And in fact, to make it worse, most organizations don't have one.

MYLIFE Coaching: Exactly right.

Ian Segail: So to give an example, if you've got 10 salespeople, the chances are you've got 10 sales processes operating in your business. Now, you being a man who understands process, what other part of your business would you run with multiple processes? Can you imagine if you had 10 different accounting processes?

MYLIFE Coaching: It would just create confusion and inconsistency and and...conflict.

Ian Segail: Correct, correct. And to make it even worse, the biggest problem with process is that most sales process have been designed and driven from the salesperson's perspective, as opposed to what we teach is at the end of the day who makes the decision? The customer.

MYLIFE Coaching: Yes.

Ian Segail: So we need to actually design a process around the way customers buy, as opposed to the way we like to sell.

MYLIFE Coaching: Yeah, yeah. And I've found that to be over the years the downfall of a lot of people who actually call themselves salespeople. That they actually think that they're in control of the sales process. Well, they're in charge of the process I guess, but they're not in charge of the decision making at the end of that process.

Ian Segail: Absolutely. You know, I mean, there's many analogies that have been used, but at the end of the day, you know, if you take a male and female relationship, at the end of the day who decides whether that relationship will be consummated. And it's the female.

MYLIFE Coaching: Yeah.

Ian Segail: It doesn't matter what the male does or what tools he uses or you know, great one liners or whatever and we do our monkey dance. And sales people do that too. Sales people have a monkey dance prepared. You know we call it a – some people call it an elevator pitch or whatever the case might be. At the end of the day it's more about us

than if we just turn our focus on to them and how do they like to buy, it just makes everything so much easier.

MYLIFE Coaching: I'm keen to know where the five key Bulletproof Your Sales Team strategies came from. How were they developed?

Ian Segail: well, like most things, they came out of a huge learning for me. I had a great opportunity to run a sales – as I said, we used to do sales training. We used to run the two day workshops and the four day workshops and all that sort of good stuff. And at the end of the workshop we would always get, you know, “It was great. You were engaging. The food was great. The venue was great.” You know, that sort of stuff. Right?

, and we got a job with one of the four major banks in Australia. And it was one of those dream jobs where they literally gave us an open check. It was their Merchant Services Division. These are the guys that go out and sell the, credit card machines right. And they said, “Whatever you need to do. We've got five days for our sales people, do it.”

And mate, we threw in the kitchen sink. We just threw it – we did pre-assessments and post-assessments and you name it, we threw it in. And we got all the rave reviews. It was wonderful three day workshop and we're coming now back for the second half of that and meeting with the leaders of the organization and they said, “Well, you know what? We're just not getting the traction we were hoping for.” And we went back and forth, back and forth – to cut a long story short, they pulled the contract. And it cost me a bunch of money.

And it's when you have pain like that you've got to go back to the drawing board and say, “So, what's not working?”

MYLIFE Coaching: For sure.

Ian Segail: And what I've come to realize is that, most sales training today, being that it's classroom based, we send people off to courses, we check the boxes and say yes they've done it or five them a tape or even a CD like this one and say, “Okay, now you've done it. Now go out and sell.”

And what we came to realize was that actually it doesn't work that way at all. Most soft skills training – and selling is a soft skills training – does not change behavior. So you can go to a course and get some great ideas, but if you think about it, it doesn't really change. If you think about all the workshops you've been to – and you would have been to dozens, right?

MYLIFE Coaching: (Laughing)

Ian Segail: How many can you actually say, “I walked out of there and actually changed a behavior.”

MYLIFE Coaching: Very, very few. And I still remember very vividly the ones where the behavior did change, but it was the environment was such that that you were able to change it at the very core of where your behavior comes from.

Ian Segail: And that's the problem. You know, it's so logical. If you wanted to teach your – if you wanted your child to play the piano, would you send your child to a two day workshop?

MYLIFE Coaching: (Laughing) Probably not.

Ian Segail: And then worse, expect them to play a concert?

MYLIFE Coaching: Well, a lot of people think that way don't they? It's almost like I've been to this time management seminar, I can tick the box there, I'm now effective. And there's nothing further from the truth. You know some information, you learn by doing and constantly refining the information and it just makes, I just don't understand how the majority of people think that with all of that sort of stuff, you could apply it to golf. And you go and take a couple of golf lessons, and then they expect to be able to join the tour. It simply doesn't work like that.

Ian Segail: Well absolutely. So what actually does make the difference? What does actually get on the road to change? So you get the idea, yes, I believe I should be more question oriented when it comes to my selling. I need to ask more questions. I need to get myself out of the way, focus on the customer, etc. All of the wonderful good stuff that we can teach. But at the end of the day, how do we get you to working (inaudible) tomorrow and then doing your spiel.

MYLIFE Coaching: Yeah.

Ian Segail: And the only thing that we have found effective is really when the manager steps in, not as a manager but as a coach.

MYLIFE Coaching: Yes.

