



200 SALES TIPS

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1. **Excuses** ~ How much better our results would be if we put as much effort into improving the work we do as we put into finding excuses for not doing it right.
2. **Emotion** ~ Customers shop logically and buy emotionally. So you need to address their logic first to get them emotionally attached to you.
3. **Telephone** ~ Fully 85% of bookings are initiated over the telephone. Although the telephone can cause a certain amount of stress, its advantages far outweigh any disadvantages. We couldn't do the amount of business we do today if it weren't for the telephone, so learn how to use the telephone to best effect.
4. **Pride** ~ Take pride in the value you represent to your customers, your team, and your suppliers. Let your pride come through in your selling. If you aren't proud of what you do, do something else!
5. **Best** ~ Perfection is a tough thing to achieve. Personal excellence, however, is not. Customers want sellers who do everything to the best of their ability!
6. **Pushy** ~ Our natural instinct with pushy customers is to focus on why they called—instead of on who is calling. You must slow down the conversation, ask questions, and take control. If you can own the first 10 seconds, you will rule the next 10 minutes.
7. **Feel** ~ Your job is not to feel good about what you do! Your job is to be good at what you do. Of course, if you never feel good about your job, you may not be doing the job that's right for you!
8. **Show Time** ~ It's show time the second you say hello. Entertainers know that once the curtain rises it's time to perform not to think about performing. Your curtain is the ring of the phone, the opening of the door!
9. **Believe** ~ Don't expect customers to have confidence in you if you don't feel you deserve the confidence. Quality of service begins with believing in yourself.
10. **Respect** ~ Everyone can expect respect at the very least—no exceptions. When callers don't feel respected, they react with anger, resentment, or aggressive demands. This applies to everyone—always.
11. **Pitch** ~ You need to vary your volume and your tone of voice in a conversation. Nothing projects disinterest more than a monotone voice.

12. **Tape** ~ The best way to hear yourself on the telephone is to tape yourself in a conversation. You'll learn more about yourself from that one recorded call than anyone else could ever teach you.
13. **Clearly** ~ No one likes to ask to have something repeated, but no one enjoys straining to hear something either. Speak distinctly and at a volume that is comfortable for the listener.
14. **Energy** ~ Put some energy into your voice. You don't need to sound hyper or like you're on drugs, but you do need to sound like you're alive and grateful!
15. **Accents** ~ If you have an accent, accept that some people will have trouble understanding you. Slow down and enunciate every word.
16. **Empathy** ~ If your caller is having a tough day, be supportive. Let your voice reflect a little empathy. Don't, however, get pulled into their mood! Establish and maintain your own mood.
17. **Sarcasm** ~ Nothing offends quicker than sarcasm, intentional or implied. Sarcasm is the lowest form of humor and is funny at the expense of someone else. Careful!
18. **Name** ~ Ask for your customer's name and use it. If you've gone more than the first five seconds without establishing a name, you've gone wrong! The sweetest word in anyone's vocabulary is their name! Showing that you care enough to get it right and use it tells the caller that you also care about what you'll do for them. Write the caller's name out the way it sounds to you. It will help you remember it later on. Spell Abrames, for example, a-bram-z. If you don't take the time to get a name, you don't believe that the party you're speaking with is buying. I'd fire anyone who'd spend time talking to people whose name they don't know!
19. **Insulting** ~ Don't ever substitute a word like "sweetheart" for someone's name. This is dangerous and insulting!
20. **Titles** ~ Titles like officer or reverend either mean everything or nothing. Don't take a chance, ask!
21. **Smoothly** ~ Never end an interaction abruptly. Make a statement that lets the customer know the interaction is ending: "So just before I let you go, allow me to clarify what I'll do."
22. **Compliments** ~ If someone pays you a compliment, accept it and move on—this is a business not a social club. "Thanks for making my day. Now let's make yours and get you booked."
23. **Signature** ~ Never say anything you wouldn't put your signature to. If you wouldn't sign it, you shouldn't say it!
24. **Speak** ~ If you have to read something to a customer, make it sound animated as if you were speaking. People can't stand being read to!
25. **Involve** ~ Involve your caller as much as you can and as much as they want to be involved. Make the conversation a dialogue, not a monologue.

