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# HIGH ACHIEVER'S

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## *Network*

PRESENTS

HOW TO OUT POSITION,  
OUT COMMUNICATE AND  
OUT SELL YOUR COMPETITION

with

Nido R. Qubein

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# HIGH ACHIEVERS NETWORK

PRESENTS

## HOW TO OUT POSITION, OUT COMMUNICATE AND OUT SELL YOUR COMPETITION

with  
Nido R. Qubein

Nido R. Qubein is one of America's top-rated professional speakers and management consultants. He has received some of the most distinguished national awards including the Ellis Island Congressional Medal of Honor, a Doctor of Laws degree, Toastmasters International Top Business and Commerce Speaker, The Golden Gavel Medal, and induction in the SME International Hall of Fame. He serves on the boards of numerous corporations and organizations and is the author of many bestselling books and cassette learning systems.

- When your life is people-centered, the important thing to you is what others want.
- When your life is possession-centered, the important thing is what you have.
- When it is activity-centered, the important thing is what you do.
- When it is principle-centered, the important thing is who and what you are.

*One machine can do the work of fifty ordinary people.  
No machine can do the work of one extraordinary person.  
— Elbert Hubbard*

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*Enjoy this exercise as you wait for the seminar to begin.*

## HOW ARE YOU DOING?

*Circle the letter indicating the response that most accurately represents the way you feel at the moment:*

1. I like being the way I am: (a) all of the time, (b) most of the time, (c) sometimes, (d) never.
2. I enjoy what I am doing as a profession: (a) all of the time, (b) most of the time, (c) sometimes, (d) never.
3. I accomplish my goals: (a) every time, (b) most of the time, (c) occasionally (d) never.
4. I have a positive attitude about: (a) everything, (b) most things, (c) a few things, (d) nothing.
5. My closest relationship: (a) is ideal, (b) could be improved, (c) needs much improvement, (d) is terrible.
6. My relationships with my fellow workers: (a) are ideal, (b) could be improved, (c) need much improvement, (d) are hopeless.
7. If I keep going the way I am, I will: (a) reach my full potential, (b) do fairly well in relation to my goals, (c) be old before my time, (d) disappoint myself and others.
8. My personal finances: (a) resemble Fort Knox, (b) are ample but not all I desire, (c) are barely adequate, (d) are a disaster.
9. Most of the people I know: (a) owe their success to knowing me, (b) feel enriched by knowing me, (c) find me to be interesting, (d) find me to be a bore.

*Score yourself as follows: 10 points for each (a) answer, 7 points for each (b) answer, 5 points for each (c) answer, and 1 point for each (d) answer.*

- If you scored 80 to 90 points, congratulations! You're on top of the world.
- If you scored 70 to 79 points, you've got a lot going for you. This seminar should help to reinforce your positive beliefs and actions.
- If you scored yourself 55 to 69, like most of us you have some areas that need major improvement. Pay close attention today!
- If you scored 40 to 54, the ideas expressed in this seminar could radically change your outlook on life.
- If you scored 39 or less, what have you got to lose? Listen, learn, and grow!

## PRINCIPLES FOR LIVING

- To be great, you must walk hand in hand and side by side with \_\_\_\_\_.
- Aristotle: "Excellence is an art won by training and habituation. We are what we repeatedly do. Excellence then is not an act; but a \_\_\_\_\_."
- Always learn from the experts because the experts have the knowledge \_\_\_\_\_.
- The circumstances in which you find yourself do not define the person you are. It is the \_\_\_\_\_ you make that will determine the person you become.

## CHANGE: EMBRACE IT OR RESIST IT?

- All meaningful change comes from \_\_\_\_\_.
- For the timid change is \_\_\_\_\_.
- For the comfortable change is \_\_\_\_\_.
- For the confident change is \_\_\_\_\_.

**SO:**

**WHERE DOES CONFIDENCE  
COME FROM?**

1.

2.

3.



4.



5. **CONFIDENCE**



6.



7. **EXTRAORDINARY**

# EXTRAORDINARY RESULTS



## THREE COACHES

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

## LEARN THREE I's

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

## THREE D's

- (1) \_\_\_\_\_: What do you want most to achieve?
- (2) \_\_\_\_\_: First step toward getting what you want.
- (3) \_\_\_\_\_: First thing that will move you toward that.

