

# Sales Quotes

To Help You Sell More

*For Sales Success  
Every Week of the Year*



**Maura Schreier-Fleming**

*Author of *Real-World Selling*  
for *Out-of-this-World Results**

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**By Maura Schreier-Fleming**

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**Also by Maura Schreier-Fleming**

*Real-World Selling for Out-of-this-World Results*  
Audio CD: *Secrets of Persuasion*

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## Preface

Selling is the easiest job in the world. Just ask anyone who's not in sales. If you're in sales you know the ups and downs that you face on a daily basis. And like most delighted sales professionals, you realize there is no other job for you in the world.

While selling is a challenge, there are ways to make the journey easier and more joyful. This book is filled with ideas to help you accomplish those objectives and make you more successful.

In sales, there are times when you need some inspiration. There are times you need a reassuring pat on the back. There are times when you need some hope. I wrote this book for all sales people for those times when you need to reach into yourselves and unleash your sales potential so you can continue on your selling journey and reach success. Best wishes for your successful selling!






**Your**  
**Sales Quotes**  
To Help You Sell More





## Table of Contents


George Bernard Shaw.....	1
Pythagoras .....	2
Plato.....	3
Robert J. Shiller.....	4
John Wooden.....	5
A Silicon Valley Executive .....	6
Daniele Vare.....	7
Charles Schulz.....	8
Anonymous .....	9
Roadside Church .....	10
Ralph Waldo Emerson.....	11
Thomas Watson.....	12
J.C.Penney.....	13
Albert Einstein/Leo Tolstoy .....	14
Lou Heckler.....	15
Ashleigh Brilliant .....	16
Winston Churchill .....	17
George Lorimer .....	18
Chinese Proverb .....	19
Elmer Davis.....	20
Seneca.....	21
Jennifer Yane.....	22
Aristotle.....	23
Mary Kay Ash.....	24
Peter Drucker.....	25
Napoleon .....	26



## Table of Contents

(continued)

Voltaire.....	27
Woody Allen .....	28
Emo Phillips .....	29
Otto Von Bismarck .....	30
Charles Duell/Bertrand Russell.....	31
Mark Twain.....	32
F.W. Woolworth.....	33
Linus Pauling .....	34
Anonymous .....	35
Neil, Dead Poets Society.....	36
Re: Debbi Fields/ Decca Recording .....	37
Conrad Hilton.....	38
Benjamin Disraeli.....	39
Steven Wright .....	40
Unknown .....	41
Vince Lombardi .....	42
Joe Paterno .....	43
Alexandre Dumas.....	44
Buddhist quote .....	45
Steven Wright .....	46
Michael Grinder .....	47
Dave Packard .....	48
M. Steven Ells .....	49
Plato .....	50
Jerry Seinfeld .....	51
Groucho Marx .....	52
Eleanor Roosevelt .....	53
About the Author .....	54





YOUR SALES QUOTES


**Week 1**

“The greatest problem in communication is the illusion that it has been accomplished..”

**-George Bernard Shaw**

**For Salespeople...**

Logic alone has never persuaded anyone. If not, why are almost one third of Americans obese? (You know they know logically that Coca Cola for breakfast is not healthy.) Yet, many sales professionals think that the more they present the technical aspects of their products and services the more likely the customer will buy. Forget it. Instead of an emphasis on just the technical aspects of your product, try to tap into your customer's emotions. What makes it painful for your customers to do their jobs? Why would using your products delight your customers? People think with logic, but act with emotions. When they have good feelings about your product, their emotions motivate them to buy. Your job is to ask the questions to uncover these emotions. When you do, there will be no illusion about your communication effectiveness. Your customer will buy.



## Week 2

“Do not say a little in many words, but a great deal in a few.”

-Pythagoras

### For Salespeople...

As you plan for your selling, think about communicating your selling message in as few words as possible. Why? Because too many salespeople are in love with the sound of their voice and that hurts their selling. They talk too much in techie speak thinking that impresses the customer. Or worse, they simply talk about “stuff” thinking that builds rapport. The tools of your craft are your words. Your customer judges you by what you say. The more you are talking means that the customer is talking less. Who knows more about his concerns, issues and problems? He does. So if you’re taking the customer’s talking time, you are minimizing the learning you are doing. When your words are filler, you detract from your credibility. So plan to speak less and say more. You’ll sell more, too.



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### Week 3

“I do not live to play, but I play in order that I may live and return with zest to the labors of life.”