26. **Pause** ~ Silence can be a very effective way to gain control and to maintain attention. A pause is often more effective than speech!
27. **Repeat** ~ Repeat significant points enough times to make sure you've been understood. Just because you've said it once doesn't mean it was heard!
28. **Good in Everyone** ~ The best way to stay positive on the phone is to be positive. Look for something positive in every caller. You'll find it!
29. **Bored** ~ Stay active, stay busy—it's very difficult to feel bored if you don't have time to think about being bored. Action is the best medicine for boredom!
30. **Careful** ~ Eliminate your association and exposure to negative people. All of us are a product of our environment. Careful who you hang with!
31. **Feelings** ~ Use your feelings as a trigger. Whenever you feel angry or frustrated, it's time to talk yourself back into the positive disposition you need to do business effectively.
32. **Praise** ~ Do you want to feel good? Try praising other people! What you verbalize about others makes an amazing difference in what you think about yourself!
33. **Shoppers** ~ A shopper is a person looking to buy something from somebody. Shoppers are not a pain in the proverbial you know what. Customers maintain our business. But shoppers expand our business! The minute we don't have shoppers is the minute our business starts to decline.
34. **Expect** ~ Everyone has a bad day sooner or later. Know that it's coming and accept it when it arrives. Keep thinking to yourself, "I knew this would happen sometime, it's here, and it will pass."
35. **Acting** ~ Selling is like acting. Actors change their feelings, their actions, their words depending on the scene.
36. **Host** ~ Think of yourself as a host. Every time that phone rings or someone enters your agency, pretend they've entered your home. How would you treat them there?
37. **Them** ~ Be interested, not interesting! This call is not about you. It's about them. That's what everyone needs to feel.
38. **Break** ~ You need to take breaks, and move around. A change in physical activity helps get your mind back in the right direction.
39. **Physical** ~ Watch your posture. The more physically alert you are, the more alert you will be with your listening, service, selling, follow-through—everything!
40. **Small** ~ There is no such thing as a small mistake. A mistake is a mistake to a customer. If you make one, admit it, correct it, and move on. But don't ever minimize a mistake!

41. **Busy** ~ The busier you get, the more chances there are for mistakes. Be particularly diligent during heavy activity. It might be worthwhile to take a cleanup moment every hour or so to make sure that nothing is slipping through the cracks.
42. **Comfort** ~ If the caller happens to make a mistake, make them comfortable by saying you've done the same thing at one time or another. If you can get them to laugh at themselves through you, you're on your way to a great rapport.
43. **Agreement** ~ Look for common ground if there's a problem. Finding things you agree on before discussing the conflict helps set the tone for positive communication.
44. **Attacks** ~ If someone is personally abusive, get out of the call but don't lower yourself to their level. "I don't believe the situation gives you the right to attack me personally. Please call back when we can have a less-aggressive conversation. Thank you."
45. **Why** ~ Explain to the caller why you are doing or asking what you are doing or asking. Amazing how much better things proceed when both parties understand why things are happening!
46. **Help Them Feel Good** ~ You need to help customers feel positive. A little comment like "What a great choice!" will go a long way to helping them feel better about you and the booking.
47. **Feedback** ~ Appreciate it when a caller gives you feedback. There is always something positive you can say. "Thanks" is effective, and underused!
48. **Time** ~ Too much information confuses more than it helps. Callers can feel intimidated by your expertise and their lack of knowledge. Give the caller time to absorb what you're saying!
49. **Simple** ~ Keep your comments and questions as simple as possible. The less said the better it is said!
50. **Requests** ~ Keep requests for action clear and concise. And follow up by asking if they've understood: "Please fax me your proof of ID within the hour. Is that okay with you?"
51. **Personal** ~ Reveal something about yourself if you want someone to open up to you. Make sure, though, that it is pertinent!
52. **Strong Language** ~ If a caller uses language that is professionally or personally inappropriate, don't emulate it. Some people use strong language to test or to dominate. Don't get drawn into their game.
53. **Consistent** ~ Be consistent in your behavior and your communications. People are reluctant to communicate with people who are up and down. Consistency breeds security!
54. **Ask** ~ Never make assumptions about who you are speaking to. Ask! Don't rely on caller ID or anything else. Ask!

