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Peter Lowe's "Get Motivated" Seminar Summary Part One

By: Kevin Barrett, KJ Barrett & Associates

I think maybe a good place to start for this summary, would be, "What had lead up to attending this Seminar?"

Well, it started when I saw a full page advertisement in the Newspaper, outlining the speakers and the topic's they were going to speak on. Who were the speakers?

Zig Ziglar, 74 year old motivational guru, George Foreman ex Heavy weight Boxing Champion, Steve Forbes of Forbes Inc, Tom Hopkins, Gen. Colin Powell, Phil Town, an Investment Guru, Former Mayor of NYC Rudolph Giuliani, and our own Recently signed Star Quarter Back of the Tampa Bay Buccaneers, Chris Simms.

My response, "Wow"... It had been six years, since, I had attended a seminar like this and that was in Australia and it cost me around \$700 AUS. It was put on by the same people, with slightly different speakers, but the format and content was very much the same.

Since, I am a Business and Training Consultant, I like use these seminars to glean idea's that can help my clients. Well, not so much new Idea's but, fragments of thoughts that get my creativity for solutions, activated and kicked into high gear.

When I saw the advertisement I also thought, O.K. "What important project do I have coming up that could also benefit from this seminar?"

Well the project was the **Local Zephyrhills and Dade City YMCA's Annual "We Build people" Giving Campaign**. I was asked to volunteer again this year as Co-Chairperson for the campaign. So... I ordered 20 tickets to the event to give to the Staff at the YMCA and to those in the local business community, that wanted to attend.

Why? Well, what better way to "Get Motivated" and have an impact on the YMCA's campaign this year.

So often, when people attend these types of events or for that matter any training event, the participants... Start with a good deal of skepticism. I am sure this is not too different from the initial relationships we have with our clients and potential clients.

This relationship is in truth, adversarial at the beginning.

How can we bridge that chasm, quickly and move to a platform of trust?

And probably, the more important question after that is, "How can I nurture, build and grow that relationship from that platform of trust?"

Pretty important questions for our businesses, Yes?

The seminar for me provided, some exceptionally potential "Pearls of thought" that triggered my creative synapses, towards some new idea's and solutions. The rest is up to me now.

The reality is, that a seminar like this can only trigger ideas and thoughts that have the potential to "Stimulate" the participants in to taking further action.

The "Key" for this to take place is an "Open Mind". "Pearls of Thought", need some place to set. And like the grain of sand, the starting point of "Pearls", constantly irritating the oyster, it begins to develop and grow in value.

The real benefit comes long after the "Hype" has subsided.

There were close to 20,000 people at the St. Pete Forum for this event, many more than was anticipated.

Traffic? Well, we did miss the first part of Zig Zigler's presentation. For myself not a major problem, since, I have attended Zig Zigler's seminars in the past and have read many of his books... For the other's, well they missed something of beauty from Master Presenter.

Since, attending this seminar, I have been trying to think of a ways to extend the value of this program, so that our local business networks here in Pasco County can obtain some benefit, even though they had not attended.

So.... with an "Open Mind", here is an abridged summary for some of the Speakers that presented at this seminar, please look for your own "Sands of thoughts" to develop into your "Pearls", that can accelerate your businesses.

As your business accelerates and grows, so does our community and so will our local YMCA. Win/Win for everyone.

Part One

Chris Simms *Quarterback, Tampa Bay Buccaneers*

Actually, seeing Chris Simms was one of my prime motivators for attending this seminar.

The reason? Well, I play adult "pickup" basketball at least twice a week at the YMCA in Zephyrhills and most every Sunday afternoon I go to the New Tampa YMCA to play basketball. The competition and level of play at the New Tampa YMCA is exceptionally high.

Last year during the football "Off Season", a number of the Buccaneers, would show up to play basketball with us. There are usually 20 regulars and another 5 to 10 that show up from time to time. Chris Simms is one of the one's that is a regular during the "Off Season", and he is an exceptionally good basketball player. Sometimes, we were on the same team and others times we played against each other.

What I noticed last year, was that he was an exceptionally good leader. He had great values and characteristics that were important for leadership. One of his values that I personally place near the top is the value of "Integrity".

This past year his qualities came to the forefront on the "Field of Play"... and we here in Tampa Bay experienced something that was not expected, a successful season. There were many contributing factors, but I believe that Chris's leadership, attitude and let's just "Do it", contributed in the accomplishment of that feat.

