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How to Tell a Story

Authority Alchemy. The show for positioning yourself as the Number 1 authority in your industry. Quickly turn your prospects into clients and clients into raving fans. Here are your hosts: Brian Horn and Jack Mize.

Jack Mize: And it's another episode of Authority Alchemy with Jack Mize and...

Brian Horn: Brian Horn.

Jack Mize: How weird, the way your voice inflection can change the meaning of everything.

Brian Horn: I can.

Jack Mize: Authority Alchemy with Jack Mize...

Brian Horn: And Brian Horn!

Jack Mize: That is. Maybe that's what we need to work on.

Brian Horn: Man, I think I need to go do a game show, or something.

Jack Mize: That did sound like a game show. Maybe we can hire some more of those voice actors on Fiber. You can get caught up in a day, can't you?

Brian Horn: Oh, the Matthew McConaughey one was so fun.

Jack Mize: It is! The reason I like-- I'll see some where they do the Simpsons or different voices like that.

Brian Horn: Uh-huh (affirmative).

Jack Mize: Today's episode is actually about sales, but if you've ever watched those stupid-- I say stupid cartoons, only to make my dad happy. If I told him I thought they were witty, I'd never hear the end of it.

Brian Horn: Right.

Jack Mize: But, the Simpsons, if you ever get caught at night watching, what is it, Adult Swim.

Brian Horn: Family Guy.

Jack Mize: Family Guy, and all that. Man, don't you just hate it when they actually say something that's pretty clever and actually has a real sales principle involved in there?

Brian Horn: Oh, yeah.

Jack Mize: We see that stuff all the time, and it's like, "Ah, that's so true. I wonder if people got that." Right?

Brian Horn: Yeah.

Jack Mize: That aren't in the marketing industry, but, here's where the bottom line is: sales is what makes the world go around. Right?

Brian Horn: Yeah.

Jack Mize: I don't care if it's selling to get money, if it's selling to get a project going, if it's selling to bring people towards a charity, everything is sold.

Brian Horn: Everything.

Jack Mize: Everything is sold. Now, but it's sold in different ways. Most people when they think about sales, and here's the fact: all business need sales. Have you ever know a business that wasn't based on sales?

Brian Horn: I don't know anything that's not based on sales.

Jack Mize: Yeah, it reminds me of, what was it? The Jerk. Remember the movie The Jerk.

Brian Horn: Oh, yeah.

Jack Mize: With Steve Martin. He got the job with the carnival and he was so upset about he couldn't guess anybody's weight correctly.

Brian Horn: Yeah.

Jack Mize: So he had to give away all the pencil erasers, and when his boss explained to him what the cost and the profit, and he's like, "Oh, it's a profit thing! Okay, now it makes sense!" Well guess what folks, all businesses are a profit thing. Sales occur in many different styles.

There's always a debate about the difference between sales and marketing, and obviously there is. It comes down to semantics and different people's ideas or principals, but essentially all marketings goal is to lead to sales. And some of it's slower, some of it's faster, some of it's direct, some of it's indirect. A lot of people when you hear the word sales, it doesn't have a very positive connotation to it.

Brian Horn: No, you think of Gil from the Simpsons usually, that or Al Bundy selling shoes. One of those places is actually who you think about.

Jack Mize: Yeah, the classic used car salesman, the guy that's just way over the top. Sticks the foot in the door. This last week I bought stuff from Boy Scouts, I bought stuff from Girl Scouts, I bought stuff from kids that didn't even have matching uniforms but they were selling something, so I bought it. Right?

That's what they're doing. Some of them are really bad. Some of them sell based on, "Hey, I'm with the Boy Scouts, what I've got is irrelevant, we need money." Right? And some of it actually try to sell based on the quality of what it is they're selling. Girl Scouts, they're the classic, aren't they? Do you even question, where does this money go? I don't care where the money goes, give me the cookies.

Brian Horn: Give me the cookies, what are they like six bucks a box? You come out of a grocery store where they're like two dollars inside.