55. **Give** ~ To get a caller's name, give yours first: "My name is Bob. Could I get your name please?"
56. **First** ~ Before using a customer's first name, ask permission to do so. You can never be too safe when it comes to etiquette.
57. **Last** ~ Make sure you use the caller's name at the end of the call. "Thanks for the call. I really appreciate it, Mr. Smith." Their name must be the last thing they hear before your hang up.
58. **Overuse** ~ Avoid overusing someone's name. Skilled sellers and servicers know when and how often to use names to establish rapport. Overusing a name can sound phony, while under using it comes off as indifferent.
59. **Safe** ~ Don't take chances with big or uncommon words. Use simple, positive words understood by all. The average vocabulary is 2,000 words or less!
60. **Generation Gap** ~ Be careful about using generation specific vocabulary. "Cool" is not cool to all customers.
61. **Appropriate** ~ Don't use regional vocabulary. "Mate," for example, works well in Australia but not in Canada or the United States. Don't sound like a wannabe nationality!
62. **Guessing** ~ Never use a word if you don't know its meaning, and I mean its exact meaning. Most of us can make fools of ourselves without help.
63. **Agreeable** ~ Agree with customers before disagreeing. "Yes, and have you considered..." or "Yes, and here is another option" or "Yes, and my favorite is..."
64. **Comfort** ~ Make your points, but leave the other person comfortable with theirs. The idea is to keep the conversation going in a constructive, positive, forward direction.
65. **Complaining** ~ Never complain to anyone about anything. Fully 90% of people don't care about your problem, and the other 10% are glad you have one!
66. **Permission** ~ Always ask permission to do anything. "May I ask your name please?" Help the customer feel that they're being respected, not pushed!
67. **Variation** ~ Any word, no matter how positive, becomes meaningless if overused. When, for example, we were buying our most-recent home, everything the real estate agent pointed out was "fabulous." She sounded ridiculous. Vary your vocabulary!
68. **Labeling** ~ Never think of a customer in a negative connotation. If you always use the term tire kicker for shoppers, you'll develop the subconscious belief that customers are nuisances. You'll believe what you say sooner or later!

69. **I Know** ~ Don't say "I know" when someone tells you something. Say nothing or say something like "Interesting" or "I've heard of that."
70. **Whatever** ~ Never use "whatever" as a rebuttal! You may as well say, "I don't care!"
71. **Huh** ~ Need I say more? How about "Pardon me" or "Could you please explain?"

72. **Yea** ~ How about yes? Nothing sounds ruder than ya! Go easy.
73. **Foul** ~ Regardless of your personal definition of foul language, be careful not to include religious terms of any kind. Some people get away with off-color terms, but rarely do they get away with challenging religious values.
74. **Crutches** ~ Don't use filler words like "you know." This is a bad habit. Drop it. Slow down!
75. **Cheap** ~ If you want to be treated cheaply, keep saying the word! Never use the word cheap, even if the customer uses it. If the customer asks for the cheapest, reply, "Of course I'll help you find the least expensive..."
76. **Best I Can Do** ~ Don't accept personal accountability for something beyond your control. "The best I can do is \$499" implies that the price issue is at your discretion. This will set up a negotiation mentality with the buyer. A better response would be, "I've looked up three options, and your best price is \$499." It's their price, not yours!
77. **Expensive** ~ If the customer says it's expensive, fine! If you say it, beware! What will the customer think if you find something expensive? Leave what to think about price to the buyer. They don't need to be influenced by you!
78. **Policy** ~ Avoid the term company policy. It irritates or disappoints most anyone most of the time. Many of the things we do may be based on company policy, but it's the last thing customers want to hear. Use the term only as a last resort!
79. **Jargon** ~ Use industry jargon only with industry people. It should never be used when speaking with a customer. "I can get you a Y class fare on AC123 with a DEP time of zero eight hundred and an ETA of thirteen hundred" will only confuse, embarrass, and alienate.
80. **Wordiness** ~ Don't use 10 words when 2 will do. Often, the fewer the words, the clearer, more meaningful, and stronger the message.
81. **Try** ~ Try is such an insincere word. When someone says they'll try, there's always a doubt that they are trying hard enough. Instead of "I'll try to find a good rate," say, "I'll check my system to get the best rate available." This is much more positive and doesn't imply that the good rate is dependent on your effort.
82. **Should** ~ Don't "should" all over yourself. When customers hear you say that you should do something, they immediately doubt that you will. It is much better to say, "I will!"
83. **Adverbs** ~ Be careful in using adverbs, as adverbs can be interpreted as a challenge. For example, "What makes you think that this is really what is best for you?" By dropping really

from the sentence—“What leads you to believe that this is best for you?”—you avoid any possible misinterpretation!