At the Seminar, Chris did not give a presentation as outlined. His topic was to be "How to Lead Your Team to Victory." Instead, Peter Lowe, asked a series of questions and answers, which covered various topic's. Initially, after a bit of nervousness, he began to get into the flow, all without cue cards or notes, in front of 20,000 people. Over-all, he did a very good job. Speaking in front of that many people, is so much more difficult than playing in front of 100,000 people on the football field.

Last week, Chris came back to play some basketball with us along with some of the other players on the Team.... Interestingly, he is still the same quietly, confident person he was last year. The other Buccaneers that were there, gave him that same look that they gave him on the Football field, there was no doubt he was the leader. That comes from "Respect".

Last Sunday, I spent some time with Chris talking about his presentation. He was asking me How he did, and What I thought he could do to improve on his presentation.

Interesting, Huh? That is a sign of a Professional. Professional's in any field are constantly looking for ways to improve.

As we were talking, young kid's and adults, would come by and give him a "High Five".

They greeted him just like, we would greet any friend. These were people that knew him and they were saying, "Hey, good to see you again."

Chris told me that they had changed the format of his presentation, ten minutes before going on stage. Initially he was to speak for 10 minutes on leading a team to victory. Then at the last minute they called an "Audible", question and answer format, with no idea as to what the questions would be.

As we know, this happens in business all the time. They move the "Cross Bars", on us and we have to adjust.

When Chris asked me How he could improve his presentation...

I told him it was not really a question of How he could improve, but a recognition and understanding of what he did.

Simply, he knew who he was as a person and he spoke from the heart about something he was passionate about. He was able to draw upon values that he learned along time ago, from the important people in his life. In one word he knew he was AWESOME.

Not in a bragging sense, but in an internal knowingness.

He wanted to be able to find a way to "Unlock that feeling of Awesomeness" in others and make a difference.

As I finished saying that to Chris, an eight year old boy walked by and said hello to Chris and Chris said, "Hey, how are you?"... nothing more....

I then said to Chris, "You just planted a seed that can "Unlock that feeling of Awesomeness" in that young man".... And that happens every day here at the YMCA.

Even though Chris Simms, spoke at the seminar near the end of the day. The real message that I brought from his presentation, was the underlining, Importance of Values, making a positive difference in people's lives, and being a good role model. I guess that's in essence, what leadership is about.

I only connected the dots to that conclusion, last week at basketball after his presentation was long over.

I guess that is the real importance of being in our businesses.... Making a positive impact on our clients... and creating long term relationships. In short, developing a "Loyalty Ladder" and having a view for the "Long Term" relationship.

The foundation for Chris Simms' success in many aspects of his life, were laid down a long time ago. He is now just living them out.

The same in Business, we need to know who we are, in other words what is our "Business Purpose", and then begin living that out.... The rest is easy.

How long do you think that it will take for that feeling of "Awesomeness", to be unlocked with in that eight year old boy?

Oh, I played against Chris last week and even though we had a pretty good team we lost....

I did not have my "A" game last week... same hustle and intensity, but my passes and shooting were off slightly..... Next week? I will be bringing my "A" Game.

General Colin Powell, *Ex-Secretary of State*

General Powell's presentation was a true privilege to witness. He is a consummate communicator and leader.

He started his presentation, with an insight as to what took place after he left as Secretary of State. He relayed to the audience, a bit of the conversations that he had with his wife. How it was going to be so great not having to have go to the White House, travel to various parts of the world and meet with world leaders. He would have more time now to spend with her and do things around the house.

Sound familiar? Well, I guess we have all had those thoughts. It did not take long for the General's wife to convince him that it would be better for him not to be around the house so much. That drew a lot of laughs. The General is now involved in a lot of foundations. Foundations, that are trying to make a positive impact on peoples lives and the world as a whole.

The General has often be asked if he had any regrets, related to leaving his post as Secretary of State. His answer was a serious, "NO, I do not have any regrets". He did his job to the very best of his ability, based on principles that he truly believed in.

How could you not be successful, when you approach your work from that point of reference?

He then related that, what he missed most was, his own private jet plane.

Then proceed to tell in great detail, accessing all of the modalities you could access to express the experience of having your own private jet plane.

