

HOW TO BECOME “FAILPROOF”

I've got some big news today. I'm starting a new company, and I'm hiring a whole army of great salespeople to come and work for me.

Are you interested?

Before you answer, let me tell you a little bit more about the opportunity. It's door-to-door sales of a brand-new product. Some people already have this product, but many others are in need of it.

Still interested? (Hmm... I saw some hands go down. For you others, I'll keep going.)

We have a very unique training program for the salespeople at our company. In fact, it's the most unusual training program you'll find anywhere.

When you come to work for us, you'll be fully trained on the product benefits, the ins and outs of the sales process, and the internal information you'll need to succeed. But you'll also be given something else. It's a special coin. My company is the only one that has them, and you won't find another one like it anywhere else.

This coin has a special power. You see, on your very first day on the job, if you have this coin in your pocket, every single person you come in contact with that hears your sales presentation will buy from you. No questions asked. 100% of the people you ask to buy will say yes. The coin's power is only good when discussing my product, and its magic is good for the first day only.

If you were working for my company, and you had this coin in your pocket, at what time would you start your day? 8 o'clock? How about 6 am? (How about 12:01?)

When would you decide to quit selling for the day? 9 o'clock? 10? If you found a place where someone was awake at 5 minutes to midnight, would you make a presentation to that person?

If you knew there was literally no chance that you would hear the word “No”, how differently would you present yourself? How much more confident would you sound? How would you carry yourself? Would you have a little more spring in your step? How diligent would you be in seeing as many people as possible?

What would you do if you knew you could not fail?

And why aren't you doing that today?

So many of us are frozen in the fear of failure that we don't take any real steps toward success. What we forget is how much we learn by failing our way to success. Donald Trump has been up and down in business more times than the Arcade Building elevator. Ted Turner loses on more ventures than he gains. Richard Branson isn't afraid to do anything—literally. And remember Oprah's failed movie attempt? She's learned a great deal from her movie experiences, and last time I checked, she still had her own successful TV show.

I'll bet you know several people that have done something that didn't go well, but came out better in the end because of the experience.

Why not you?

What is it that you really want? Is it a new job? A new career? To start your own business? To go back to school? Maybe you know someone who's stuck in neutral, and all they need is that little bit of confidence to jump out of the nest.

If so, I'd like to send you something to get you started. Just e-mail me at bill@The800PoundGorilla.com, and write the words, "Make Me Failproof!" I'll send you something to get you started on your journey.

What have you been waiting for permission to do? I hereby grant permission to you today. Start it. Do it. Move today in the direction of your goal... and act as if you could not fail.

See? You're smiling already.

Bill Guertin, Chief Enthusiasm Officer of The 800-Pound Gorilla, works with companies of all sizes to improve their service skills, image and profitability.