84. **Get it right** ~ Some personal names are hard to understand when they're foreign to our ear. If you don't understand someone's name, ask how to pronounce and how to spell it—anything that will help you remember it. Write the name down as the individual spells it and then write it how you would say it. Chances are that you are not the first one who's mispronounced the name. But don't be among the many who are too lazy to get it right.
85. **Value** ~ Ah, value, now that's a pretty word! Value is in the eyes of the buyer, so it is always perfect. Use value instead of cheap. Use value in place of expensive. Saying something like “This is excellent value” can never hurt you.
86. **Helping** ~ Always offer to help. The word help is the prettiest, most-effective word in selling. If people need help to buy, they need you! Use the word help as often as possible.
87. **Ask to explain** ~ The customer is not always right; however, you can't tell customers that they're wrong! If you don't agree with what they say, ask them to explain what they mean. “I'm not sure I understand, could you please explain a little more?”
88. **Quickly** ~ When someone asks a question, respond right away with a positive comment, such as “I'd love to help you!” A hesitation of any kind may come across as an inability or unwillingness to assist. You can't always answer questions directly, but you can always react positively.
89. **Please** ~ Need I say more? Please is a word learned early, yet so easily forgotten. One of the main differences between asking and telling is the use of the word please. It always amazes me how much more we can get by employing this little word.
90. **Thank-You** ~ Thank-you is almost as important as please. Pretty basic, but pretty nonetheless.
91. **Clarity** ~ Don't ever, ever, ever leave people wondering what you mean. Instead of saying “sometime tomorrow,” say “I'll be back to you no later than 4 p.m. tomorrow.” And “Exactly what date did you want to leave?” is far more effective than asking “When were you thinking of going?” People may be vague in answering your first three or four questions, but they'll soon understand that you must have precise information to provide great service.
92. **Consistency** ~ If you use a certain term in a conversation, stick with that term. Don't jump between two or three words that mean the same thing. For example, don't use hotel, resort, and property. To avoid confusion, choose a term and use it consistently.

93. **Honestly** ~ If ever there was a stupid statement in selling it's "let me be honest." If you have to say it, it suggests that you aren't being honest elsewhere in the conversation.
94. **Unique** ~ Be unique with the phrases you use. Don't copy them from the industry. Too many agents, for example, tell customers that there only six seats left. Make up another number. And if it isn't true, don't say it at all. Don't use BS to create urgency—you don't need to!
95. **Sorry** ~ Don't say sorry for things beyond your control—it's not your fault. Apologizing when a flight is full makes no sense. Saying you're sorry for something implies that you have control over it.
96. **Open** ~ Don't ask open questions if you want to control the length of the interaction. Open questions invite the customer to speak as much as they want. Don't get upset with them for taking up your time.
97. **Specific** ~ Ask direct questions to get direct answers. Don't ask questions that sound like you're looking for an opinion. Obtain specific information with questions that seek specifics.
98. **Control** ~ Be very careful about making the customer feel you that are controlling them. Control the process, not the person!
99. **Answers** ~ Ask questions that include the answers. "Would you prefer a morning flight or an afternoon flight?" is an example. This keeps the interaction short and on track.
100. **Conversation** ~ Write your e-mail the same way you speak. They will read naturally and will help the recipient get a feeling for what you're about.
101. **Blocks** ~ Group your e-mail thoughts into blocks. And don't put more than 30 words in a block.
102. **Short** ~ Keep your e-mail sentences short. Short sentences are easier to read and understand. That's what you want.
103. **Blunt** ~ Be careful that your written responses don't come across as blunt or rude. Remember, the reader is not cued by your voice or gestures. A straight yes or no answer, for example, comes across as too direct in writing. You're better writing: "No. However, I can ..."
104. **Personal** ~ Include the recipient's name in the first three or four words of an e-mail. Recipients need to understand that this is a personal conversation not a generic directive. In the initial message, you might say "Hi so-and-so."
105. **Phone Number** ~ Always include your telephone number in the signature of your e-mail—every time. If you have an extension, include that as well. Sometimes callers need to hear a real voice, so give them the option to telephone you!