Ian Segail: Whereas the manager's role then shifts to, "I'm now going to be coach, which is to teach, to hold somebody accountable, to consult, to you know, to do all these wonderful things that coaches do." But unfortunately, most managers haven't been trained in coaching, don't understand coaching, and, you don't even have to be a great coach. But you just have to put the cap on the coach and say, "Hold on. I sent this person off to a course. Why am I sending them to a course in the first place?"

MYLIFE Coaching: Yeah.

Ian Segail: Before they go to this course, what do I want them to learn and why?

MYLIFE Coaching: I think you're actually heading in the direction, you're about to answer my next question without me asking it. So I'm going to ask it so it makes sense. And I've heard the same before and I hear you talk about this thing that the fish stinks from the head, or the fish rots from the head. What do you mean by that?

Ian Segail: Well, you know, Mick, (sp) working as I did when I was working for the, in corporate. One of the biggest lessons I had – we were running 60 huge retail stores. And we were trying to implement a corporate culture and I very quickly found in fact that culture was driven by the store manager. Because you could have the greatest ideas at head office about how you wanted the culture of your organization, but that store manager drove his own culture.

MYLIFE Coaching: Exactly.

Ian Segail: And you had some store managers who got it and others who didn't. And guess what? If they didn't get it, their people didn't get it. And that got me really starting to think that, you know, how much of sales is a function of what we as sales managers do, or people managing a sales team do, versus what the actual sales person does.

I think back to my own growth and development, you know, had my very first job and I joke about it now, but had that guy taken me under his wing and said, "Okay, I'm going to teach this kid how to sell. You know, he's got a bit of personality, he's got a bit of a spark about him, let me just teach him a couple of the basics. You know, the first thing you do is walk up to a customer and greet them. And you never say, 'Can I help you?'"

And if he would have just told me that I would have been okay. At least I would have held my job for the morning.

MYLIFE Coaching: (Laughing)

Ian Segail: So it's how much of what the problem is rests on the shoulders of the manager. And then, and I guess if I talk about the 5 key strategies, they're all management strategies. I've mentioned that one of the things we talk about, and in the book and one of the things I work when I do sales performance coaching with sales leaders, is we get them to understand sales performance coaching – what it is and how to do it. And teach them before we finish today, just to share with your listeners a technique that they can use and literally start – if they did it today, with their sales people, I will guarantee, absolutely guarantee sales production will increase. Guarantee.

MYLIFE Coaching: Really?

Ian Segail: But they must – but they need to do it.

MYLIFE Coaching: I like that word guarantee. And I like the way you put we're going to give you that at the end of this recording.

Ian Segail: I keep everybody interested.

MYLIFE Coaching: You've got to listen to the whole rest of it. Now, , the people that actually are listening, some of them are going to have what you would call a formal sales team and perhaps some of them will also have a sales manager in that area. But some of them would be people that, you know, there's two people in the business or two or three people in the business and no one is really the official sales manager or sales person. My believe is if you are in business at all, you are a sales person and you need to have good sales skills, good sales skills philosophy and sales leadership philosophy.

So can you tell us what some of the biggest issues that the sales leader faces today? What are some of those big issues?

Ian Segail: You know what? I mean, especially today with the economy doing what it's doing, there's so much uncertainty. Everyone is stressing, are we even going to be around next week. But the basic issues and stories remain the same. You know, people are saying, "You know, I've got this my sales funnel, my pipeline is just too slow. Or just goes too slowly. The (inaudible) lines are too long. My margins are too low. My sales people are giving away margin left, right and center."

I mean, let's face it, anyone can sell a dollar for sixty cents. That's not selling. You know, they've got sales people who basically under perform, who don't deliver, and who just, don't know how to deliver. And they're not actually being moved either in or out or forward.

MYLIFE Coaching: In our listeners' case, when you're talking about sales people, if we're talking about a business that has got two or three people working in it and there isn't an official "sales person" – it could be those people that aren't performing, aren't selling.

Ian Segail: Of course, because those people are saying, "You know what? I don't like to sell." Okay. All due respect, but tough luck! Guess what? You have to, because if you don't, you won't!

MYLIFE Coaching: (Laughing) Yeah.

Ian Segail: Best quickly learn how.

MYLIFE Coaching: Yeah. And would it be fair to say that sales is really, a function of conversion?

It is interesting; I was hearing a story from a good friend of mine who's actually a sales manager for an advertising department in a radio station. And he was telling me the story of one of his sales reps asked him to come in to talk to this difficult customer. And, so the manager agreed and he went into the shop and this customer absolutely let him have it and said, "You know, I've spent all of this money with you guys and our sales aren't

going up at all.” And the friend of mine, the sales manager, decided to tell the shop owner his truth, because he figured that this guy was that upset that they were going to lose him as a customer anyway, so he might as well...

Ian Segail: Let it all hang out.

