



“Why They Buy”

An answer every salesperson needs.

“Why do people buy?” is a thousand times more important than “How do I sell?” No, let me correct that ... it’s one million times more important than “How do I sell?” No, let me correct that ... it’s one billion times more important than “How do I sell?” Get the picture?

I have just spent three days in our studio interviewing the customers of my customers, asking them “why they buy.” And the answers are a combination of common sense, startling information, overlooked issues, and incredible opportunity.

It never ceases to amaze me that companies will spend thousands of hours and millions of dollars teaching people “how to sell,” and not one minute or not ten dollars on “why they buy.” And “why they buy” is all that matters.

You may think you know why they buy, but you probably don’t do anything about it. Proof? Let me share with you the early warning signals that prove you may not have a clue as to why they buy.

- 1. You get price objections.**
- 2. You have to send bids or proposals.**
- 3. They claim to be satisfied with their present supplier.**
- 4. No one will return your call.**
- 4.5 You are complaining that the economy is slow.**



If these sound familiar to you, you may be in the big club.

I am going to present a collection of elements as to why customers buy. They are in no particular order, but they are valid reasons, which were given to me straight from the mouths of customers, from every type of business.

1. I like my sales rep.

NOTE WELL: Liking is the single most powerful element in a sales relationship. I got a quote the other day from someone claiming to be a sales expert. It started out saying, “Your customer does not have to like you, but he does have to trust you.” What an idiot. Can you imagine the CEO of the company, when making a buying decision, saying, “I trusted that guy, but I sure didn’t like him.” Like leads to trust. Trust leads to buying. Buying leads to relationship. That’s not the life cycle, that’s the life cycle of sales.

2. I understand what I am buying.

3. I perceive a difference in the person and the company that I am buying from.

4. I perceive a value in the product that I am purchasing.

5. I believe my sales rep.

6. I have confidence in my sales rep.

7. I trust my sales rep.

8. I am comfortable with my sales rep.

9. I feel that there is a fit of my needs and his/her product or service.

10. The price seems fair, but it’s not necessarily the lowest.



11. **I perceive** that this product or service will increase my productivity.
12. **I perceive** that this product or service will increase my profit.
- 12.5 **I perceive** that my salesperson is trying to help me build my business in order to earn his. My salesperson is a valuable resource to me.

Well, there are a few reasons to get your thought process going. If you discover yours, selling will be a snap.
Go, do, now!

“Jeffrey,” you whine, “Tell me how!”


OK, Here’s what to do.

1. **Call six** of your best customers.
2. **Invite them** to a seminar about how to build THEIR business
3. **Offer GREAT** food.
4. **Tell them** that there are also 15-20 minutes worth of questions you want to ask them about how to strengthen your relationship.
5. **Craft six questions** about how you meet their needs and what they look for in a vendor/partner.
6. **RECORD the session.** Video is best, but audio will do. Then listen to the recording 100 times.



I have given you some answers as to why customers buy.
But the bigger question is: Why do YOUR customers buy?
Think you know? Want a cold slap in the face?
YOU'VE NEVER EVEN ASKED THEM!

It amazes me that this answer is so obvious, yet so overlooked.

Free Red Bit:  Want a list of “why they buy” questions to ask? I’ve compiled a list of a few questions that will get the session started. Go to www.gitomer.com, register if you are a first time user, and enter WHY THEY BUY in the RedBit box.

Selling is puking.

Your customer wants to buy.

Got a hot prospect list?

Hot for who?

How many are hot for you?

I’ll bet that’s a (way) smaller list.





The Little **RED** Book of Selling

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Selling in the Red Zone

I'm not just an expert in sales. I'm a salesperson who has made millions of dollars worth of sales, and has remained a student of sales. And besides, who just wants to be AN expert when you can be THE expert?

In this *Little Red Book of Selling*, you will have the opportunity to understand why sales happen. And by mastering the elements that I give you, make sales happen for yourself – forever. The difference between success and mediocrity is **philosophy**. Most salespeople think end of the month. But you have to begin thinking *end of time*. That's how I think.

If you think end of time, each time you are in a selling situation, the sale will always be long term, relationship driven, and referral oriented. And it has nothing to do with sales manipulation, or other seedy tactics. That has given real salespeople a bad rep.

The Little Red Book of Selling could also be titled the *Little Red Book of Buying*. The subtle difference in sales between the successful and the unsuccessful is the difference between trying to sell what you have and creating the atmosphere where the prospect will buy what you have. *People don't like to be sold, but they love to buy* has become more than a registered trademark to me – it's my mantra. And throughout the course of this book you must begin to adopt a philosophy that drives you to a higher, value driven, helping purpose.



OK, I know. It sounds like a college professor. It even sounds unrealistic on the surface. But keep in mind I was raised in New Jersey, went to college in Philadelphia, had businesses in the Philadelphia metropolitan area, and sold garments in Manhattan for five years – successfully – without giving one bribe (even though EVERYONE either expected one or asked for one).