106. **Business** ~ Don't send e-mail that has nothing to do with your business to people you want to do business with. You want the recipients to know that an e-mail from you is a business message not a joke. We all get enough of the latter.
107. **Can Do** ~ Make "can-do" comments. Customers, bosses, everybody likes affirmative-action positive statements. "Absolutely I can do that for you" and "consider it done" are huge rapport and confidence builders.
108. **Criticism** ~ If someone criticizes you, restate the comment in your own words and watch your tone. Restating helps you make sure you understand the point and will help the other person understand your understanding of the comment.
109. **Out Loud** ~ Before sending an e-mail, fax, or hard-copy memo, read the finished document out loud. You are guaranteed to make changes prior to sending it.
110. **Wait** ~ Never send a written message to anyone if you're in a bad mood. Write it if you want, but wait till tomorrow to send it. If it still reads well the next day, go ahead—send it. Just remember, you can never bring it back!
111. **Selling** ~ If you don't collect money at the end of an interaction, you have not sold anything. Sales mean money! Too many salespeople use the concept "I'm selling myself" as a substitute for sales. You may be marketing or promoting yourself, but you are not selling. The two are entirely different!
112. **Attitude** ~ Attitude is the outer manifestation of our inner expectations. Only we can control attitude. Successful people influence their success by the attitude with which they approach their every endeavor!
113. **Expectation** ~ Too often we believe but don't expect. And because we don't expect, our actions don't reflect our beliefs. How's that for a neat circle?
114. **Trust** ~ Be honest and sincere and reflect those traits in your attitude. Callers cannot and will not buy from a salesperson they don't like or trust.
115. **Meaning** ~ Our words might be 100% correct technically, but what they mean depends on our attitude and its reflection from an auditory perspective. What we mean depends on how we say it 38% of the time! A sarcastic or condescending delivery will always result in a no sell.
116. **More** ~ Callers always know more than you during the first few minutes of the call. They know who they are, what they do and don't want, who they're speaking to, etc. Your job is to slow down the process so that you can control it. You need to put the interaction on at least an equal footing.

117. **But** ~ Be careful how you use the word but. It negates a previous statement. Instead of “it is expensive but...,” say something like “I realize this is more expensive, and I know that you’re getting more for your money.”

118. **Power** ~ Knowledge, backed by action, is power! It is not what we know that matters, it’s what we do with what we know. Knowledge alone is not power! Lots of smart people out there don’t do anything with their intelligence.
119. **100%** ~ Some people believe that if they don’t do something 100% right then they’re 100% failures. A great salesperson knows they can never have a 100% success rate in closing the sale. What they strive for is 100% effort.
120. **Change** ~ Times and things change, customers change, what customers buy changes, how customers buy changes. We must change along with the rest of the world if we want to succeed. I can’t think of anything that is the same as it was when I started in this industry in 1973. What some of us hold on to are not good practices—they’re good memories!
121. **Rejection** ~ The fear of rejection is conquered through positive action. Whatever you fear most is overcome by facing it head on. Greet that caller with the belief that you are better informed, more polite, more sincere, more honest than the caller or any competitor.
122. **You** ~ Don’t base your success on factors you can’t personally control. You have no control over shoppers, customers, markets, or suppliers. The only thing you really control is yourself.
123. **Now** ~ When all is said and done there is usually a lot more said than done. How are you at doing what you have to do when you have to do it? If you’re like the rest of us, you probably get around to it when circumstances force you into it. Do it now!
124. **Priority One** ~ Selling is priority one in business. If the sales aren’t there, the rest doesn’t matter. If your internal operation doesn’t allow selling to take precedence, then there’s a problem. And it’s a problem that has to be fixed quickly if you’re to survive.
125. **Prejudice** ~ The most serious mistake we make as professional sales agents is making a decision about a shopper before making a conscious effort to find out who and what the shopper is. The definition of prejudice is a decision without basis. Don’t be guilty!
126. **Seconds** ~ It only takes a few seconds to go down the path to a no sale. Learn to ask the right questions. Learn to listen. Learn to do things instantly!
127. **Booking** ~ Quit beating around the bush as if you’re afraid to find out what customers really want. The more questions you ask precisely, politely, and up front that deal with the issue of booking the more successful you’ll be.