MYLIFE Coaching: Let it all hang out and have a good, hard look at yourself in the mirror of truth. And he said, “Can I just let you know something because what we’re talking about here I think are two different things: what we’re providing is what we call the marketing or getting people to come in through your front door. But that’s where our responsibility ends because we’re not in the shop, we can’t do anything other than drive people to your business and put them in through the front door. And to be quite honest, I was a customer of your business, Mr. Business Owner. And I don’t come here anymore because the way you treat people is absolutely obscene. It is disgraceful and I think you should be congratulating us because we are still getting people who aren’t aware of how awful your service and your sales process is coming in through the front door. But when they come in through the front door you do the best job possible to offend them, so they never ever come back. So I think we’re actually keeping your business going. I know you probably don’t want to hear this and I guess we won’t be having you as a customer again.” Which was the case, the guy didn’t want to hear it.

Ian Segail: No doubt.

MYLIFE Coaching: But people don’t seem to understand the difference between the marketing and the sales. And I just see with a lot of my customers and clients, they seem to spend so much money on advertising, which is a whole other story, like don’t get me started about how much of a waste of money that is for most small businesses.

Ian Segail: Right.

MYLIFE Coaching: But they get the people in the door and that’s where they think the whole thing ends. And they don’t invest any time, any energy, any effort, any money into putting together a sales strategy process, learned skills, to be able to convert. Because the bottom line is, if you can increase your conversion skills, meaning turning that person walking into that front door into a raving customer of yours that will continue to come back, you don’t need too many customers.

Ian Segail: Absolutely, one hundred percent. So the question is, because you’re talking about, what I think you’ve pointed out is two different things. Marketing is all about generating a lead or an inquiry.

MYLIFE Coaching: Yup.

Ian Segail: But you’ve got to go from that inquiry to an appointment or to coming into my store or and then when you walk into the front door, how do I know get you to buy? And most people say, “I have such a wonderful product, it should just...”

MYLIFE Coaching: It'll sell itself.

Ian Segail:it'll sell itself! It's a bit like how many of your people listening, they get an opportunity and they put a proposal together. And they just email off the proposal. Since when have proposals ever sold anything?

MYLIFE Coaching: Never.

Ian Segail: Correct. You want to increase your conversion rate immediately, stop sending out proposals.

MYLIFE Coaching: Actually start to talk to people. What a concept!

Ian Segail: What a concept, can you imagine that? When we talk to – one of the things we do as a part of the process is that, you know, there's two rules. Firstly, when you see a customer, always make sure that you've now set up the next appointment. I never leave an appointment without setting up another one. Because otherwise you're into telephone tag.

MYLIFE Coaching: Yes.

Ian Segail: So that's number one. Number two is if you're going to propose, then what you do is you call the customer up and say, "Mr. Jones, I've got a proposal, but it's only in draft form. I just need to make sure that we've hit all the right things. Can we just get together and just make sure I've got it nailed?"

MYLIFE Coaching: Yeah. Now that's sensational advice for someone in that sort of an industry where there are proposals. What advice could you give the people where there's a bit more of direct selling where people do actually come through the door and it is a retail outlet or whatever? Because I just find that the majority of business owners set their businesses up, particularly if they're in that retail type environment...

Ian Segail: Right.

MYLIFE Coaching: ...the customer comes in and you know, the useless words, "Can I help you?" , and if the customer does actually want to engage in any conversation, they may or they may not buy something. But then they're lost. And I just find it so incredibly frustrating why these business owners don't put together a program where they capture these customers or lookers or possible leads, capture their information, offer them something to get their information so they can begin a process of communication.

Because you said a little while ago about dating and courting and all of that sort of stuff and the female makes the decision as to whether anything's going to happen or not. And you can't just do that by, by touching them once if you like.

Ian Segail: Correct.

MYLIFE Coaching: We've got to have multiple touches before we can get permission to go to the next step.

Ian Segail: What you're talking about here is the seduction process.

MYLIFE Coaching: Exactly.

Ian Segail: And seduction doesn't happen instantaneously.

MYLIFE Coaching: No.

Ian Segail: And the first time the customer walks into your store, you know, I really you're aware of him and he talks about and I think it's just a wonderful thing. You know, from, it was one of the Tom Cruise movies...

MYLIFE Coaching: Top Gun? (Laughing)

Ian Segail: No, the other one, where she says, "You had me at hello."

MYLIFE Coaching: That was ...

Ian Segail: Jerry Maguire.

MYLIFE Coaching: Jerry Maguire, yes.

Ian Segail: You had me at hello? The truth is, most sales are lost at hello.

MYLIFE Coaching: (Laughing)

Ian Segail: We don't even know how to open a sale. I can have so many sales managers tell me, you know, "I need your help getting my sales people to close more sales." No. We need to get your sales people to open more sales.

MYLIFE Coaching: Yes.

Ian Segail: Because the secret to close the sale is not in the closing, the secret to close the sales is in your opening.

MYLIFE Coaching: Yes.

Ian Segail: And so, you know, if your listeners would just have a – just be honest with themselves and say, "You know what? I struggle to sell. I know I should not struggle to, I don't know how to. It's not my thing. It's not my game or my people are lousy." Or whatever the case, get help. Bring in a sales coach. Bring in a trainer, bring you know,

get help because this is, you know, it's like if your golf swing was out what would you do? Would you just keep on, you know, it's like the old joke – I don't take enough, when I go to the golf course I know I take too many golf balls because I know most of them are not coming back with me.