-Plato

#### For Salespeople...

When was the last time you woke up refreshed, energized and ready to take on your selling day? I hope it was today. I do hope you're taking the time to relax so you can be recharged for your business. If not, why aren't you scheduling the time to do what you enjoy so you can be relaxed and energized? Start by realizing that something is wrong in your life if you hear yourself saying, "I wish I had time for..." That signals that you are not playing enough. Then get out your schedule and block out the time this week to do what you want to do. You can start small. What if you miss reading? Schedule only 15 minutes a day. By starting small that will get you into the habit. Plato was right. Salespeople need to play—because sales requires a lot of zest!



## Week 4

“The ability to focus attention on important things is a defining characteristic of intelligence.”

-Robert J. Shiller

### For Salespeople...

Sell more intelligently by focusing on what's important and forgetting what's not. If a customer rejects your products, the customer is not rejecting you. Remember, some customers don't know what they don't know! Move on to the customers who do 'get' what you and your products are all about. It's more important to recover and move on than it is to stay mired in feelings of anguish and disappointment. I promise you that you will sell again! You have to look forward and focus on the types of prospects who need and want your services. That's what is important. Focusing on the customers who can buy from you is more important than focusing on the ones who can't. So make great choices on what you focus on.

## Week 5

“Things turn out the best for those who make the best of the way things turn out.”

**-John Wooden**

### For Salespeople...

Selling is like riding a roller coaster. There are the highs of the great days and there are the lows of the days that disappoint. Even the best planned sales calls might turn out differently than you plan. Why? Because customers buy on their schedules, not ours. So when the meeting turns out differently than you would like, it's time to figure out what you're going to do about it. You always have choices. Making the best out of it is always the right choice.

## Week 6

“I simply decided to start treating my wife as if she were my largest client.”

### -A Silicon Valley Executive

*in the Wall Street Journal “Work and Family” on saving a marriage nearly ruined by his own workaholic tendencies.*

### For Salespeople...

Who are your most important customers? They're the people you live with. You may sell to other people during the day, but at night, (when you are in town!) you get the love and support of those at home. These internal customers are the most important to you to keep your spirits up, to celebrate your successes, to heal you when you're down and bring joy to you in your life. Are you not getting that support at home? Is it because you're not treating these people as customers? You already know how to do it. You have to earn your external customers' trust and business. You also have to earn the respect and support of the people at home. Be a good listener at home. Spend time with your family. Now's a good time to start if you haven't already. You'll find that when you treat your internal customers well that your biggest external sale dwarfs in importance the satisfaction you get from your internal customers.

## Week 7

“Diplomacy is the art of letting someone else have your way.”

**-Daniele Vare,**  
*Italian diplomat*

### For Salespeople...

Sounds a lot like what selling is, doesn't it? You can make the sales process a whole lot simpler if your customers want the same thing that you want. To make it happen, you will need to prepare for each sales call. You want to learn what your customers' goals and objectives are. What you can't find out you can ask during the sales call. Once you uncover their objectives, then figure a way to show your customer how your products and services will help them achieve their objectives. If avoiding downtime is key, you could say "What would happen if you avoid addressing the downtime issue?" Your customer will respond with the consequence. Then you follow with, "And if you had a product that would address your downtime concern, would that be important to you?" When they say "yes" your customer will sell himself. When a customer sells himself, the sales process gets much shorter.

## Week 8

“Don't worry about the world coming to an end today. It's already tomorrow in Australia.”

**-Charles Schulz**

### For Salespeople...

Selling can be exciting. It can also be stressful. While worrying can be part of your selling, it certainly shouldn't overwhelm your selling. I've seen many sales professionals think that they're planning, when instead they're worrying about so many things that could go wrong, that they immobilize themselves from action. Sure you can and should address certain things that you can control, but excess worrying does nothing but slow you down. So instead of worrying, look at what you've done to prepare. Are you doing all you can in advance to be ready for what you can anticipate? Then you're done worrying. Because once you have done all you can do, worrying is not going to help you get any more prepared. The world isn't coming to an end. Just check the time in Australia.

## Week 9

““The pessimist may be right in the long run, but the optimist has a better time during the trip.”