128. **Appreciate** ~ Ask honest questions; be sincere, respectful, and compassionate. Let every caller know you appreciate the call.
129. **Open** ~ Keep an open mind. Don't depend on your psychic abilities to qualify callers. A customer who wants to buy will tell you everything you need to know to make a booking if the customer believes you want the business—and if you want to deliver the service you profess to sell.
130. **Avoid** ~ You want as much as you can to avoid saying no, but there are times when you have no choice except to say no. The following points are a few ways to say no in as positive a way as possible:
131. **No with a why** ~ Say no, but explain why. “No, that isn't possible. Please allow me to explain why.”
132. **No with a reason** ~ Say no and give a reason. Whenever you don't want to sound like a dictator or like your being uncooperative, say something like “I'm not able to do that because ...” Then offer an explanation.
133. **No without responsibility** ~ Say no but make the reason someone else's. Don't take personal responsibility for not doing something for your customer. “The airline is sold out” is much different than “I can't get you that seat.” We have enough responsibilities without having to take on our suppliers' problems as well.
134. **No with alternatives** ~ Say no and provide an alternative. “The supplier is sold out on that date, but I've checked so-and-so, and I can get you something on this date.” A straight out no is hard to swallow. Make it palatable.
135. **Visual** ~ Selling or buying over the telephone is tough for many people. Why? Because of the way humans absorb information. Sight accounts for 80% of our interpretation of something; hearing, 11%; smell, 6%; taste, 1.5%; and touch, 1.5%. The telephone takes away 80% of our communication preference. It means we just have to work harder. Your voice and your words need to compensate for what customers can't see.
136. **Time** ~ Here is a rough guideline how to use your time to make a sale: 90% gaining trust and establishing rapport, and 10% closing the sale!
137. **Need** ~ Never sell a customer anything he or she doesn't need. You can't build trust if the customer believes you're selling only for your benefit. The transaction must go both ways!
138. **Strength** ~ You can't get stronger at anything without resistance. Strength and struggle go hand in hand.

139. **Correcting** ~ Be careful if the caller says something that you don't believe is correct. The customer, for example, says "I think there's a flight to Acapulco on Monday." You're pretty sure there isn't, but rather than saying, "I don't think so, but let me check anyway," respond with "it will be a pleasure to check that for you," because you're going to go through the motions to be sure. The rule of thumb is that if there is nothing to win in an argument, don't argue.
140. **Don't** ~ Don't say things like "at your earliest convenience" or "as soon as possible." They sound polite, but they give the other person permission to procrastinate. Offer options that are convenient to you, and let customers choose the one they prefer. Even if they don't agree to any of your suggestions, they will offer you an alternative. This saves time and frustration for all parties!
141. **Yes** ~ Get people agreeing with you—about anything—early! People who agree with you are more likely to hear more of what you're saying. People who disagree with you tend to hear only 25% of what you're saying and even less of what you mean.
142. **Positive** ~ Make everything you say positive. It's the half full or half empty story. Replace negative statements like "I don't think that's possible" with "let me see if I can get that for you." Tell them what you can do, not what you can't do!
143. **Negative** ~ A full 87% of adult communication tends to focus on the negative. By staying positive, you'll be noticeably different, people will pay more attention, and you'll just sound better.
144. **Often** ~ To be an effective sales person, you must ask for the sale at least eight times—800% more than you do now. The more often you can get the shopper to say yes about anything, the more apt they are to say yes when it comes time for the big yes: "Go ahead and book it." Ask questions they must answer yes to! What you have to do, of course, is to figure out at least six ways to ask without repeating the same question twice.
145. **Reciprocation** ~ An individual is 14 times more likely to respond favorably to your suggestion or offer if given something first. For those of you who like percentages, that translates into 1,400%! Here is a short list of things you could give, for free, without ever compromising your professionalism: a smile, a warm greeting, attention, compassion, your name, a good question, an observation, rapport, honesty, respect, sincerity.