MYLIFE Coaching: (Laughing)

Ian Segail: You know, and it's – if that's the case, surely you eventually get to the point, “You know what? I'm really struggling. I love the game of golf, I just suck at it.” Then get some help. And here we're talking about people's businesses and sales really, without revenue you don't have a business.

MYLIFE Coaching: Exactly right. It's amazing how many people work on these other areas.

Ian Segail: Of course. If you're computer, I mean, I've got a guy coming to fix my computer today. Why? Because it's giving me trouble. Do I even think about, “Oh, I shouldn't spend the money?” Or, “I shouldn't do this, I should do...” No. My computer's giving me trouble. I know I'm in for three, four hundred dollars, great. But just spend the money.

All of a sudden, I can't get sales. My sales people aren't selling. “I don't want to really spend the money.”

MYLIFE Coaching: No.

Ian Segail: It just doesn't compute.

MYLIFE Coaching: But people are crazy cattle and they do that sort of stuff, you know? The biggest objection to coming to a time management seminar is, “I don't have time.”

Ian Segail: “I don't have time.” Yeah.

MYLIFE Coaching: You know. “I really need to go to this financial management course, but I just can't afford it” and all of this crazy stuff. It's just amazing.

Ian Segail: You know what Ben Franklin said, “If you empty the coins of your pocket into your mind, your mind will sue your pocketless coins.”

MYLIFE Coaching: Too true.

Ian Segail: And I remember the very first book I ever bought was a telemarketing book it was, “How to Sell (inaudible).” The book was actually in retrospect lousy. But it gave me one or two things that just, I don't know if it helped or not, but it helped me just believing that at least I was doing something.

MYLIFE Coaching: And I think that is such an important point. Whether it's the placebo effect or not, you've got to invest in yourself, time, energy and money. And just before we started the recording today we were talking about our good friend (inaudible) Leondas (sp). What a fantastic name. Fantastic guy, and he sold me my first program and I'm looking at it on the shelf right now and it was nearly 20 years ago. "The Science of Goal Setting" and it was a six tape series, cassette tapes, folks. And back then nearly 20 years ago, it cost \$695.00, which was a heap of money.

Ian Segail: That would have taken you out of your comfort zone.

MYLIFE Coaching: I had just started working. It took me out of my comfort zone.

Ian Segail: It would have taken your wife out of your comfort zone.

MYLIFE Coaching: She was not the most enthusiastic that I've ever seen her at that point when I brought that home. But the bottom line was, within a month I'd made an additional amount of sales that covered the cost of that anyway. And so I basically got the information for nothing and I've still got the information today. And it's made me tons of sales and tons of money for an investment back then.

And then, of course, that worked so (inaudible) came along again and I bought one for a thousand dollars.

Ian Segail: By the way, Mick, I've got one for three thousand dollars if you're interested. (Laughing)

MYLIFE Coaching: Ah, well we'll give people some information on how to contact you at the end of this recording to, have a look at those sorts of things. Because the bottom line is people need to invest in these sorts of things because the only person, in my view, this is my personal opinion and you may disagree or agree, the only person who isn't an expense, a cost to the business, is the sales person. Everyone else is an expense.

Ian Segail: Well I would agree with you, except that unfortunately most sales people are because they're not even breaking even.

MYLIFE Coaching: Yes, but what I meant was that they're the only people bringing in the money.

Ian Segail: Correct.

MYLIFE Coaching: So we need to spend some money on them, you know. If you've got a hundred thousand racehorses, you don't keep it up all night smoking cigars and drinking wine.

Ian Segail: That's the truth. I've got a very basic philosophy, which is you know, if you knew better, would you do better? So if you knew how to sell better, would you sell better?

MYLIFE Coaching: Absolutely.

Ian Segail: So guess what you need to go and do.

MYLIFE Coaching: Yeah, learn how to sell better.

Ian Segail: Find out how.

MYLIFE Coaching: In your book you describe there are four types of sales people while we're on the subject. Can you tell everyone listening more about that?

Ian Segail: You know, I'm sure there's more than four, but in my book I describe the basic four. This way you've got what you call the rainmaker. These are the natural talented guys. These are the Tiger Woods of selling. You know, they're just – these are the guys with the gift of the gab. They've just got a natural ability and it doesn't matter what they sell, who they sell for, they're going to be good at it. Unfortunately, these guys or these ladies make up maybe 2 percent of the total sales population.

MYLIFE Coaching: Yes. And you're probably being generous there.

Ian Segail: Correct. So then we've got, then we've got the others that are experienced sales people. So these are people who whatever they've been through, they've hung in there long enough. They've learned just by doing it for you know, just by doing it.

MYLIFE Coaching: Oh, someone's there. Can you say good morning to them?

Ian Segail: Good morning.

MYLIFE Coaching: (Laughing)

Ian Segail: So where was I? So these are the guys who've just been around that long that they just know that, they've learned the product, they've learned the customer, they (inaudible).