# 1. COMMUNICATING vs. \_\_\_\_\_

- We spend \_\_\_\_\_% of our time at communication.
- Most people communicate at \_\_\_\_\_% efficiency rate.
- To communicate effectively you must:

S \_\_\_\_\_

L \_\_\_\_\_

O \_\_\_\_\_

W \_\_\_\_\_

## LAW OF IDENTIFICATION

- To connect is to know the law of identification:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

W I I F M vs. \_\_\_\_\_

- **Big Question:** How must this person \_\_\_\_\_ first so they will do what I need them to do?
- To connect effectively you must:

A \_\_\_\_\_

I \_\_\_\_\_

D \_\_\_\_\_

A \_\_\_\_\_

## HOW GOOD A LISTENER ARE YOU?

*If you would be an effective communicator, you must first learn to be an active listener. Here's a little self-evaluation exercise to help you pin down just how good you are at listening. Rate yourself, on a scale of 1-5, on each statement:*

1. I enjoy listening to people talk.
2. I encourage other people to talk.
3. I listen, even when I do not particularly like the person talking.
4. The sex of the person talking makes no difference in how well I listen.
5. I listen equally well to a friend, an acquaintance, or a stranger.
6. I put away what I am doing while someone is talking.
7. I look at the person talking.
8. I ignore distractions while listening to a person talk.
9. I smile, nod my head, and otherwise encourage the person to talk.
10. I concentrate on what the person is saying.
11. I try to understand what the person means.
12. I seek to understand why the person is saying it.
13. I never interrupt the person talking.
14. If the person hesitates, I encourage him/her to continue.
15. I restate what the person has said and ask if I got it right.
16. I withhold all judgments about the person's idea or message until I have heard all the person has to say about it.
17. I listen regardless of the person's tone of voice, attitude, or choice of words.
18. I don't anticipate what the person is going to say — just listen.
19. I ask questions to get ideas explained more fully.
20. I ask for clarification of words I do not understand in their context.

*Add up the point value of your ratings and score yourself as follows:*

- 86-100    You're all ears.  
71-85     You're a pretty good listener.  
56-70     You're missing a lot.  
55 and under: It might be a good idea to have your ears checked.

## 2. SELLING vs. \_\_\_\_\_

- Nothing is ever bought; everything has to be \_\_\_\_\_.
- A great salesperson can sell a mediocre product or service much better than a mediocre salesperson can sell a great product or service.
- The 7 P's of Selling:

Your P \_\_\_\_\_  
To P \_\_\_\_\_  
P \_\_\_\_\_  
Of P \_\_\_\_\_  
To P \_\_\_\_\_  
Your P \_\_\_\_\_  
At a P \_\_\_\_\_

### 4 Reasons Why People Buy

Gain  
Fear  
Pride  
Imitation

### 4 Reasons Why People Don't Buy

No Confidence  
No Need  
No Hurry  
No Money

### 2 Primary Sales Blockers

- (a) You didn't explain it right.  
(b) They didn't believe you.

### **REMEMBER:**

- Your service/product must be better than your competition.
- Your customer must acknowledge you're better.

## NINE HABITS OF HIGHLY EFFECTIVE SALESPeOPLE

### Top Salespeople...

- (1) Spend \_\_\_\_% to \_\_\_\_% of a sales call letting the customer talk.
- (2) Are better than others at recognizing and responding to \_\_\_\_\_, even silent ones.
- (3) Are more effective than others at identifying and prioritizing customer \_\_\_\_\_.
- (4) Typically offer product or service recommendations after \_\_\_\_% or more of the time has elapsed in the call.
- (5) Present recommendations more in terms of customer \_\_\_\_\_ than in terms of product \_\_\_\_\_.
- (6) Are more enthusiastic than others about attending \_\_\_\_\_.
- (7) Listen to motivational tapes in their cars and read inspirational books at home.
- (8) Talk more frequently about what they've achieved than about what they haven't done.
- (9) Smile more than others do.

### TRUISMS OF PROFESSIONAL SELLING

- (1) Your company's future sales and profits will be in direct proportion to the depth and quality of your prospect file.
- (2) Sell every feature and benefit as though it were exclusive; for if your competitor fails to bring it up, yours is exclusive in the eyes of the customer.
- (3) Values are perceived as being equal by the customer unless someone explains the difference.
- (4) You and your company are no better than your most marginal competitor, unless you have the ability and the know-how to sell and interpret the difference.