Jack Mize: I think Girl Scouts is the classic example. There's different styles of sales. Both of us have different styles of selling. One of them is there's people out there that love to sell. They love, it's the hunt, it's the game. It's they love, it's what they get a rush out of, they wake up everyday like, "Yes! I'm going to go sell something!" And then there's others that don't like to sell at all. It just makes their skin crawl, but they know it's necessary. So there's different ways to deal with it. You don't necessarily have to go against what it is that's in your nature.

Brian Horn: Your nature to do. And the Girl Scouts is one of those products that fits perfectly with the way I like to do it. I hate selling, but I love making people want to buy. Girl Scouts probably would never have to sell another thing, people want to buy what they have.

Jack Mize: Yeah, they've got that position, they've got everything set up where it's the big thing each year when Girl Scout cookies come out. You see everybody talking about it, everybody's looking for, who has the little girl I can buy these from?

Brian Horn: That's right. I think this is one of the first years I actually bought Girl Scout cookies from an actual Girl Scout, right? It's usually a parent, or someone. You fill out the form, then we'll drop them off, and that's it. So selling isn't always about being the used car salesman. And selling isn't always about, people think selling is persuasion. And there's different forms of persuasion. The importance of persuasion that I don't like is the people that make you think you have to bully someone into purchasing your product. Or using those tactics, you know, "What are you stupid?" Car salesmen are always the worst, especially if you go and are looking at luxury cars or anything, and you're telling them no. Then they pull the, "Well, it's obviously, we are trying to put you in too much car for what you can handle." And it's like those are, come on, does that work?

Jack Mize: I'm sure it does. We're aware of these things but to the

Brian Horn: The world is going to end sales people. If you don't buy this, something really bad is going to happen. You don't want that. Those are the ones that they make you scared not to buy it. I'm not really fond of those, there's no reason to do that if you believe in your product. Now there's a lot of people out there that sell stuff that they don't believe in at all, it's just a cash grab. Hopefully, if you are in to that business, stop listening to us because you're not going to get anything out of it. So I'm going to break this up in to the two different sides. There's the traditional selling, the people that like to sell, they don't mind going out and setting appointments and doing that. Then there's the people that are a little bit more hesitant, they don't see themselves as that traditional salesperson. And we'll talk about how you can use both of these, but apply authority to it. To where even if you are selling, and even if you're not selling, you still have a way that you are making people want to buy.

Jack Mize: Absolutely.

Brian Horn: So let's start with the traditional selling. Because that's something that you're good at as far as, let's market for a lead, let's set up an appointment, and let's actually sit down and talk under the context that I'm here to sell something.

Jack Mize: Absolutely. At that point you've, you're not going to get in to the actual marketing, but let's say you've got a person that raised their hand up and said, "I'm interested in what you have to offer possibly, let's talk about it." So at that point, the conversation is coming from a very, both people are very aware of what's happening right then. They both know, we're here to talk and see if this is a solution that works for both of us. And that's the way to frame it also.

You don't come in under any other type of context that it's going to be anything different. Establish that at the very beginning.

Say, "I'm going to ask you some questions, some questions to analyze your business, I'm going to tell you what I have, and if we both agree it's a fit, then we'll work together. If not, we'll move on. No harm, no foul." Put it from the very beginning, and get them to agree to that and everybody's happy and clear at that point.

The important thing there is, as you are finding out about their business, is really ask them questions to see where they are right now versus where they want to be. And how your service, your product, can get them from point A to point B. And really get them to, not just admit, but really dig into and look at and really realize how much it's costing them to not do anything at that point. Because a lot of these people will go in there and they'll say, "Okay, if you come in and do this authority first stuff for me, I'm going to make this much money."

And they see it from that point, but you have to reverse that. And show them by not doing it today, this is what it's going to cost you. Instead of you're going to make 50,000 dollars a month at this, if you don't do this, you are losing 50,000 dollars a month. That is a painful thing. That will get much more

response than a, the pleasure of making 50,000 dollars is far less than the pain of losing 50.

