



Dave Mitchell

the Leadership Difference
Laugh and Learn

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Welcome to the Leadership Difference

Greetings!

In this newsletter, Dave shares some thoughts on successful selling and Italian wines. We hope everyone has had a successful start to 2011 and that it is just the beginning of a fabulous year!

The Secret to Successful Selling: The Long and Short Answer

Recently, I struck up a conversation with a seasoned sales professional at the hotel bar at the Hyatt Regency Hotel in Columbus, OH. My intent in going to the bar (aside from having a glass of wine) was to watch my beloved Illini beat Michigan State on ESPN. Fate intervened, as very quickly it was obvious that the gentleman next to me was far more interested in striking up a conversation than watching the game. Since my wife Lori had TiVo-ed the game for me back home, I reluctantly chose to engage in casual chit chat. I am glad that I did.

Tony is a 65 year old sales executive for a family owned logistics company in St. Louis. As is often the case when two road veterans meet, each with business development responsibilities, our dialogue quickly turned to the art of selling. Typically, I do more listening than talking in this dynamic; a fact that would stun many who know me casually, but not surprise those who know me best. After listening to many ideas, opinions, and stories shared from my increasingly enthusiastic and inebriated new friend, he asked me an intriguing question. He leaned into my personal space a bit too assertively and inquired, "What do you think is the most important ability a sales

Italian Wines

I have heard it said that there is no word in Italian for hangover. Rather, when someone feels poorly after an evening of imbibing they are told that they simply didn't eat enough. That makes perfect sense since Italian wines work so well with food. They are meant to be paired, not quaffed. Here's some wine/food pairs that partner like, well, Martini and Rossi.

- Pasta with red sauce pairs delightfully with Morgante Nero D'Avola Sicilia 2008
- Steamed mussels and Mionetto Extra Dry Valdobbiadene Prosecco Superiore NV is a very sexy pair
- Chicken Marsala and Michele Chiarlo Gavi Le Marne 2009 is an impressive couple
- Dang near any Italian dish will dance with the promiscuous Piccini Chianti Classico Riserva 2007
- Pizza and A Mano

person can have?"

For a moment I contemplated sharing the concept of metacognition. Metacognition is the process of thinking about how you think. The greatest sales consultants have a psychologist's knack for understanding how other people process information, how they view the world and other people. They can compare other's process to their own and adapt appropriately. By observing the behavioral cues of others and asking open ended questions that provide insights to what others value (relationships, impact, accuracy, innovation?), great sales consultants can adjust their approach to their clients and the way they frame their products and services. Of course, to suggest this concept of metacognition to my new friend would require me to launch into a long explanation of how people make meaning; how we are all fundamentally delusional and how our own unique experiences have forged our schemas that ultimately determine what we perceive and value.

I could already imagine the buzz kill that conversation was going to be.

So, I went with my short answer. "The most important ability a sales person can have is the ability to smile genuinely at others regardless of what is going on in their own life," I offered. I thought to myself; as I travel around the country, most people are nearly invisible. They avoid eye contact, have a flat countenance and leave no impact on others. A simple smile can brighten another person's day. It is memorable. It identifies you. It is your brand.

Sure, there are more sophisticated skills that require hours of effort to learn and apply. And merely smiling alone won't make you successful. But it will make you more noteworthy. And that is a large part of sales; standing out from the competition. It also helps to spread joy. Spreading joy is contagious. Sales success is too.

A huge grin spread across Tony's face in response to my answer. "You," he said with an index finger in my face and a pat on my shoulder, "are exactly right."

If you've seen Dave's **Live and Learn or Die Stupid** Keynote and would love to revisit the concepts he presented, this book is perfect for you. Maybe there is someone in your life that could benefit from reading about Dave's unique perspective on how to live a happy life.

Primitivo Puglia 2007
are as comfortable as
your favorite sweatshirt
is with jeans

All of these wines are under
\$20.00. Remember our motto,
"If you like it, drink it. If you
don't like it, drink it fast!"

How Can Dave Help You?

If your organization could benefit
by better understanding
metacognition, the psychology of
consumers and how to develop
exceptional consultative selling
skills, please
contact [Dave](#) or [Lisa](#) for more
information. Here's what a recent
participant said about this course:

*"I have been a student of the art
of selling my entire life and would
rank the presentation as the very
best I have ever attended. This
statement really means
something, I believe, because I
have attended literally thousands
of meetings to improve my sales
skills and facilitated hundreds of
others in my 46 year appliance
career."*

- Don Van Eeghen, Airport Home
Appliance