**-Anonymous**

### For Salespeople...

Your attitude has to be one of your most important selling tools. Ever notice how you feel when you're with someone who has a positive attitude? You probably feel energized. Then there's the Debbie Downer. That's the person who knows what will go wrong, how it will go wrong, and when it will go wrong. That's the person from whom you catch the downer funk. Stay away from them if you want to do well in sales! I'm not so sure that the pessimist is even right in the long run. If you learn from your mistakes, how can they really be bad? So if you believe things are generally going to turn out all right, you will act on that assumption. Prepare, study, read, practice and learn. When you do, you can be a sales optimist. Then your sales will turn out all right and you will have a better time in sales.

## Week 10

“Feed your faith and your doubts will starve to death.”

**-Roadside Church**

### For Salespeople...

I'm not trying to get religious on you, but believing in your own selling ability is critical to selling. Yes, there will be times when the rejection is hard to get. Take a breath. Take the time to think about your ability, why you chose selling, and all your past success. Then you can believe you will do better in the future. Hope is essential to selling and your belief in yourself is absolutely critical.

## Week 11

“Do the thing we fear, and the death of fear is certain.”

**-Ralph Waldo Emerson**

### For Salespeople...

Life is certainly easy when we do the same things over and over again. We get better at the familiar tasks and know with some certainty that success will come. Just think if you NEVER tried something new. Wouldn't life be just a little boring? There's a happy balance between boredom and the stress from trying something unfamiliar. Why not try something that you've been just a little afraid to try? It could be a new presentation, calling on a different type of customer, expanding your business, firing a customer!, or asking for a referral. Whatever has challenged you, why not think about facing the challenge and doing one small thing about it? Whatever happens—success or failure-- your life will be different and you will be better for it.

## Week 12

“I think there is a world market for maybe five computers.”

**-Thomas Watson**

*Chairman of IBM, 1943*

### For Salespeople...

Selling requires making many decisions. We all make decisions differently. Some people decide based on fact and others decide based on opinions. There are going to be times in sales when you have to go with your gut. In all cases, if you're making a business decision, when your gut is telling you something—listen. The experts are sometimes wrong.

## Week 13

“Give me a stock clerk that has a goal and I’ll show you an individual who will make history. Give me a salesperson without goals and I’ll show you a stock clerk.”

**-J.C. Penney**

### For Salespeople...

As you manage your selling business, do you set goals for yourself? How many sales calls do you want to make a day or week? How many phone calls do you need to make? How many proposals do you want to write in a month? If you set goals, you have a target to aim for. Without goals, you’ll aimlessly sell and deprive yourself of the sense of satisfaction when you *achieve* your goals.



## Week 14

“Great spirits have often encountered violent opposition from weak minds.”

-Albert Einstein

“Everyone thinks of changing the world, but no one thinks of changing himself.”

### For Salespeople...

You may have thought like Einstein after an especially difficult sales call. You may forget to think like Tolstoy when you prepare for your next sales call. In sales, our results speak for themselves. If something is not working, the only changes you can make are in yourself. Despite our belief that sometimes the customer is wrong (especially when they don't buy from us!!!) we cannot change our customers. We can only change our response to them and our preparation for future sales calls. What are you doing differently to modify your sales strategy for future sales calls? Tolstoy has the right idea for sales.

## Week 15

“My mind is like a steel what-cha-ma-call-it.”

-Lou Heckler

### For Salespeople...

I laughed when I heard this and unfortunately there are times when I think it's true for me. Do you find yourself trying diligently to remember thoughts that should be more easily retrieved? Maybe you're overworked (who isn't?!!) and lacking rest. If you're overworked, identify your priorities and learn to say no to the things that are not on that list. Maybe it's time for another employee to pick up the slack. When your manager asks for your extra participation, let him know that you're overloaded and you need to lighten the load. Rest is also your responsibility. Think of rest like a nutrient just like food is. You desperately need enough of it. If you get more sleep, you'll find that your mind can be like the steel trap it is.

## Week 16

“To be sure of hitting the target, shoot first.  
And, whatever you hit, call it the target.”

**-Ashleigh Brilliant**

### For Salespeople...

If only this would work for selling! What usually happens when you don't plan your sales call? Probably not much—or at least not what you want to happen. You leave the sales call justifying it as, "I just wanted to get to know them better." Who are you kidding? Before each sales call set a maximum and minimum objective for the call. What do you want to have happen in the sales call to make it successful? What specifically will the customer say or do that will make the call a success? A maximum objective is to get a contract signed. A minimum objective is to get a referral. If you plan before the sales call, after the sales call you will know if your work moved the sales process forward. Set your targets before the sales call so you don't have to kid yourself into thinking that what you did hit was the target.