Brian Horn: So many people go into selling something without doing what you described as what would be traditional gap analysis. If you don't have a gap to fill, it's going to be tough to sell. But once you identify that gap, then you can start framing it and identifying those pain points of what it is costing them by not doing this. You're absolutely right, is that people are much afraid of losing something than if they missed gaining something.

Jack Mize: Right. And most people don't sell that way. We'd go in, Mike would say person selling an STO service, we'd go in and say, "Well, you're going to get this more profit, this much more things are going to happen, so you're going to make this much a month." And the person goes, "Okay." But if you just go and flip that, and show them how much more they're losing and what they could be doing with it. You know one of the things that I don't do this too much but Kevin does it, he'll actually go back and say, "Why do you hate your children so much?" And just also, "Why do you hate your kids, why would you not want them to have an extra 50,000 dollars a month? What'd that little boy do to you?"

That's pushing it from the way he really does it, but going with that aspect of it, you really get them to have that type of mindset where I'm really losing this much money, I'm losing this much. Like with me with the fitness thing I'm doing right now, "Why do you not want to hit your fitness goals? Why not?" Instead of saying, "Well I can get you a six-pack abs," it's "Why do you want to have a gut for the rest of your life?"

Brian Horn: It comes down to, you know there was a story about people that gamble, that go down in the casinos. That someone can go and take 100 dollars down to a roulette table, and build that up to 2,000 dollars. Lose that all on a whirl, and that will hurt less, than losing that initial 100 dollars. You know, I didn't lose

anything, you know, well yeah you did. When you hit that, it's psychological, it's persuasion. We were talking about what Kevin does, to be clear I know people if they don't hear that just right, he's doing that in parody of, he's not seriously putting the screws on boiler room you know

Jack Mize: No he's doing it just as to make a point. He says that he really does want people to realize that they are really doing that by not taking it to the next step and investing themselves or putting the money into their business so they can get to that level. He's just using that as a funny example to get their mindset right.

Brian Horn: So it's the same thing. People don't get excited about getting their oil changed, but they'll do it out of the fear of what could happen to their car if they don't get their oil changed. So when you focus on that, and that's why it is. I see a lot of times, I've seen this in attorneys and their marketing and then even in their sales, is here's what you could get, but often far more effective is, here's the things that could happen if you don't do this. It's not that you're employing false scare tactic, these are real things that could and commonly happen and you're bringing these up.

So even letting people know about problems, problems they may not even know that they had or had potential for, could be far more effective when you do this. So when you're sitting down, because that's one thing that a lot of people don't enjoy, is that prospect of knocking on the door to go to that sales appointment. And they're positioning, and they feel like they are inferior, or they are in the secondary positioning there. That they are second to the person that they are pitching to or the proposal. And some people love that, they think that here's where the game begins, and there's other people that don't. You know what is the psychology around that. Okay here we are, and you're sitting at a table belly to belly with them, or whether it's that phone call that you've scheduled to talk to. What is the mindset that you go in there with, and your framing.

Because we talked about being educator and advocate. What's really strange is even people that love selling, is they think of that as an adversarial relationship right there. And I think that one of the keys is that it's not. Talk about that. That it's not you against them.

Jack Mize: That's what I was going to say. I was even going to say the educator advocate mindset is huge with that. And the first thing you do is, you're just going to agree that you're going to see if this is a good fit. And it may not be a good fit. And it means absolutely nothing if you get a no. And really there's really not a yes or no answer. There's a yes let's do it today, and maybe later. And that happens. We get that all the time.

I'll do calls with people and it'll be a no, no, not quite ready yet for whatever reason, and I'm not going to push anybody into this stuff we don't have to. And then a month later we'll hear something else, we just got that a couple days ago, where I had a person I talked to was probably forty plus days ago, that all of a sudden came in and bought several thousand dollars worth of our products just out of the blue from a phone call months before.

