Shut Up and Talk!™ Series

What a Difference IT Makes

Diana Ball Cooksey

What people are saying about Diana Ball Cooksey and her approach to sales and relationship:

"Diana Ball Cooksey is the sales master!"

"She gives you the tools to succeed in business as well as life."

"After years of sales experience, I am amazed how much I keep learning from Diana."

"Diana is my secret weapon to making a living in this business right now."

"Thank you so much, Diana, for keeping me focused on what is most important in the new home building industry: building relationships."

"Tough times require the right people, and there is none better than Diana! Thanks for all you have done for our company."

"Be proactive, be professional and take your career to the next level by following what Diana teaches. Your peers will be asking how you do it!"

"If you want to make more money and have more fun selling, spend more time with Diana Ball Cooksey" [by reading her books or having her teach the classes at your business].

"With the tremendous amount of money and profit involved in our industry, we owe it to ourselves to be the best that we can be. For that same reason, we can easily afford to invest in our sales skills and abilities because the return on investment is so high. Diana is worth her weight in gold. Now she's written in this book what she teaches in her classes!"

"As a sales trainer for a national homebuilder it is required that I be on my toes with today's way of selling. Diana is my sounding board! She has given me tools that are realistic and actually work with today's prospects."

What a Difference IT Makes

The Second Book in the

Shut Up and Talk!™ Series

What a Difference IT Makes

Learning to Dig Deeper for Powerful Results

Diana Ball Cooksey

Third Chapter Press
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Dedication

For Mom and Dad

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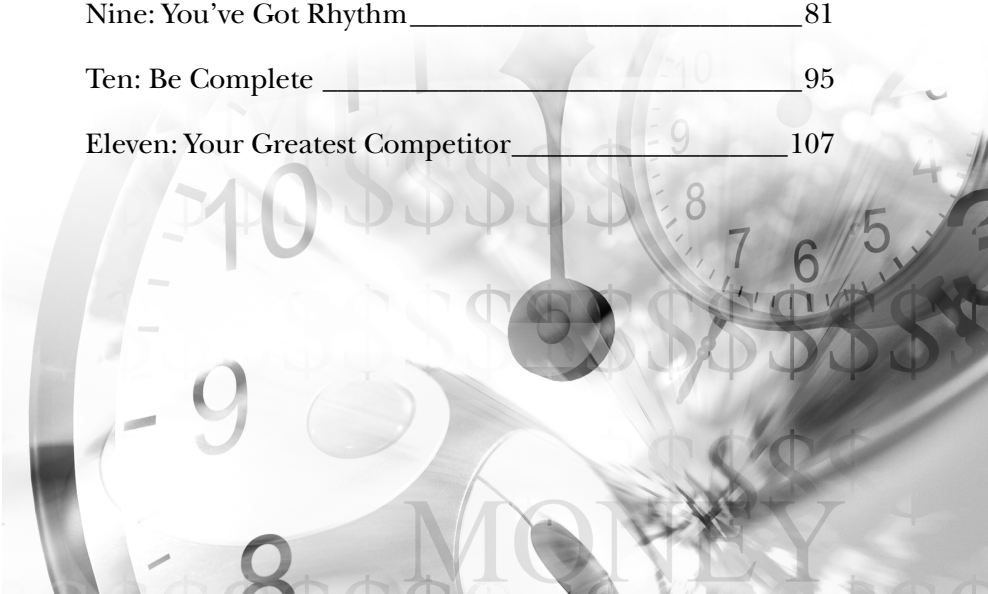