MYLIFE Coaching: Yeah.

Ian Segail: They may be good producers, they may not be. , and then you get, and this is what you get in good times – you get those sales people who stumble over sales.

MYLIFE Coaching: Yes.

Ian Segail: You know, these are the sales, these are the easy ones.

MYLIFE Coaching: These are the people that all joined the real estate industry over the last five or six years.

Ian Segail: Correct. And you don't have to be very good at it; you just have to be in it.

MYLIFE Coaching: Yeah.

Ian Segail: now, unfortunately, as the economy starts to get, you know, hit the skids a little bit, this is where you're going to separate, as the saying goes, the men from the boys. Those that can from those that can't. And then finally, you know, you get those sales people that have been brave, that have learned, that have a process. That their managers walk them through, they coach them, they support them.

So those are the four types. Now the interesting thing is that the only control that you as a business owner have, you can't control whether you get a rainmaker or not. We'd love to get a rainmaker, you know, how many (inaudible) I've talked to a business owner and they said, "If I could just clone that person, I would be..." Unfortunately, there's too few of them, right.

MYLIFE Coaching: And again, that's one of the classic traps that small business owners fall into, is instead of having processes and procedures, and ways that people can follow. A proven strategy or a proven process to get the results, they constantly put their time and energy and effort into trying to find the "right people."

Ian Segail: Correct. So it's sometimes best you take someone who's almost right and then make them great.

MYLIFE Coaching: Yes. Jim Ryan (sp) was the guy who, was it him who said, "Give me somebody with passion and the wrong idea over somebody who's got the right idea but no passion."

Ian Segail: You know, it's a fascinating thing. We say we want 20 percent, let's say I want to increase sales this year by 20 percent. Here's a question, are my people 20 percent any better?

MYLIFE Coaching: Yeah.

Ian Segail: Where are you going to get an extra 10 or 20 percent from over last year if you're not 20 percent or 10 percent better? It doesn't compute.

MYLIFE Coaching: No.

Ian Segail: So you know the rainmaker you've got no control over. The guy who's been around for ages who, you know, that's just a function of you might have inherited

that person. The sales person who is just, you know, walks in at the right time, the right place, might not even have any attributes of a good sales person. The only thing that a manager really has control over is over a process, how they do it and what we call the 5 key strategies.

I'll just quickly share them with you. The first one is what we call sales performance coaching. And this is where you sit down with your sales person or you get someone to sit down with you on a regular basis.

MYLIFE Coaching: Yeah.

Ian Segail: The next one is planning. If you look at most sales plans today, Mick (sp), and I speak to a lot of sales managers and I see a lot of sales plans. Most sales plans are a number.

MYLIFE Coaching: Yeah.

Ian Segail: So in other words, I've got a margin, I need to achieve a margin of 30 percent, or I need to achieve sales of you know, 10 percent more.

MYLIFE Coaching: So the plan's flawed in the first place.

Ian Segail: Well, the plan is a number. So there's no, "Okay, here's my number. Now how do I get there?" What are the who's, the what's, the why's, the when's, the how's. So we look – we really, and again, planning comes down to management.

So, the next one is process and we've spoken a lot about process.

MYLIFE Coaching: Yeah.

Ian Segail: We look at what is your sales process? And only, by the way, once you've implemented it, you've got a good, strong coaching structure in your business, you've got good sales plans, you've got a good sales process – only then do we start to look at skill.

MYLIFE Coaching: Yeah.

Ian Segail: Because the interesting thing is, if you've got a good coaching practice happening in your business and you've got good plans and you've got good process, you can (inaudible) skills.

MYLIFE Coaching: Yes.

Ian Segail: So then we look at skills and I...

MYLIFE Coaching: Skills is number three or number two?

Ian Segail: Number four. You've got performance coaching, sales coaching is number one. Planning, number two, process number three, skills, number four. And finally the big one, "How do I motivate my sales team?"

MYLIFE Coaching: (Laughing)

Ian Segail: The challenge right there is you're trying to motivate the sales team. And we throw money at them and we throw all these incentives and competitions and what have you, and we forget that every sales team is made up of individuals. And every individual has different motivators. And what turns (inaudible) is what turns Ian Segail on.

MYLIFE Coaching: Yeah.

Ian Segail: And until I can get into Mick (sp) head and find out what drives Mick (sp), what's the point in me saying any of it? What if money doesn't do it for you?

MYLIFE Coaching: Exactly.

Ian Segail: (inaudible) does it?

MYLIFE Coaching: Yeah, that's the common thought process.

Ian Segail: So all of those five things are all strategies that managers can implement. And if you implement one, two, three or five of them, I mean, if you just implement one...

MYLIFE Coaching: It will make a difference.

Ian Segail: ...it's going to be exponential.

MYLIFE Coaching: So just getting back to the sales process, what are some of the warning signs that a sales process might be ineffective?

Ian Segail: , interesting. Well, first of all, maybe you're talking to people who are not (inaudible) decision making. You or yourself, people are talking to the buying department or, or to users, but you're not actually talking to people who are actually making the decisions. That's a big one.