Brian Horn: And the time was right. That's what the pipeline is. A lot of people when they first get started they face the rejection and they think, "I failed, I failed, I failed." And what they don't realize is, you know, it's a little story three feet from gold. You know they're building up a pipeline for a month or two from now that's really going to turn in to something.

But the other thing that you don't realize with getting those no's, is what that person's story is. One thing that we learned is, especially with the media and the things that we can do for folks very, very quickly, is we didn't consider, and then once we learned that this was actually a real issue, is this person we talked to may have something in their past recent or not so recent that they have this fear bubbling up. That when they start being seen in media you might find out something that, they

were some kind of crazy, they went to jail five years ago for jaywalking, or something they don't want showing up. You never know.

You may just be wasting your breath when you try too hard to convince someone. Because what I've found, when you try to convince someone, you often times do that out of desperation for the sale. Whether it's for financial reasons or for your own psyche. And what happens when you move into the phase of trying to convince someone. Rather than being the educator and advocate and moving into what people think of the traditional salesperson, what I've often found is all of a sudden, you start setting expectations that are going to be more difficult to meet. And you're setting yourself up for a recipe of not meeting those expectations.

One of the things that I love is the ability to meet expectations every time. And that's where a lot of people fail in their businesses, because they feel like they have to set these expectations to get the sale. And then they just cross their fingers and hope that it's ignored. So what are some examples that you see of people that do that, let's say in the fitness industry, somebody comes to someone and they're a fitness trainer. "Here's what I'm going to do, I'm going to help you lose weight and you're going to be able to do this." At what point does it go from being educator and advocate to a desperation of trying to convince them to buy their service?

Jack Mize: At some gyms you get that with people, educator and advocate is where one would come by while you're working out, they'd give you some advice on what you're doing, if they see you doing something wrong, show them how you can do it better, give you a little advice, they move on, go about their business and put that little, just help out a little bit walking by and say, "Hey you're doing good, I'm glad to see you in here so often, if you want to fast forward this let me know," and go about their

thing. The other guys are the ones that would sit there and try to pull you back to a little corner office and browbeat ya.

Brian Horn: "I'm going to have you whipped, hey look at me, I'm looking at your eyes man, they're a little yellow. I don't think you're gonna live much past three months of you don't start working with me." That's where it gets too, and all of a sudden, "I guarantee ya, I understand that you're 400 pounds and you haven't done a sit up since the fourth grade, but I'm going to have you beach body ready in the next three months."

You're setting expectations to get them to finally say, "Yeah, okay, if that's what's going to happen." But it's not what's going to happen.

Jack Mize: And that's what happens even with what I, the authority stuff, it certainly could happen where people are asking, "Well, how much traffic am I going to get from these offers, will you get me on ABC, CBS, and FOX, you make me a bestselling author, my inbox is going to be flooded right?" If you're framing the wrong position you're going to say, "Sure!"

Brian Horn: Yeah, that's the one thing that just drives me nuts. Especially with a lot of the media and people that are, anybody that's selling press releases as being just a windfall of traffic. You're going to get, you're phone's going to ring off the hook. To me, they're not just ill-informed, they're just flat out committing malpractice. If that's what they're selling. One of the most important things of being a great salesman, is to, do I have to say salesman or saleswomen?

Jack Mize: Salesperson.

Brian Horn: Salesperson. The salesperson is knowing when your product isn't right for the prospect.

Jack Mize: Absolutely. I love telling people no. You really have your offer drilled in, it just makes you so much more powerful at the thing you do. One of the quotes I like is, "You're only as good as your weakest offer." And that's, I go back and think of a marketing consultant. I've used the example on Facebook or somewhere

before, but if you are just a marketing consultant, which is not very micro specialized, we'd have issues with that anyway, let's just say you consider yourself a marketing specialist and you were awesome at SEO, you were decent at social media consulting, but you were terrible at pay per click.