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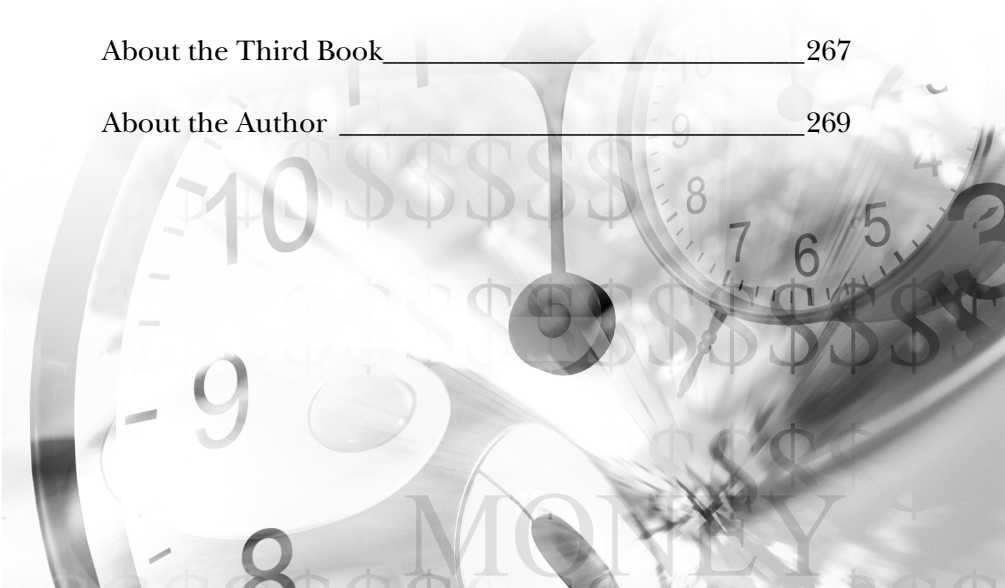

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About the Series

The *Shut Up and Talk!*™ series was written to help the reader learn how to break two bad habits in communication: listening wrong and talking wrong. Until we learn *how* to listen and how to talk about the *right things*, we simply don't. What are the right things to talk about? The only thing to talk about is *IT*, and *IT* isn't you, your product or service, features, benefits, or advantages. And the best way to discover *IT* is by listening to the answers to the right questions.

In this multi-book series, Diana Ball Cooksey shares what she has learned in working with, listening to, and coaching some of the most dynamic professionals in the sales arena. Her passion is to help people learn the information that will help them achieve powerful results at work and at home.

There are currently three books in the *Shut Up and Talk!* series. In the first book, *Make IT a Big Deal*, she addresses *IT*, the buyer's motivation about doing something different in his life. That book will help the reader learn a simple strategy for increasing sales in less time—and much more.

In this second book, *What a Difference IT Makes*, the reader will learn how to overcome the obstacles that threaten *IT* and lead his buyer to the goal he has in mind. Here, Diana Ball Cooksey teaches the reader how to get in step quickly and gain buyer trust through more powerful conversations.

The third book, *IT is Not Sticks and Bricks*, is the most current and comprehensive handbook on new home sales, developed from thirty years of experience in the industry.

Introduction

In the first book in the *Shut Up and Talk!* ™ series, *Make IT a Big Deal*, *IT* was a big deal, indeed. Of course, *IT* makes all things happen in life. Why, *IT* is the very reason you're reading this book. Maybe you want to communicate better. Maybe you want to increase your sales. Maybe you want to make more money so you have more choices in life. Maybe you want to improve important relationships with people who love you. Whatever your *IT* is, it moved you to action and now you're hopeful a need will be met.

The purpose of this book is to help you get there faster and to learn simple ways to be a more powerful and positive influence on others. Additionally, you will learn how to effectively move the mental knowledge, techniques, and skills of *IT* eighteen inches from the brain to the heart. Why does that matter? Because where action is concerned, the heart offers much more power than the brain, allowing you to be the most powerful person you can be.

It is my heart's desire that you will see that when you are able to lead others—not to buy something, but to walk through their fears to realize their hopes and dreams—you will be the confident Champion you have purposed yourself to be. A Champion in sales. But even more importantly, a Champion in your life.

I've been helping professionals do just that for the past thirty years and it will be my pleasure to help you, too. You'll find that I have chosen to use the masculine pronoun to simplify my intentions, even though I am speaking about both genders.

Part One
Doing *IT*: The Mechanics

CHAPTER 1

Do You *Really* Get *IT*?