*ALL SALES DEGENERATE TO PRICE IN THE ABSENCE OF  
A VALUE INTERPRETER.*

## How well do you know your customers...

## How well do you know your competitors...

## How well do you practice sales strategies...

- Do you know how to access key players?
- Do you know how your product helps your customers satisfy their customers?
- Are your assumptions about your customers accurate?
- Do you understand what's critical to your customers' success?
- Do you understand your customers' business strategies?
- Can you explain how your product provides competitive advantages?
- Do you have a thorough understanding of how your product is used?
- Do you know what happens to your product after it's been used?
- Are your strategies market driven?
- Do you frequently provide customers with new ideas?

- Do you differentiate your offering in new ways?
- Can you maneuver around a price war?
- Do you know your competitors' strategies against you?
- Do you know how to lock-out the competition?
- Can you offer something competitors cannot offer?
- Do you know how to open doors which have been locked by competitors?
- Do you frequently ask "Should I compete?"
- Do you frequently ask "Can I win?"
- Can you negotiate a client contract without compromising your position?
- Can you differentiate your commodity from their commodity?

- Do you know how to discover your customers' critical buying factors.
- Do you use resources efficiently?
- Do you prioritize your opportunities?
- Do you see yourself as a business-person first?
- Do you know the difference between quality and value?
- Do you know how to leverage political forces in your customers' organizations?
- Do you really know how buying decisions are made?
- Do you understand when a customer wants a partner and when they want a vendor?
- Can you describe your competitors' strategies?
- Are you constantly looking for ways to provide value?

## POSITION YOURSELF FOR SUCCESS:

- It's not how much you know or what you can do that matters. It's what other people perceive and believe you can \_\_\_\_\_  
\_\_\_\_\_.
- Ask yourself:
  - (a) Why should people do \_\_\_\_\_?
  - (b) How easily can someone else \_\_\_\_\_  
\_\_\_\_\_?
  - (c) When people need what I offer, will they \_\_\_\_\_  
\_\_\_\_\_?
- Most important question:

What do my clients stay up at night \_\_\_\_\_  
\_\_\_\_\_?
- **BE SURE** to treat every customer as if you're about to  
\_\_\_\_\_.

- Always apply the FAB principle:
  - Position yourself with your:
- |            |           |
|------------|-----------|
| Features   | (a) _____ |
| Advantages | (b) _____ |
| Benefits   | (c) _____ |
|            | (d) _____ |
|            | (e) _____ |

### **Ask Yourself**

- How well do my customers understand and value what I offer?
- How much do my customers trust me to meet their needs?
- How much do my customers like the way I make them feel about doing business with me?

### 3. TRAINING vs. \_\_\_\_\_

- Training teaches the \_\_\_\_\_
- Education teaches the \_\_\_\_\_
- Training shows people what to \_\_\_\_\_
- Education shows people what to \_\_\_\_\_
- Training is anchored to the past.
- Education is focused on the future.
- Training is a program.
- Education is a process.
- Educate yourself and your team to have:
  - (a) \_\_\_\_\_
  - (b) \_\_\_\_\_
  - (c) \_\_\_\_\_
  - (d) \_\_\_\_\_

*If you're as good today as you were a year ago today,  
you're worse!*

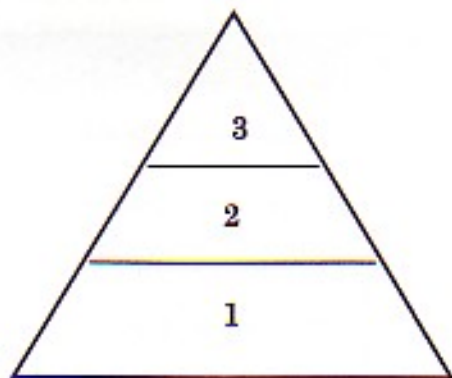
**TO EARN MORE, YOU MUST LEARN MORE.**

#### 4. SUCCESS vs. \_\_\_\_\_

- Success is \_\_\_\_\_
  - Significance is \_\_\_\_\_
  - Success focuses on \_\_\_\_\_
  - Significance focuses on \_\_\_\_\_
  - Success believes in \_\_\_\_\_
  - Significance believes in \_\_\_\_\_
  - Success motivates you to \_\_\_\_\_
  - Significance motivates you to \_\_\_\_\_
- ➡ SIGNIFICANCE LEADS TO PURPOSE
- ➡ PURPOSE LEADS TO BALANCE
- ➡ BALANCE LEADS TO JOY

#### WHAT IS SUCCESS ANYWAY?

- It is not a matter of luck.
- It is not a reward for virtue.
- It is not an accident of birth.
- It is having something to do; somewhere to be; someone to love.



## Notes