MYLIFE Coaching: Yeah.

Ian Segail: Another big one is, is as I said earlier, your sales process is designed around the way you sell and not necessarily designed around the way your customers like to buy.

MYLIFE Coaching: Yeah.

Ian Segail: , the other thing I've mentioned is if you've got ten different sales people, you've got ten different processes. You know, in my book I list over 20 reasons why, you know, warning signs the process is not effective.

I mean, think about – here's one just off the top of my head. How much time are your people sending filling out forms on admin time as opposed to actually being out there selling?

MYLIFE Coaching: In the presence of the prospect.

Ian Segail: You know, Tom Hopkins (sp) said, "20 people belly to belly every week." You know, 20 people, my experience says that most sales people, certainly here in Sydney, which is chock a block with traffic, (inaudible) are looking at sales activity sheets, sales people on average, most sales people are visiting with maybe between 6 and 8 customers a week. Maybe.

MYLIFE Coaching: Yeah. I can't understand why my sales are down.

Ian Segail: Well, you know what? That's two a day, except Friday because Friday is office day, "I've got to be in the office or I've got meetings." You know, it's – two a day. Let's put it this way. Here's the good news. You want to get sales in a downward economy, all you've got to do is just double the amount of people you talk to.

MYLIFE Coaching: Yeah, simple math. Now, we're getting close to the end of our time and I want to get a couple of quick questions I want to make sure we cover before we finish up. , One is just we were sort of talking a little about it just then, your opinion on role play. Because I always hear people when you suggest role play and actually practicing your sales process so you are good at it, like you practice your golf swing, like you practice any skill that you want to be good at – you often hear people say, "I'm no good at that role play stuff. I'm okay when I'm out in the field and I'm actually talking to people, but don't worry about doing that role play stuff. That's all just rubbish."

Ian Segail: , that's an interesting comment. I, as you say, as an actor you wouldn't be on the stage unless you practiced. , and really when you're out there in front of the customer you're on stage.

MYLIFE Coaching: Yeah.

Ian Segail: The question is – how much practice have you done? I don't think role playing itself is the issue, I think it's the environment where role playing is done. If it gets done in a room with a bunch of sales people and everyone's standing around watching you go through your thing. And it's for most people if you mess up it could be embarrassing, there's all these other connotations attached.

If the manager has implemented, or if you have a system of regular, performance coaching, and you're role playing with the manager there and then, that – if it's just the two of you in a room together, that's where you get the most effective, traction from role plays. That's where people suddenly go, "Ah, I get it." Because it also allows the manager to do the – to model the behavior.

MYLIFE Coaching: I heard somebody just the other day on this point talking about Yul Brynner performing in the King and I. And apparently he performed that role over two and a half thousand times, but every day practiced. Even though he had done it so many times, he practiced, and practiced and practiced every day.

Ian Segail: Perfect practice makes perfect. You know what they say, to get to Carnegie Hall, how to get to Carnegie Hall, practice.

MYLIFE Coaching: So if the listeners here were to adopt and implement – folks, listening out there, this isn't just for the plug into the rest of your information, we're talking about implementation, action, doing – if I were to adopt and implement one thing that would make a dramatic difference to their sales fortunes, what would that one thing be?

Ian Segail: Sure it is, and if anyone has to do this really well, they've just got to do it.

MYLIFE Coaching: I like that. If you have to do it really well, just do it.

Ian Segail: Just do it, right. If you have a sales person, if you have a sales team, then, obviously you're going to do this with them. If you don't, if it's just you, but you've got someone else who can do it with you, but you can't do this on your own. Well, you can do it on your own, but it's not quite as effective as if you get somebody else in. If you're just a solo player, get yourself a coach and have them do it with you.

But this is what you've got to do. Once a week, and at the absolutely minim, once a fortnight - no longer than a fortnight – once a week you sit down and here's the deal. You unpack the week that has just gone by in detail. In other words we say, "Okay, who'd you go and see?" "I went to go and see Bob." "Okay, what did you talk to Bob about?" "I spoke to him about this." "Okay, what happened or what went right? What went wrong? How were you prepared? What did you say? And when he said this, what did you say, how did you say it?" Until you unpack all the detail of that event and obviously work out what's working and what's not working.

Once you've finished that, then you plan the week that's coming up. "So you're going to go and see Bob. What are you going to see Bob about? How much do you know about Bob? Do you know about his business? Have you done any research? Have you gone to his website? Etc etc etc", "Are you going to see him to present the proposal? What if Bob says this? Have you answered that?" You know, "Do you have an answer for this? What do you think his objections might be? You know he's going to negotiate for a

better deal, what tools do you have in your kit bag to counteract that?" Does that make sense?

MYLIFE Coaching: Yes.

Ian Segail: So really what you're doing is you're unpacking the week that's just gone by and you are packing your suitcase for the week that's coming up. Then the next week you unpack how you did and you just keep going. And here's Mick (sp), honestly, if I can get your listeners just to do that, they don't even have to be very good at it. But if they would just do it and as I said, if they are on their own, get someone to do it with them, productivity will soar.