Are you an *IT* discoverer?

If you are, then you have learned how to exchange generic news, weather, and sports talk for meaningful conversation. You are able to listen to others from the heart, and you're probably told you're a good listener. If you are an *IT* discoverer, you are able to "get in step" with people you talk with; that is, you understand them and they understand you. People trust you.

If you are an *IT* discoverer, you're reading the right book, and, if you feel lacking in any of these areas, keep reading. It will change your life. You're ready to dig deeper into the possibility of being more powerful in your sales, conversations, relationships, and life.

If you are having powerful conversations, your personal life is satisfying and intimate. You are able to resolve conflict fairly, and the people who form your closest relationships really know you. If you are an *IT* discoverer, you find yourself hearing complete strangers' life stories on airplanes, the subway, or at parties. Thanks to these conversations with strangers, you will have the opportunity to make new friends or associates. As an *IT* discoverer, you know others much better than they know you. It's not because you don't want them to know you. It's because they aren't *IT* discoverers.

If you aren't an *IT* discoverer yet, you may also want to stop and read my first book, *Make IT a Big Deal.* Mastering the skills and techniques in that book will greatly help you as you reach toward your goals of learning more effective ways to sell more

of your product or service in less time and building stronger, more effective relationships with people through meaningful conversation.

Champions are *IT* discoverers.

Do you stand out among your peers as a winner? A leader? An advocate? If so, then you *are* a Champion. Are you a Champion because you're an *IT* discoverer or are you an *IT* discoverer because you're a Champion? You can be one without the other. Anyone can learn the techniques and skills to discover the hopes, dreams, and motives of others. Even the bad guys. Adolph Hitler was someone who learned what motivated his followers, successfully finding their *IT*, but who certainly was no advocate and no winner. Tom Hopkins, a Champion motivational speaker and author of *How to Master the Art of Selling*,[1] would call the bad guys con artists: salespeople who sell things that buyers really don't want or need. So what's the distinction that makes an *IT* discoverer a Champion?

Champions die to their own *IT*.

Champions first care about others. As salespeople, Champions are committed to help their buyers, *whether the buyer can buy from them or not.* Truly. Champions live believing that serving others leads to ultimate satisfaction and success in life. Champions live in what another Champion, Stephen Covey, the author of *7 Habits of Highly Effective People*,[2] calls an "abundance mentality" driven by hope. Con artists, as well as typical salespeople, live in a "scarcity mentality" driven by fear.

Champions are courageous.

Of course, it takes courage to lead others. Most people don't want that responsibility—even when we have chosen the position of leadership, such as with our own kids. Most people would rather play life safe, be liked, get through the day, and try to just "keep it in the middle of the road." Most people would rather let someone else lead. That's evidenced in America, for example, in the shamefully high number of citizens who never vote.

So why is courage a necessary characteristic of Champions? It's because Champions knowingly put themselves in the face of fear and in the possibility of failure when they are leading others. As salespeople, that reality occurs in conversations. What other species will knowingly place itself in the face of fear and the possibility of failure? None that comes to my mind. And it's not even all humans, but only certain humans, who will do this. Salespeople are in this elite group. And Champions are at the pinnacle. Not only do they face fear of the unknown and the possibility of failure, but they also do so with the absolute possibility that they will gain nothing tangible in return for their *service*. They simply do what they do because they are following a higher purpose for their lives.

Are you following a higher purpose in your life, a purpose other than to make more sales? More money? If not, would you like to find a higher purpose for your life than what you know and make even more sales in less time? You're in a great position to do so because you have already defined your purpose to help people get something they believe they want or need in order to find a greater satisfaction in their own lives. While you're learning how to *do* the mechanics of an *IT* discoverer, you can also learn how to *be* a Champion in *every* relationship role you have, most all of which, I imagine, are more important to you than your role as salesperson.

Are you a risk taker?

