



Subject: Sales

Title: Little Black Book of Connections

Author: Jeffrey Gitomer

Summary:

In his latest, just off the presses book, Gitomer helps you to learn how to make better connections so that selling becomes easier. He uses his usual humorous approach to get his points across which makes for an enjoyable read. There are many invaluable ideas in the book and I will hit only on some high points to get you going.

Top take away points –

- Who do you know that can help you get connected to the right people? Who you know is good, but who knows you is much more important. Being known by the right people is a powerful connection that will lead to your success. You must nurture your connections by staying in front of them and providing value to them. Connections begin by making a friend and providing them with value. The easiest way to do this is by taking a genuine interest in the other person and finding ways to help them.
- Begin with the end in mind. This is always the case. Know what you want. Have a game plan in place for every opportunity to make a connection. Then evaluate your current connections and identify further opportunities to enhance that connection.
- Get prepared for connection. Provide enough value for the other person to want to stay connected with you. Make friends first. Help the other person build their business. Be choosy where you network and focus on those networking opportunities that are most beneficial. This means networking where your prime prospects will be. Make a commitment to consistently attend those opportunities and get involved. Be able to communicate how you can help in a memorable way.
- The best way to make a connection is to go slow. Ask questions to engage the other person. Get them to provide feedback, share their ideas, or give their opinion. Help the other person to make the connections they want to make.
- Get known among your prospects. Don't make a sales pitch, provide value. When you provide value some prospects will contact you.
- You must be genuine. This means having something of value to say that compels the other person to think and respond. Then getting the other person to talk about themselves and really listening to what they tell you.
- When you give to others you get repaid without having to ask for it. Help others first and others will help you. Bring people together that can benefit from each other and introduce them to each other.

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Review:

What's good-

Jeffrey provides actionable ideas and concepts that will help you to build a network of connections that will benefit both you and the people you are connected with. You will find a tremendous amount of immediately actionable ideas in the book in his usual easy to read and understand format.

What's might not be so good-

Some of you won't get it in spite of Jeffrey spelling it out for you. You have to give to get and you will probably get from people other than those to whom you directly gave and that is ok. This isn't a new concept. Zig Ziglar and Mary Kay Ash were both strong proponents of giving first. They stated that, "If you just help enough other people get what they want you will get what you want." That means helping the other person even when what they want doesn't include YOU!

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