Every where he went there was a Red Carpet, a band playing the traditional patriotic music, and as he first stepped on the lower step of the gate way, the right engine would start, as soon as he reached the top step the left engine would start and when he reached his seat, the plane was secure for take off. As soon as his Coca Cola was on his seat tray, the plane would begin to move down the run way. Everything, taken care of right down to the last detail.

What a feeling!

Since, leaving as Secretary of State, he has traveled for the most part on commercial airlines and through the same airports and check systems that we use in our travel.

The General shared with us, when the reality of not having his own jet airplane, really set in. He was going through airport security, when the bells started to go off, and after several pass through the main detector and with the use of the hand held scanner, still beeping away, he was subjected to the "Pat Down" search.

The Security Guard looked up as they were doing the search and said, "Oh, General Powell, how are you doing today?."

Everyone laughed.... But the seriousness behind the story was that everything did change on 9/11. And even though things had changed we were not to live in fear, just maybe do things a little differently.

It was not a political speech but a speech to remind us of what it means to be American. Often, we are not painted in a very good light overseas.

The General then related a story that happened when he was Secretary of State. They had brought in some students from Brazil to the White House, to meet the President and ask questions, etc. a memorable experience for anyone.

On one of the evenings, these students, went as a group, by themselves to a local Washington Restaurant, when it came to paying the bill, they found that they were short... they all emptied out all their pockets and they still found they were short being able to pay the bill in full.

The owner of the restaurant was called over, and they explained that they were short and asked if they could come back and pay the balance later.

The owner told them no, and they were his guests that night. It was an honor to have them come to his restaurant. This one act on this restaurant owner's part became the most memorable experience of this Student Groups trip.

And I think it exemplifies what it does mean to be an American.

I know that I have spent over 20 years living and working outside of the U.S. and two years ago, I returned to the U.S.

Even though I may look and speak like an American, it has been a long time since I have lived in America as an American.

I had to reacquaint myself with the values of being an American. I guess, not so much reacquaint myself, but to be reminded by Americans that these values are still alive and well, living in each of us.

Over the last almost two years I have been a member of the Zephyrhills/Dade City Family YMCA, and my involvement there, has underlined and reminded me that some values have remained unchanged. These values are being transmuted and instilled daily into a whole new group of young Americans.

And this is a good thing.

General Powell's presentation, touched on the importance of what we have here in the United States and it is a good thing for us to be reminded of this.

Purpose and Values are important for our businesses. A business that knows their Purpose, their "Reason for Being", and understands and knows their "Values", how they do business, is one step ahead of the competition. They have a point of reference that will allow them to "Steer" their business, through most challenges.

Tom Hopkins, *World-renowned as America's #1 sales trainer and author*

It was good to see Tom Hopkins again, he is truly a sales legend. I have been a "Student" of Tom Hopkins, since the early 80's. Tom's techniques and strategies were born from his own "Unsuccessful" start at Sales.

He found from his early "unsuccessful" sales days, that for him to make the transition to "Super" star, he had to learn techniques and strategies to the point where they became automatic. This meant that he had to memorize and practice, over and over again. Once, he became confident that the strategies worked in "Formula Style", he was then able to elaborate on those and improve them.

You see, many believe that natural ability alone is enough to make you successful in a selling career. The truth of the matter is that natural skill, combined with "how to" training is the real secret to high level productivity.

Tom Hopkins is the first to admit that his early sales career was not successful. He also realized that he need help and he sought professional training, he then became a dedicated student, internalizing and refining sales techniques which enabled him to become the sales leader in his industry.

It is a very difficult task to give "Sales Training" in a short 20 to 25 minute presentation. Tom was able to give some very important words of wisdom, related to Discovery Questions.

Professional salespeople understand the value of using a type of question that Tom refers to as the discovery question. They recognize the importance of discovering as much pertinent information as possible from potential future clients.

Discovery questions are those whose answers give you: (1) information you can apply to your presentation; (2) concerns that will need to be addressed; and (3) hot buttons to hit on during closing.

In other words, they don't allow the decision-maker to answer with a simple 'yes' or 'no.'

He also spoke about the effective use of the piggyback technique of questioning. With it, you must pay close enough attention to the other person's answer to ask your next question about that answer. The Sales Professional must both listen carefully to the answers and to come up with a follow-up question that also requires information to be given. Say-Yes and Say-No questions are forbidden.