146. **Anger** ~ Anger does not mix with service and selling! It is usually a signal from your energy that you you're out of control or not doing what you're supposed to be doing! Use anger as a positive message that it's time for you to regain control.
147. **Plan** ~ The ability to positively pre-play an event in your mind must not be treated as a weird or mystical experience. Picturing the outcome you desire in your subconscious will help you achieve excellence in that outcome even when the stress of the moment doesn't allow you to see the desired result. The person with the plan, any kind of plan, is usually the one who gets what they want.
148. **You** ~ Maintain an air of confidence at all times but don't base your confidence on outside resources, such as product, base it on what you can do—service!
149. **3% per Hour** ~ Your probability of a sale drops about 3% every hour a customer waits to hear from you. If you wait 24 hours to get back to someone, there is 72% less chance they'll buy—from you.
150. **Users** ~ About 43% of the people who call an agency have no intention of booking with that agency. They're calling to confirm that what they bought elsewhere has value or for information for a school project or because they're dreamers. The reasons are endless. The more time you spend with these callers, the less time you'll have for buyers.
151. **Like** ~ About 43% of shoppers don't buy because they don't like the seller! It has nothing to do with the product!
152. **Rarely Product** ~ The product is rarely the reason not to buy! Agents manage 96% of the time to sell to people who want to buy.
153. **Three Reasons** ~ There are only three reasons someone won't buy from you:
- They don't want to!
 - They don't like the seller!
 - They don't like the conditions!
- If you don't get a sale at the end of an interaction, ask yourself why.
154. **Three Musts** ~ Selling requires three components: a buyer, a seller, and a need. Remove one, and there's no selling.
155. **Acquisition** ~ It costs the average agency between \$30 and \$40 to get a call from a shopper or a user. Marketing people call this acquisition cost. That cost is there whether we make a booking or not! Paying for a conversation that doesn't result in a sale is thus very expensive, so you need to be able to convert leads into sales. If you can't sell, don't market!

156. **Something** ~ Too often we don't get a thing from the caller—not even a name. That is a waste. If you don't get a booking from a caller, at least get a name and an e-mail address so that you can add them to your database.
157. **Database** ~ You need a database if you want to stay in business. Collect the name and e-mail address of every person you talk to. You don't need more than that until they actually book.
158. **Keep in Touch Weekly** ~ Contact your customers and everyone in your database by e-mail at least once a week. If you don't, your competitor will
159. **Unsubscribe** ~ Make it easy for someone to unsubscribe from your contact list. If they don't want to hear from you, it is fairly certain they won't buy from you.
160. **Takes Time** ~ Great things take time! Accomplishments might be realized in a moment, but they're usually the result of years of preparation.
161. **Standstill** ~ The moment we say that we are good enough, we're actually at a standstill. Mother Nature abhors inertia! She wants to see us doing something—growing, going forward, or dying.
162. **Easy** ~ Ensure that whatever you are promoting is easy to find—your location, your phone number, your Web site, everything!
163. **Readable** ~ Make your business card easy to read! Use a large type size and allow enough space between the lines so that the reader doesn't need a magnifying glass to read your information.
164. **Simple** ~ Keep your business card simple—less is better! Your name, company, phone number, and e-mail address are all a customer needs.
165. **Unique** ~ Promote yourself above all! You are unique. Product can be bought anywhere.
166. **Advertising** ~ If you advertise cheap lead-ins, don't be surprised if the shopper asks questions about price.
167. **Referrals** ~ Always ask for referrals. This is not new, but it is underused! Your best reference is a happy customer, who will love to help if possible.
168. **Enthusiastic** ~ Your personal voice mail message should not sound as if you're dying! Make it short, positive, and pleasant.
169. **Short** ~ Make sure you leave short voice mail messages. Don't have a conversation with someone who isn't there!
170. **End** ~ Leave your name and phone number at the end of the voice mail message you leave. This avoids frustrating the person you've called with the need for them to search for your number. Not everyone thinks that you are so important that they've memorized your number!
171. **Direct** ~ If you have a direct line, use it for your messages. The easier it is for the caller to get to you, the better.