In all of my sales battles both victorious and in utter defeat, I have learned millions of dollars worth of lessons that you will be receiving in this Red Book for somewhere around \$20.

Instead of thinking
end of month,
begin thinking
end of time.





Here's how to take the
golden information inside
The Little Red Book of Selling
and transfer it into your sales success.

I will give the gold to you
in **bite size** chunks.

You can **absorb the nuggets**
anywhere, at any time.

You can **try them out**
the same moment
you learn them.

There will also be every imaginable ancillary product to help you further your understanding of sales and why people buy. You can get additional CDs, flashcards, streaming video on the Internet, you name it, to help you understand, implement, and execute the most powerful selling strategies that I know.

If you can't use these strategies to build your success, it is my highest recommendation that you get out of sales as fast as you can.

If you master them and implement one skill per day into your life, and your sales life, at the end of one year you will be an expert. An expert with a bigger bank account.



Note to readers: This book contains language used by real people used in real situations in sales. I have not edited this book for political correctness, (I am a male. I tend to speak in the male gender), nor have I edited it for real world selling situations that I face every day.

I have edited out one thing, all the bullshit.

If any of this is offensive to you, get out of sales as fast as you can and take a nice safe job with some big company where you can whine all day, and complain about your low pay.

But if you want to be the sales success that you dream about, and in the end be fulfilled because you did it “your way,” then this is a book to be purchased immediately, read twice, studied, implemented as fast as you can, and referred to every day.

If you want to have your cake and eat it too, then I guarantee this book is for you.

A stylized, handwritten signature in black ink, appearing to read 'Jeffrey Gitomer'.

Jeffrey Gitomer

Turn the page ...





***The Little **RED** Book of Selling is
NOT just about how to make a sale.
It's about how to make sales **FOREVER!*****

How to read this book.

How to implement these principles.

How to use the principles
of this book to succeed!

This book is **RED.** Emphasis will be placed in key areas and you'll know them because they're red. But understand that it's about every word, not just the red words.

This book must be **READ.** In order for you to get the most out of this book, you must actually read each word. I have taken great pains to eliminate all fluff. What you'll find in here is all red meat.

This book must be **RE-READ.** As you face your real world selling, you will find applications for each of these principles. I made the book small, so you can carry it with you and use the principles, as they're called for, in every selling situation you face. The more you carry the book, the more sales you will make.



This book is *MARGINAL*. In the margins you'll find every "sales whine," which we refer to as red whines, you've ever uttered. And maybe even some you didn't know existed. The good news is that I've answered every one of them. When you're finished reading this book the words "quit your whining" will never have to be uttered to you again.

Look out for the *RED BITES*. At the end of each principle are several information bites that will help you understand the principle in a way that you can use it.

Go get the *RED BIT*. Additional valuable information is available on my website www.gitomer.com. I put it there so that you would actually have to take an action on your own behalf. There's more red gold on my website. All you have to do is go there and mine it. It's free.

This book is *MONEY*. Your money. As you study these principles, your sales will increase. As you implement these principles, your sales will begin to take off. As you master these principles, your sales will skyrocket.

Turn the page.





Why is this book *RED*?

RED is the color of *passion*.

Passion is the fulcrum point of selling.
No passion, no sales.

RED is the color of *love*.

If you don't love what you sell,
go sell something else.

RED is the *brightest* color.

You must be bright in order
to convert selling to buying.

RED is the most *visible* color.

You must be visible to your customers
with a value message, not just a sales pitch.

And **RED** is *fire*.

If you're not on fire, you'll lose
to someone who is.

All of these attributes of **RED** must be present in a salesperson as a basic fundamental of success. If you don't love it, if you ain't passionate about it, if you ain't on fire, you're gonna lose the sale to someone who is. The Little Red Book of Selling is **RED** for a reason: It's not just the principles, it's not just the **RED** bites, it's not just the **RED** bits, it's not just the **RED** whines; it's the love of what you do. Your passion for excellence will lead you to the mastery of the Little Red Principles of Selling.



What's the best way to read this book? ***Slowly.***

What's the best way to master each of these principles?

One at a time.

- 1.** Read each page twice. Once to “get” the idea. Twice to understand the idea.
- 2.** Think about how each principle or thought applies to you. How you live, how you think, how you act, how you react, and how you sell.
- 3.** Study and implement an application. One of the secrets to becoming great at selling is to apply and implement techniques and strategies as they are learned. Reading it is worthless unless you apply it.
- 4.** Pick up the phone and try it. The sooner you try to apply what you have learned, the faster it will become part of your own mastery process.
- 4.5** Don't whine if it doesn't work right away. And don't be blaming me. Not only do these principles work, they work in the Northeast, where people eat their young.

♥ Here's the secret. Be your own valentine. You can find this secret in the colored illustration as soon as you open the book. Look for the little red heart. See it? As you are climbing the ladder of success you have to put your heart into your work, and you have to love what you do. On the surface, it doesn't seem like much of a secret, but I promise you it's the difference between going up the ladder and going down the ladder.