Powerful conversations take courage and most salespeople are risk takers to some degree. If you rate yourself on a scale from one to ten, one being low-risk, what's your number? Take a moment to rate yourself. If you choose a high number, you are saying that you ask questions that are difficult to ask. A high number means you are able to state observations that are difficult to acknowledge. A high number means you are able to lead conversation. Bottom line, a high number means you experience a certain degree of fear when you speak powerfully.

A low number means you play it safe and only take minimal risks. You don't ask a lot of questions, especially difficult questions. A low number means you aren't willing to speak about the "elephant in the room" and you keep your fingers crossed just hoping the conversation turns in your favor. A low number means you simply manage conversations more than you lead them.

IT discoverers are powerful people.

Whether you're selling a product or not, if you are interested in the *IT* of others, you are a powerful person. People naturally gravitate to you because you are interested and *care*. You show an undivided interest in them. Not only physically, but emotionally and spiritually. *IT* lives in the heart and when people discover that you're interested in knowing them from the inside out, they naturally want to connect with you.

We were born to be relational. We were created to connect with people and from the time we were born, we have savored the connection with people. *IT* is all about connection, and the desire that lives in our heart for connection speaks of a hope—a hope for security, acceptance, and significance. We feel safe with others when our hearts connect. Buyers are looking for a similar connection with you, even if they don't speak it in words. When you show a genuine interest in a buyer's hope for getting his *IT*, your hearts connect. You become a powerful person in his search for something better or different in his life.

Powerful people master fear.

For whatever reason, you rose above the crowd. You've never been able to eliminate fear, but you've managed to master it enough to be a leader among people. As a professional salesperson, you help others get what they want even when they're afraid. Even when you're afraid.

Fear is the greatest enemy of production and effectiveness. When fear is present, hope is diminished, whether it's the hope of your buyers, yourself, your management, or your company. In

this book, we are going to uncover the traps fear sets for its victims. The first step is to become aware of the truth about fear.

> *For our struggle is not against flesh and blood, but against the rulers, against the authorities, against the powers of this dark world and against the spiritual forces of evil in the heavenly realm.*[3]
>
> *—Paul, the Apostle*

Why are we afraid?

Fear is a natural, God-given emotion, designed to protect us when we think we are in danger, physically or emotionally. We were created with innate skills to protect us, a mechanism often known as "fight or flight." Even when we realize that we are not in great danger of dying, without a conscious thought or effort to choose a different solution we naturally resort to fight or flight when we become afraid of anything. When we submit to our fear unconsciously, we learn a bad and dangerous habit: to be afraid even when we know we aren't in real danger. Repetition causes the bad habit to take hold and without conscious knowledge that fear can do damage to our lives, we allow it to roam about freely in our spirit.

Research shows that the hope we had as children for an abundant life is nearly dead before we even reach high school. Fear is to blame. Fears of looking bad, being rejected, hurt, ridiculed, isolated, and above all being unloved keep us from stepping out in faith, trusting the hope we have in the possibility of fulfilling our dreams. Uncontrolled fear is like a beast that seeks to kill and destroy the hope that lives within your very spirit. The beast serves Death, the greatest adversary to Life, the giver of the hope of all things good. The battle between Fear and Hope continues for your entire life. Fear, however, is only after your today. Fear's strategy is to have you afraid to take chances today, knowing he'll likely get tomorrow, too.

Fear is a beast.

Fear wants you to believe he's your friend, trying to protect you today so you'll feed him with your personal power and waste your day. This strategy is to lead you, one day at a time, toward Death—the death of your spirit, the death of your dreams, the death of your contribution to others, the death of your hope, and the death of your life. Conniving and crafty, Fear will have you focus on the possible consequences in your distant future if you don't submit to your fear today. Fear wants you to see a future where you're insignificant, bankrupt, living alone, under a bridge, unloved and with no hope.