This can be a tough concept to learn. Why? Because Yes/No questions are so easy to ask. That's because they're somewhat reflexive. Discovery questions require careful thought.

One of the best examples of the reflexive Say-Yes or Say-No questions is used in retail sales. We all know it: "May I help you?" What's the standard response? "No thank you, I'm just looking." If retailers would add one word to that question, they could change it from a Say-No question to a discovery question and reap the benefits. What's the word? 'How.' By asking "How may I help you?" the potential client must give you information. They can't brush you off with a "No, thanks."

As a rule of thumb, most discovery questions begin with the words: Who, What, When, Where, Why, and How.

"What did Mr. Barrett say that raised your interest in our product?"

"When will you be needing to upgrade your computer system?" This gives you a sense of urgency.

"Where do you plan to retire?" If you're selling financial services, you can mention their fabulous home in the Rockies when you close.

"Why have you chosen this particular brand?" If you have a better one, don't lead them away from this one until you know why they like it. They could own stock in the company.

Discovering the power of discovery questions, and you'll soon find yourself discovering a higher income in sales.

Tom Hopkins techniques give the sales professional a very good starting point in "Building their Sales Careers".

I will add a bit more related to this principals as it is an area that I am very passionate about.

It is interesting!, that if there is anything that you want to get, or if there is anything you need in this life, then it will probably involve someone else's help in getting it. This is true no matter who we are and what we do, It is particularly important if you are in "Sales". No matter what you do, the ability to develop and maintain rapport with a large range of people with varying backgrounds will allow you to get what you want most of the time. Having rapport with someone will allow you to do most anything. In the sales process probably the most important skill to develop is the skill of **"establishing rapport"**.

The basis of rapport is that when people **are like** each other, they tend **to like** each other. We tend to associate and relate to people better when they are, similar to us. When people **are not like** each other, they tend to **not like** each other.

A successful Sales professional needs, to be able to **expand the range** of people they will be able to relate to. It is important to remember that the **"Sales Process"**, is really the process of **"communications"**.

Each person is **100% responsible** for their own communication, and the true **meaning** of communications is the **response** you get from that communication. **Your response** equals **your meaning** and **all meaning is context (process or structure)** dependent. This means that the words we use require context for meaning. (Alfred Korzybski, *General Semantics*, 1933).

If you are **not getting** the **response** you want, It is up to you **to find a** way of communicating what you want in a manner that will **obtain** the **response** you want. This means **increase rapport**. It is not the fault of the other person. This is one of the hardest concepts for people to accept. It is so much easier to blame the other person for not understanding.

Have you heard the saying; "Buyers are Liars"? I don't believe Buyers are liars. I believe it is up to the Sales Professional to polish their communication skills and "sensory acuity" to obtain the responses they want, and to assist their clients in **"Buying and Owning"** what they want. Helping them achieve what they want. People **do not like to be sold**, but they love "Buying and Owning". It is the **"Sales Professional's"** responsibility to **assist** people in "Buying and Owning".

What often happens in life is that we associate with people who are most like us. If people are not like us we move away from them. This can limit our life experiences. In sales, this can limit the number of prospects in which we can relate effectively with and in turn limit those where we can have successful sales outcomes. I believe that **successful living is** really **Success: Full Living**, and **successful sales** is really **Success: Full Sale**.

One of our goals in life is to be able to achieve and have what we want. To do this it requires that we have the help and support of others. To gain the help and support of others we need to be able to establish rapport with them so that they want to willingly help us. The greater range of people we are able to relate with improves the scope in which we will be able to have **Success: Full Living** or as we say in sales, **Success: Full Sales**.

I will send out the next installment of this Seminar Summary next week.

Until then, have continued success.... And if I can be of any help or answer any questions for you please contact me.....

Sincerely,

Kevin Barrett

<http://www.kjbarrett.com>

<http://professional-sales-techniques.blogspot.com>

P.S. The East Pasco Family YMCA has just kicked off their annual "We Build People" giving campaign and if you want to have further information about the valuable work, programs and services they are giving back to our local community.... Please contact Clark Heter, the Executive Director at 813-780-9622 or Email him at Clark.Heter@TampaYMCA.Org

You can also contact Tom Dougherty on 813-780-9622 and Tom's email address is tdougherty@tampaymca.org

And of course you can always contact me..... They really do need our help and assistance....