All offers you're making the clients, you are an awful marketing consultant. Whatever is you're weakest of all your offers, that's the way you are going to be perceived overall.

Brian Horn: Oh yeah, that's it. The weakest chain, the weakest link in the chain, all of that applies just about universally. But one of the things that people don't realize, is saying no to a client can actually bring you more business. One time I worked or consulted with a company that did special high-risk loans to real estate investors. And he would turn down, people would come to him wanting to borrow money at ridiculously high interest rates, all kinds of fees and everything, they wanted to buy his product. And he would tell people no, but he would often tell people that me not doing business with you can quite possibly be the biggest favor I've ever done for you. Because not only am I protecting myself but I may have just caused you from making a catastrophic investment. Because the numbers don't make sense for me to invest in this.

And so what people often times don't realize if we tell someone no, because with authority marketing, we at times had people come to us that are clearly, let's say they have a roofing company that's in a dry spell. They need phone calls, they need leads next week so they can make payroll. Well it would be very, very, just completely wrong of us to take their money and say, "Sure, we'll do this." Because we know that what we do is not right for them at that moment. It's not that it won't be right for them at some point, but we are not doing what they are coming to us from. And it would just be very, very disingenuous for us to say, "You bet. We'll take your money and we'll take care of that."

Jack Mize: "I've spent the last several years trying to get the Internet marketing business up and I'm down to my last few dollars, I think that this is the answer for me." No.

Brian Horn: It's not. One of the things that we've learned through mindset is that there are very few real game changers as far as products and services. The real game changer is you. You're the only one that's going to be the game changer. So when people come to us and we know it's not right, the best thing that we can do, not just for them but for us, is say this isn't going to be the right fit. This isn't going to work right, and maybe give them a suggestion of where they go.

But what happens there, is they could be very appreciative that we didn't send them down rabbit holes. It was something that wasn't going to work for them. But we often find that they will come back when the time is right, but we will also find that we'll get referrals from people that we never did business with, or we turned down because it wasn't the right time for them to do business. So always realize, if you want business to make transactions, or are you in business to build clients.

If you're in business just for transactions, that's a grind. That's a tough life. But if you're in business to build clients and build a customer base, it's going to far more profitable for you to say no to the people that your offer really isn't right for. So when you're doing selling, and you're having that conversation, people that love to sell, man keep doing it. Don't stop doing it. I envy people that love to just walk in and say, "Sit down, I got something."

Or what's the old movie, I think it was in the Simpsons, the guy coming through town they know that, people that are great salespeople, listening to them is like listening to music to me.

Jack Mize: It's like a good PitchMen, listening to PitchMen telling a story.

Brian Horn: Oh, PitchMen. You think about guys in the speaking industry, James Malinchak is one that I just sit and watch him with amazement knowing exactly what he's doing and how much working, see it's still work. Just incredible. Now if you don't like

selling, a lot of the folks that we work with, we call it selling without selling. You can call it anything you want, consultant selling, educational selling, you've got to be careful not to get into a services for free. That's where people make the mistake, is let me just do a lot of this stuff for free.

Now I'm all for giving free varied things that don't cost you a lot in time or money, but can still be valuable and education advocate. That's why I love books. That's why I love giving people written material that shows you're an educator and advocate. But actually performing things that requires your time and effort is kind of a mistake to get into. But I will tell you most of the clients, especially when I was doing a lot of local business stuff, a lot of local clients, a lot of them have expanded beyond. But I did very little traditional sales appointment, pitches, proposals. I considered myself a horse trader.

I'd have conversations that would turn into sales. And the way that that would happen is, if I walked into a shop, I don't care if it was a furniture store, or whatever, I would always get inquisitive. Because I love what I do, and I would generally start a conversation with a person there, and I didn't care if they were the manager, owner, without even knowing. But I would just say, "Where do most of your costumers come from?" And often times they'd just start talking. If they didn't, I would just say, "Well I don't mean to be nosy, but I do local marketing, and I do a lot of research, so I'm always curious as to where people's costumers come from."