Meanwhile, the beast attacks the heart, reducing its beats to a murmur. Fear kills off the possibility of chasing dreams and getting back in the game when we've lost a round. He leads us into the bleachers as a spectator who is distanced and isolated from the people engaged on the field of life right in front of us. Fear kills off the possibility of fighting injustice and bondage, and the possibility of reconciling with people we love. He ravages the emotional, spiritual, and physical self. Studies show that people have little possibility of surviving near-fatal catastrophes when they have no hope. And people who submit to Fear have more physical problems, because fear causes stress that taxes the heart, stomach, and other organs of the body.

But Fear has a fear.

The good news is that Fear can be managed. Without our submission, the beast Fear has no power. Zero. In other words, Fear can only reside in your spirit if you allow him there. He is a lesser force than Hope if he is not allowed to run rampant and out of control. Like all dangerous animals, Fear must be recognized and then dominated.

And what is Fear's greatest fear? It is nothing more than the very hope you have burning in your heart. The hope that you can somehow realize your dreams. The hope that you can survive the pain you may feel as you walk through your fear. Even if your

hope is as small as a mustard seed, it's enough to claim victory over Fear. Fear knows the power you have over him.

Do you know the power you have over Fear?

Your power is accessed by making a simple choice. You *choose* fear the same way you choose every emotion. When fear enters your spirit, you can acknowledge its presence and choose if it's good for you to be afraid or not. If you aren't in any real danger, you can choose against fear. You can choose a different emotion. You can choose to move forward, instead, in hope.

Fear and hope are at war.

IT is based in hope. When your buyer engages in conversation with you, he has a certain hope. That hope must be uncovered *before* your hope can be realized. Your hope, your *IT* must be subordinated to your buyer's hope if you want to achieve more sales in less time. In other words: Your *IT* must first die to his *IT*.

The life principle for subordinating your own ambition for the sake of another is this: *So in everything, do to others what you would have them do to you, for this sums up the Law and the Prophets.*[4] Jesus Christ said that. If you are willing to subordinate your hope of making the sale, for the sake of your buyer, your sales will increase. This is true even if it doesn't *feel* good at the time. Even if it seems wrong. This life principle is counterintuitive to our nature.

Did you ever think of the old "Do unto others as you would have them do unto you"[5] as a sales technique? What do you think about the single best sales technique ever known to mankind? It's a life principle you probably learned as a child as the "Golden Rule." Follow the rule and enjoy the gold! If you can trust in the wisdom of Jesus' words, you will find the truth about sales. Let's look at another truth about sales.

Selling is statistical.

Because selling is statistical, you will not sell to most of the people you talk to. If that scares you, you probably should try a different career. If you've been afraid to ask people to make their choice because you are afraid that they'll say no—just like the buyer before them—you're making a fundamental mistake. And the very best reason to stop submitting to Fear. Remember, Fear wants to kill off all possibility of the hope that lives inside you—and your buyer. Here's the truth: Most people won't buy your product. Period.

In order to sell more, you must either be in conversations with more people, or you must master the art of being an *IT* discoverer with your existing customers and contacts. Either way will probably increase your sales, but the former will take more of your time. The choice is yours. I hope you choose the latter. Then you can have "time freedom," something more valuable than sales.

Digging Deeper Exercise—Chapter One

1. Review "Are you a risk taker" on page 3.

What is your number? Write it down. _____

If you didn't choose a zero, you recognize things you are doing that help you lead conversations. Write those things here:

_____

_____

_____

_____

_____

_____

_____

If you didn't choose a ten, write down what you know has been missing, such as courage, skills, or techniques. Also write why you didn't choose a higher number:

_____

_____

_____

_____

_____

_____

_____

You could possibly have written down that you simply weren't aware there was anything missing until you rated yourself. In that case, perhaps you don't know all the reasons you didn't choose a ten. As you read and discover these reasons, remember to come back to your list and add them. You'll want the checklist for later, to read over when you spend five to seven minutes mentally preparing for your day.

2. How much fear do you have in your life? List as many areas as possible (with people, places and circumstances) and rate each on a scale from 1-10, 1 being low.

Area of Fear	Rate (1–10)	Why? (Worst Outcome)	Desired Outcome	What's Missing?