MYLIFE Coaching: Yes. It seems a little bit like all you're simply saying is become aware of what's going on. Do some preparation so you can improve, because the majority of people just do exactly the same thing every day, every week and expect a different result.

Ian Segail: You know, if you can just take one aspect – planning the week ahead. When do most sales people plan their week ahead?

MYLIFE Coaching: They don't.

Ian Segail: Monday morning, they get up and say, "Whoa, the week's ahead. Okay, what's going to happen?" And then they wait for the email, the phone to ring, then we duck and dive and we're busy wasting wonderful windscreen time driving across town and listening to the radio to make it even worse, right? If you're listening to an audio tape even better, but we're not.

And so when you've someone saying, "Okay, let's take a look at your next week. Hmm, I've noticed you've only got two appointments. Okay, let's take a look at that, obviously, why is that?" "Well, I haven't had time to be on the phone." "Okay, let's take a look at that. Why not?" "Because I've been so busy doing administration tasks." "Okay, well, let's take a look at that. What makes – can you survive if you don't have appointments?" "No, I can't." "Okay, so we need to get appointments." "Right, well I don't have enough leads." "Okay, so what do we need to do to get you more leads?" Etc, etc etc.

MYLIFE Coaching: Yeah.

Ian Segail: Does that make sense?

MYLIFE Coaching: Absolutely. And I hope that people pay attention to that and – because I keep harping on this implementation. Do it. And I'm just so glad you said you don't have to be very good at it, you just need to do it.

Ian Segail: Well it's the old, in the quality movement in the 80s and 90s; they have this thing called plan, do, check, act. Right? So you plan it, then go and do it, then check it – what's working and what's not working – okay, then change, then plan again.

And, you know, it's interesting, when I was writing this book there were so many opportunities I had just to say, "You know what? Just do it." As an example, when I got the proofs for the cover of the book, the designer sent me about half a dozen different designs, right. And I went around to everyone in the office, everyone I knew and said, "Which one do you like? Which one do you like? Which one do you like?" And everyone gave me a different opinion.

What difference does it make? Just select the cover that looks halfway decent and put it out there, the market will tell me whether it was a good one or not.

MYLIFE Coaching: You've got the James Bond look happening.

Ian Segail: Well that was, in fact, that wasn't even my choice, but it just seemed to be – one guy, I think it was the last person I spoke to happened to like it and he gave me a good enough reason and I said, "Well, why the hell not?"

MYLIFE Coaching: (Laughing) just do it.

Ian Segail: Just do it. And then we work it out. And then for me, you work out what works and what doesn't.

MYLIFE Coaching: You can always change the cover of the book anyway. They're all different – 7 Habits is different than it used to be. Unlimited Power and Awaken the Giant are all different now.

Ian Segail: Absolutely.

MYLIFE Coaching: Fabulous books, just a different cover. Now, speaking about the book and I might be dumping something on you unexpectedly because I didn't mention this to you, but I would ask that you , be able to provide , some sort of special deal, some sort of special package for the listeners of this program, for our CD of the month people. Because I'm dumping it on you I don't expect you to tell us what it is right now, but I would like you to give everyone the commitment that you could put something special together for the listeners, something exclusive for our CD of the month people. , so perhaps if you can give them the website address to go to where they can get the book and have a look at some of the other things that you can offer them to help them with their business, because as we've discussed, if you're not investing time, energy, effort, rehearsal, practice, drilling and money into the sales part of your business, even though you may think that there isn't a sales part, there is in every single business – if you're not doing that, you're leaving profits that you didn't know you had, that you didn't know existed on the table.

So where can they go to get the book and to get more of what you can help them with?

Ian Segail: They can go to our company site, which is McKenzie Consulting, www.mckpeople.com.au – it's www.mckpeople.com.au – , and right there on the front of the web page will be a picture of the book. I think they're offering it as a Christmas gift idea. , they'll be able to follow the links and, find out what they need to know about what we do. I'm happy to give you – I'm just thinking, I don't need to take much time to think about it. If anyone wants to invest in the book we're happy to, there's no need for them to pay the retail, you know, the retail investment of \$37.95 Australian. By all means, we'll get them our typical client discount, which actually happens to be on the website just specifically for MacKenzie clients. I'm more than happy for your people to take advantage of that. I think it's 23 or 24 dollars.

MYLIFE Coaching: Through that site can they get in touch with you if they want you to give some sort of assessment about how you may be able to help in their business?

Ian Segail: Which is absolutely, and this was the other thing that I would say to your people – by all means, feel free to contact me and more than happy if they want to drop me an email or they, or just a phone call, I'd be more than happy to invest time with them on the phone. They can put their biggest selling problem, in fact, we – I just did something for one of your clients, I met him for a cup of coffee here in Sydney on Monday.

MYLIFE Coaching: You can pull a crowd.

Ian Segail: Well and...