172. **Empty** ~ Never have a full voice mail box. It gives the impression that you don't reply anyway, so why leave a message?
173. **Uppercase** ~ Don't type your e-mails in all uppercase letters. It is hard to read, shows laziness, and appears that you are shouting.
174. **HTML** ~ Be careful with e-mail graphics. Many recipients' systems or e-mail programs can't handle them. If you're filling their mailboxes with graphics-heavy messages, they won't be pleased to hear from you.
175. **Contact Info** ~ Always include your phone number in an e-mail. It shows you are not adverse to more-personal contact.
176. **Address** ~ Don't use an e-mail server like Hotmail for your business. A proper address that includes either your name or company name is a powerful message.
177. **Hesitation** ~ Never hesitate when giving a price. Doing so makes the shopper feel they are paying too much!
178. **Best You Can Find** ~ Never tell a caller that your offer is the best you can find. They'll get the idea that someone else can do better!
179. **Service Fee** ~ Be up front about fees. After the customer requests something, say, "It will be a pleasure to book that for you, and I'll be sure the rate includes all service fees, etc., so that there are no surprises." You can't expect people to trust you if you're not up front. It is also very tough to focus on selling or service if you're terrified about telling them about your fees. Get it out there early.
180. **Price** ~ People shop logically and buy emotionally. It makes sense they are going to ask about price first. Asking for the best price does not mean they won't pay what they have to. Your job is to move them from the logic of product to the emotion of you.
181. **Budget** ~ Never ask shoppers how much they'd like to spend. You are only encouraging them to lie to you. Tell them what they have to spend. Where possible, start with a mid-range quote and then go up or down from there.
182. **Only** ~ If you believe that price is the only factor in selling, you are an order taker not a salesperson! If you are only selling price, you aren't selling—you're quoting and taking orders.
183. **Buyers** ~ Treat shoppers as if they are buying; it's what they want. Real buyers like to be treated like buyers.
184. **Everything** ~ Every booking is important, big or small. Don't choose customers based on the amount of money they are spending.
185. **Rapport** ~ Rapport is built through a conversation that fluctuates between business and personal issues. If your discussion is either pure business or entirely personal, you have no rapport.

186. **Punctual** ~ Some people don't care about punctuality, but about 50% are fanatical about it. Don't take a chance. Do what needs to be done when you say you'll do it.
187. **Competition** ~ Bad-mouthing the competition only gives competitors credibility. Don't ever talk about competitors. Hope they die maybe, but don't mention them to customers.
188. **Gender** ~ Be very careful about the man-woman issue in all aspects of selling and service—especially with female buyers.
189. **Two to Three Contacts** ~ Less than 10% of bookings are made on the first contact. Around 90% are made on the second and third and even fourth! The secret is to make sure you develop enough rapport to encourage subsequent conversations.
190. **Write** ~ When the phone rings, stop everything you're doing, pick up a pen, and get out your booking sheet. Focus on the caller and write down what they're saying. That applies to every caller—repeat or new.
191. **Insurance** ~ Never ask a customer if they'd like to buy insurance—no one likes to. A better question would be, "Are you interested in protecting your investment?" Everybody likes that!
192. **Same** ~ The better the seller the better the questions! Listen to what you ask and to the response you get. The same question usually gets a similar answer. Change the questions until you get the answers you want.
193. **Ambiguous** ~ The more ambiguous your questions the poorer the answers you're going to get. Don't include wiggle room in your questions to eliminate wiggle in the answers!
194. **Options** ~ Keep the number of options you offer to a customer to a minimum. The biggest detriment to selling is too much information. Offer two or three choices and work them through. Customers who need more will tell you.
195. **Want** ~ The most important thing you can lead a caller to believe is that you want to do business. It makes buyers feel great and rids you of non-buyers.
196. **Objections** ~ There is no such thing as an objection, but there are questions that the buyer has the right to ask. Whether it's an objection or a question will depend on your attitude. Period!
197. **Never** ~ Never correct shoppers when they mispronounce a destination! Puerto Vallarta is a good one!
198. **Ten** ~ You have less than 10 seconds to make someone feel comfortable when they walk into your office. There is no such thing as being too busy to ignore that.
199. **Customer Service** ~ The only person who can define good customer service is the customer. The seller has no control over how the customer wants to buy and receive service. The seller must adapt to the customer!
200. **Repeats** ~ Businesses lose about 20% of their repeat business every year. This happens naturally; it's the natural decay of any business. That's why every business needs shoppers.