And what amazingly happens is you've started a conversation, not, "Excuse me, can I talk to you about your marketing?" He'd turn the other way, he's gonna hide in the back. But when you start the conversation, what happens is, often times they would start off, "Well let me ask you something, do you know anything about this Facebook thing?" And you start having that conversation. And what happens is, you could be the educator and advocate.

What I realized is, it's not that I don't like selling, I don't like rejection. And I think that's common. I think a lot of people can relate with that. They don't like people saying no, no. Because they take no as I don't like you. You are the problem. You're why I don't want this. And that's not the case generally.

Jack Mize: Yeah that's why I like the whole prospect of there being a yes and a not right now. Because you never get a no. It's never no. It's just okay this exact moment is not fine, but you've got the seed planted and it's going to be a yes eventually.

Brian Horn: What I've found is, I would get a lot of people especially training consultants, people would often come, "How do you handle no's? How do you handle no's?" And then I would sit and I would think about it and I'm like, I don't get no's. And then I realized, I never ask a question that would elicit a no response. And the reason is when I had these conversations, if someone's asking me about this or that or this type of marketing, I would put myself in the position of the doctor.

So you go to the doctor, what does the doctor try to sell you? Nothing.

Jack Mize: Nothing, the doctor is just doing his thing.

Brian Horn: He doesn't bring out a menu saying here's everything I can do, let me give you a shot, whatever. A doctor does what? The doctor listens, then they diagnose, then they prescribe, and then do they pull out a menu or an order form? No. And so that's what happens. So when I would talk to people, my conversation would just usually end with, I would listen to what their problems are. Because you were talking about that gap analysis, one of the easiest ways to get a gap analysis, is ask one open ended question and then shut up. Because people love to talk about their problems and about their business. And then, your response, I don't care if you're a fitness trainer, if you are a chiropractor, if you are a coach. If you listen to people, and after you finish listening, and you really listen to them and you respond with, "Well based on what you've told

me, based on what I've heard, my suggestion would be that you do this." And tell them exactly what your suggestion would be. Now at that point, did you say that my suggestion would be that you hire me and give me money to do this?

Jack Mize: No it was not.

Brian Horn: My suggestion is that you would be, do this. And you would be surprised, because they're not going to say wow that's fantastic, let me go get the yellow pages and see if I can find somebody to do that. What they end up doing is, "Wow, that is really smart. I can see that. Is that something I can work with you on? Is that something I can hire you to do for me?" And at that point you have never asked a question to elicit no. Cause I will tell you I have never, giving a response of my suggestion is that you do x, y, and z, I've never gotten a response of no. And so what happens is, you are now seen as their educator and advocate. You've educated them around this, you've given them something that shows that you are an advocate for their success, and you've left it open ended that they could do it anyway they want. But now that you've positioned yourself as that, now it's, "Well is that something I can work with you on?" Then the conversation has just changed. Now it's time, well, sure, here's what I do

Jack Mize: Just so happens!

Brian Horn: Yeah. And if you want to do subtleties, we talk about the humble brag, very subtle things. Is not I can do this for you, but what you say is, "Well sure, I've had one client that did x, y, and z. One of my clients did this and that." What you're doing is you're instilling many case studies and social proofs in that conversation, almost testimonials, without saying, "Hire me to do this." Because what they're going to say is, "Can you do for me what you did for them?" Which leads us to that most common phrase when we get referrals. When people come to us, one of the most common things they say is, "Can you do for me, what you did for"

Jack Mize: Absolutely. We get a lot that way. I'd had several last night for a new thing we're doing now. So they come in.

Brian Horn: Yes. And at that point you don't convince them of anything. They're convincing you. "Can I hire you to do this?" When you had the conversation with the fitness and nutritionist that you just hired, how did that go? You went to them seeking their expertise and advice, and I'd be willing to bet that you saw them as an educator and advocate for your success is one of the big reasons that you chose them over, "You need to pick me because I'm going to ..." You know?