MYLIFE Coaching: Say, can I put you on the spot here for our people listening – would you agree that if somebody, if one of our listeners sent you an email or made contact with you by email or phone, you would give them a free consultation? Because I know how much your time's worth and I appreciate the amount that you've given up to do this recording today. I know what your time's worth. Would you be prepared to give people a free consultation if they mention that they are on the CD of the month with the MYLIFE Coaching program or the Platinum Program? If they mention that, would you be prepared to do that for our listeners?

Ian Segail: We have a – in the business we offer an introductory consultation for 90 minutes, \$850.00. I'd be willing to give that to your listeners because you and I go back, I'd be willing to do it free, gratis.

MYLIFE Coaching: Well, I didn't expect that. I'm shivering and shaking. I might have to make the phone call myself. Absolutely. That's fantastic. I can't believe you have done that. That's terrific.

Ian Segail: For me, it's more about how can I – honestly, from the bottom of my heart, how can I help? And what goes around comes around.

MYLIFE Coaching: Absolutely.

Ian Segail: One of the things, I'll just – and maybe we can, it's a good note to wrap the session here today on – is in the book, in the last chapter I describe a, an event that – I don't know about you. I love watching Oprah Winfrey. Not because of her content, but I just because I think, what a communicator. And if we are a function, if we are being paid for what we're good at, look how much she gets paid, so she must be pretty good, right?

MYLIFE Coaching: Yeah.

Ian Segail: and I love watching her just because if you want to learn about selling or communication, watch Oprah Winfrey. You know, the way she engages her guests and keeps her audience involved, it's just brilliant.

And I'm watching her one day and she's interviewing Robert Downey Junior. And she says to Robert, "You know, Robert, tell me how hard was it to give up all of the sex, drugs and rock and roll? Mainly the drugs?"

MYLIFE Coaching: Yeah.

Ian Segail: And he said something which really staggered me and it actually staggered Oprah actually, she said, "Oh, there's one for you." , he said, "Well actually, giving up wasn't hard, it was making the decision to give up that was hard."

MYLIFE Coaching: Yeah.

Ian Segail: And you know, to use that as an analogy, selling really isn't hard. Making the decision that you need to get out and start selling and learn about how to sell and how to get your people to sell, that's the hard bit. It's just, just do it. Get off your butt and just do it.

MYLIFE Coaching: And I think just in closing, what people need to know about selling is that I think a lot of people have got the wrong concept of selling and they all say that telling isn't selling really says it all. Because a lot of people think that's what you've got to do, you've got to tell, you've got to talk people into things, and it's the exact opposite of that. You've got to be an awesome listener, you've got to be able to engage like you've just mentioned with Oprah. You've got to be able to make connections with people. And to me, selling has been such an enjoyable experience and an enjoyable skill to learn because if you do it the way that I know you suggest to do it, and that is to make connections with people and listen to them and learn about them, it's just awesome. That what you can learn in the connections and the friends that you make through the sales process, you know, customers can become friends.

Ian Segail: You know, , so just go – just on that point, if your listeners will just adopt the approach, and even when you walk in to your customer say something like, "Look, I

don't know if what I've got is going to suit you or not. I'm hoping it does, but it may or may not. If it doesn't, that's okay, I at least will be able to point you in the right direction. If it does, then I'll at least be able to, we can talk about and see how we can make it match for you."

MYLIFE Coaching: Yeah.

Ian Segail: Now if you go in with that very soft approach, it's usually – and it's the truth. You don't know whether your product's going to suit them or not. So therefore, if you don't know, what do you need to do? You need to find out.

MYLIFE Coaching: Yes.

Ian Segail: Which means you've got to shut up, ask questions, and listen to the answers. And that's really what selling is about.

MYLIFE Coaching: Absolutely. I forget who, one of our sales managers back in the life insurance days, most sales people stuff it up, they've got two ears, two eyes and one mouth and they just don't get the reason the ration is two to one is because you're supposed to be watching and listening a lot more than you're talking. Most salespeople don't get that, don't use their ears or their eyes and just use their mouth flat out.

Ian Segail: Well we've got such wonderful stories to tell. And that's why I've got (inaudible) because I need to tell my story.

MYLIFE Coaching: Yeah, need to hear other people's stories. So we're way over time, which is good I guess for the people listening. They've got some extraordinary information. I just want to thank you one more time for putting the time aside to talk to us. , one last question if we can organize in sometime in the not too distant future, get it into your schedule somehow – I know you're incredibly busy, lots of people to see and people are after you all of the time and I know that because I've been in line to talk to you as well – , is there any possibility that we might be able to get you back again to talk in more detail at some time in the future?

Ian Segail: I'd be more than delighted. I thoroughly enjoyed the experience on your show this morning.

MYLIFE Coaching: Okay. Thanks fantastic. I'd like to thank Ian for his time, for his effort, for his knowledge, for his passion. , and, we're going to get him back again. But the main thing that I want the listeners to take from this is get that information and decide to put it into practice, because it's not the information that will make the difference, it's applying it. It's that applied knowledge that will make the difference. Thanks again, Ian and we'll talk to the listeners again next month on the MYLIFE Coaching program CD of the month. I'll see you next time. END OF TRANSCRIPT