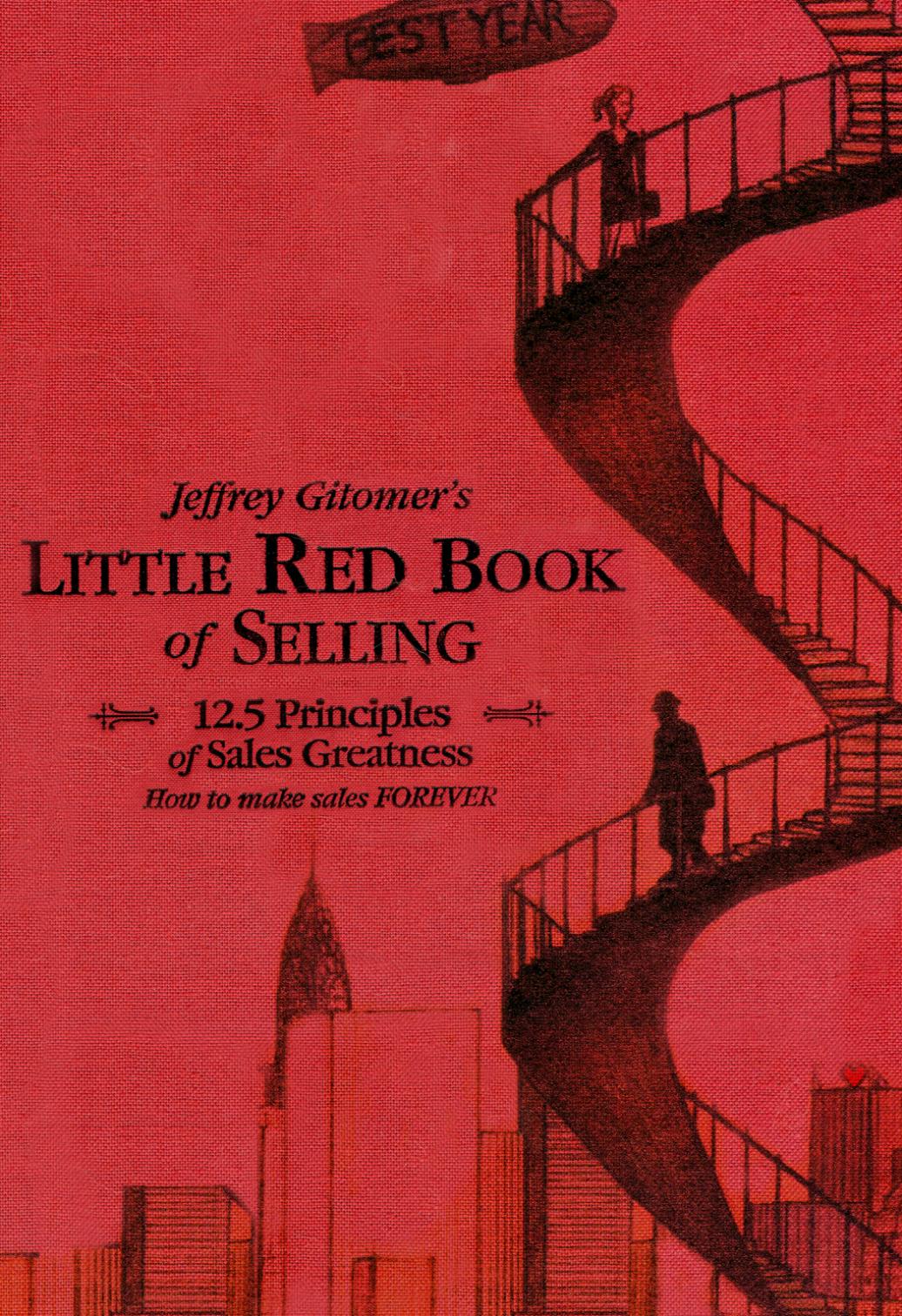


BEST YEAR

*Jeffrey Gitomer's*  
**LITTLE RED BOOK**  
*of SELLING*

⌘ 12.5 Principles ⌘  
*of Sales Greatness*  
*How to make sales FOREVER*



# LITTLE RED BOOK of SELLING

My Colleagues at RED,

Jeffrey Gitomer indicates that he has cut all of the fluff out of his *Little Red Book of Selling*, but fluff remains. In fact, my guess is that as you read it a second or third time, noting the valuable and important (as I hope you will), you will conclude that it could be cut down to some 20 to 25 pages of ideas. That said, there is considerable value in reading it and picking out what is important and meaningful to you, rather than reading someone's (even the author's) "CliffsNotes." And, it is not only okay, but likely a good idea that Gitomer left some fluff in it; after all, who would buy a 20-page Little Red Pamphlet for \$20? As Gitomer observes, selling (or "originating" as we call it in our business!) isn't really about selling at all. Rather, it's about "Why do people buy?"<sup>2</sup>

"Why do people buy?" Among the answers Gitomer posits ("*straight from the mouths of customers*") are: (1) "*I like my originator,*" (3) "*I perceive a difference in the originator and the company,*" (5) "*I believe my originator,*" (6) "*I trust my originator,*" (7) "*I am comfortable with my originator,*" (12.5) "*I perceive that my originator is trying to help me build my business to earn his.*" Do you recall my memorandum of 24 August 2005 regarding "Emotional Leverage"? It is all about "emotional leverage," isn't it?

The Little Red Book of Selling is loaded with many poignant insights:

- "*Instead of thinking end of the month (or in our case, end of comp. period) begin thinking end of time.*" In other words, it is about long term relationships. It is about doing the right thing for the customer over the long term and earning the customer's trust.
- "*As you are climbing the ladder of success, you have to put your heart into your work...you have to love what you do.*"

Other insights and admonitions among the dozens upon dozens you will find follow:

- *Believe you can!* Believe you are the best. It's true. If you weren't, you wouldn't be at RED.
- *Have the right associations!* Develop the right relationships; spend time with the right people.
- *Plan for the day!* Set personal goals and make plans to achieve them.
- *Take responsibility!* Success increases as we take responsibility for the results.



I am only just scratching the surface. Indeed, not even that. I've pulled almost all of this from the first 30 to 40 pages. I assure you that if you read this book and put into practice its key insights and suggestions, even just a few of them, it will enhance your ability to originate business (in the broad sense of that term) and you will energize both yourself and RED.

One more item. I like Gitomer's explanation of why his book is RED so much that I have to share it.



- RED is the color of passion.
- RED is the color of love.
- RED is the brightest color.
- RED is the most visible color.
- And, RED is fire.



[If you're not on fire, you will lose to someone who is.]

It will take you a few hours to read the *Little Red Book of Selling*, but I encourage you to do so . . . more than once! It will make a difference in your personal quest for success and it will make a difference in RED's performance.

- W. Roberts -

<sup>1</sup> In discussing this book I've converted "selling" to "originating" and Gitomer's term, "sales rep." to "originator"; and I've employed originator and origination in a broad sense to include not just signing up a transaction but working with the customer over the entire process from signing up the transaction, through underwriting and processing, to closing. Just how smoothly and professionally that process is handled, and just how the customer feels about how it was handled, is a main and perhaps the main factor in originating the next piece of business.

<sup>2</sup> One of Gitomer's answers to the question is, "I perceive value in the product that I am purchasing." Perceiving \$20 of value in a 20 or so page pamphlet is not as easy as perceiving it in a 200+ page book.