Jack Mize: I said, "Listen, I've seen what you've done for the people you work with them, and I want that. I've got my credit card here, just tell me what we need to do to get me where I want to be."

Brian Horn: That's right. So when people think about sales, they think that sales in their business, especially if their small or independent or solopreneur, that their business is going to be a non-stop cycle of knocking on doors. And one of the amazing things that happen is if you focus on that in the beginning, get those customers, and do right by those customers, do what you say you're going to do, get those results, a remarkable thing happens. All of the sudden, you can stop. You don't have to stop the sales, but you can stop making that the sole focus of your business.

You can start working on your business because all of a sudden people are coming to you. People are knocking on your door. People are pinging you on Facebook. People are sending you emails. "Hey, can I talk to you about this. Can I do this. I saw so and so. I work with so and so, and I would like this." And there is no selling. They already know what you're offering. They probably already know what your price range is, and there's just a matter of, "Well, sure. Let me see if we can book some time."

Jack Mize: Yeah and a good example, a good thing to bring up with that is Seth Godin's book *The Purple Cow*. Just doing something so unique and interesting people have to talk about it. We've got

that with our authority marketing stuff we're doing because people, they're out there saying, "Hey check me out." And "Here's my bestselling book" and they go, "How did you do that?" "Well Jack and Brian helped me." And so it's really important when you're crafting off and you're really honing in on that micro specialization we talk about, is to have that something that people will be willing to talk about.

It doesn't happen in every industry. One of my long term clients is a guy that helps people out of bankruptcy. Nobody is going to talk about bankruptcy, nobody's going to say "Hey this is a great guy he helped me out of bankruptcy." Me and him when we consulted with Seth Godin, that's one of the things he said. You're going to have a challenge with this business just because nobody is going to talk about this. Nobody's going to go on social media and talk about how a guy helped him out of bankruptcy and helped repair credit. Things work different ways but that's definitely one of the things you want to look at.

Brian Horn: Yeah and especially one of the favorite sayings people have in their whole vocabulary is, "Well I know this guy." People love to be connected, "Well you know I know this guy." Be that guy, be that girl, woman, man, whatever it is. We're in Texas we can say gal. Can we?

Jack Mize: We're in Texas I think it's okay. If we get up in the north east they might get angry. We might get thrown in some weird place.

Brian Horn: "I know this person." And that's what it is. So always look at that is, even though you think that you spend a lot of time on the sales up front, is realize that within a lot of time, your referrals become one of the biggest pieces of your business. You think about, what's the percentage of our business that is coming from referrals? Even from referrals from people that have never done business from us but from people that know what we do through the podcast and through educate and advocate, that say, "Well I know these guys that do this." So that's one of the great things that you can do by being that educator and

advocate, and you're going to find that referrals are going to be one of the biggest pieces of your new prospect streams for sure.

So that's our overview on sales. All businesses need to be sales, so whether you are that hardcore get in there and make those appointments and have that conversation, or even if you think that sales isn't really what you like to do, fact is it has to be done. Have conversations, and put yourself in the doctor role, and you're going to find things start to happen when you just put yourself in those positions.

Alright, very good. So, this wraps up another episode of Authority Alchemy. You can also check out all the other episodes on authorityalchemy.com, and of course were on iTunes, Stitcher, and every other podcast site that's popped up.

Jack Mize: We are on the bohemoth of pod networks called Zune.

Brian Horn: We are on the Microsoft Zune.

Jack Mize: If you're on one of the tenth people to still use a Microsoft Zune you might be listening to us on there right now.

Brian Horn: That's right I love to see that announcement, we got a frame net that we were accepted in the Zune, so. Alright, very good folks, we will see you next week for another episode of Authority Alchemy.

RESOURCES

[The Purple Cow](#) by Seth Godin