

*"Ten proven strategies that will turn sales calls into sales gold!"*

**JEN'S  
TOP  
TEN  
FOR  
SALES  
ZEN**



**SALES IN A<sup>TM</sup>  
NEW YORK  
MINUTE**  
BY JENNIFER GLUCKOW

**Need  
Zen?**

**Read Jen!**

# JEN'S TOP TEN FOR SALES ZEN

**Sales tips that you can read, agree with,  
use immediately, and monetize.  
Emphasis on the *monetize*.**

## **Got Zen?**

Sales Zen is the ability to be at your best, and in control of your skills and your emotions, regardless of the obstacles and the barriers that are thrown at you in the chaotic world of sales.

Sales Zen is having a calm, positive sales mindset. It's the attitude, wisdom, experience, and knowledge to use in the moment of need, and the patience to deliver it in a manner that creates harmony, rapport, value, and ends in a sale.

# How to read and benefit from this book...

- You're not gonna read this book and be a millionaire overnight. It'll take two or three nights.
- Read the book in its entirety first, then go back and study it.
- Make this book a part of your life, by taking action on each point. Print it and keep it on your desk.
- Re-read one tip a day and strive to customize it and make it part of your daily habits.

**JEN  ZEN:**

*Once you take action on each idea,  
you'll be increasing your sales (and profit!)  
in a New York Minute.*

**If this is you,  
study this book!**



# 1

## **Go out and meet people who matter (face-to-face).**

First determine WHO you want to meet and WHERE is the best place to meet them.

Here's how: start by listing your top ten customers.

- What do they have in common?
- Where do they go in common?
- Figure out where your best prospects frequent.
- What groups do they belong to?

Go where your clients and potential clients go.

Tradeshows, networking events, networking groups, luncheons, and even online networking (think LinkedIn). One key when visiting their groups is to bring someone of value with you, too. Who are the top ten people in your community that people would love to meet?

**It's not networking. It's TARGETED networking.**

**PICTURE THIS:** You're in a room, full of people at a networking event wanting to make connections. And you, as a sales person or entrepreneur, want to make as many connections as you possibly can. Correct? No, that would be incorrect.

To maximize your opportunity, you must pre-select three or four targets that can make the most impact to your sales, your connections, or your career, and make certain that you invest your networking time with them.

Drop your sales presentation. It's not: "here's what I do," or "here's how I help other people." Rather, have value-based information and conversations with targets that lead to the next meeting. A casual coffee or a casual lunch so that you can deepen the conversation or the relationship.

**JEN  ZEN:**

*Meet people that matter and be a value provider.*

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**“Don’t be alarmed Mr. Bradbury - it’s the way we do our networking here.”**

“Contrary to popular belief,  
networking is not about  
meeting people.

Networking is about  
meeting *targeted* people.

When you target the right  
people at the right events,  
you make connections,  
build rapport,  
create relationship  
opportunities  
and ultimately make sales.”

*Jennifer Gluckow*

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# 2

## Get (genuinely) interested in the other guy before you say one word about yourself.

Show genuine interest by asking questions about their experience, their expertise, and their wisdom. Ask, “How did you get to this position?” The other guy can tell when you’re pretending to listen, looking around the room, or worse, on your phone (or your Apple watch).

*Be totally present by asking questions about the other person – questions that get them to open up about themselves in order to find common ground, or uncover facts that lead to a sale.*

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**Hint:** If you do some online research in advance, it may be easier to strike common ground. Both like to bike, hike, ski, play tennis, play golf? Grow up in small town? Big city? Same school? You get the point. Find something you can relate to. This is rapport building time. It establishes the foundation for the next step in your business relationship.

**Bigger hint:** If they want to know about you, they will ask.

**Biggest hint:** Be yourself.



*Talk about them and ask about them FIRST.*

# 3

## Have something of value to say that goes way beyond a dumb ass sales pitch.

If you've done research, or any kind of prep before the meeting, it will give you something to talk about besides yourself, create genuine engagement, and promote meaningful (emotional) dialog.

### VALUE STRATEGY:

1. Brainstorm ideas with them at the meeting.
2. Think of referrals you can give based on both their business and career.
3. You could offer a connection, or recommend a book, blog, article, or app that could help them.
4. Ask questions that make them stop and think in terms of you.

**FOR EXAMPLE:** What's their history of product use or what's their experience at their position?

### JEN ZEN:

*If you have nothing of (perceived) value to say,  
all that's left to talk about is "price."*

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# 4

## Drink more coffee with a prospect.

Use an [Outstand](#) coffee invite email or use Outstand to send a card in the mail and enclose a Starbucks gift card.

Why meet for coffee? Coffee is always served in a relaxed atmosphere. It's a neutral territory. It's easy to open up and talk about business and personal issues. And a morning coffee meeting is less than 5 bucks – for a lead, a referral, a connection, and/or advice. Before the end of the meeting, suggest another meeting or a 3-way meeting with someone else, but don't leave without something firm – make action that gets you to the next step of the sale. Schedule one meeting a day, and soon you'll be scheduling two!

### JEN ZEN:

*Informal meetings lead to friendly beginnings  
and end up as sales.*

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### JEN ZEN:

*Drink more coffee with more people  
more often and make more sales!*

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***“Coffee is for closers!”  
(and relationships)***

# 5

## Expand on the things you have in common.

All conversation eventually “strikes a common cord.”  
Something you have “in common.” Something or someone you know, like, hate, collect, believe, live or want.  
Something in common that strikes a deeper feeling of like or trust in the other.

As the conversation progresses, continue to refer to the baseball team, high school, college, travel, children or whatever it is that connects you both.

When I discover something in common, I find the best way to go deeper is ask questions about experience. This prompts the other person to tell stories. Stories that usually reveal more emotion, and sometimes even more things in common.

The most interesting aspect of finding common ground is that it relaxes the entire conversation. And I believe makes the sale much more probable.

**JEN  ZEN:**

*Common ground lowers barriers (to sales)  
and raises pens (to sign orders).*

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# 6

## Make the other guy laugh.

Use humor to connect with people. Offer stories and humorous anecdotes. Don't tell jokes. Don't laugh at someone – laugh with them. In business some people have a tendency to take themselves too seriously (not you, of course).

People want to surround themselves with funny people. It puts others at ease. And it puts people in an upbeat and positive mood – a buying mood. Your clients choose the person they want to work with, not just the product or service they want to buy.

**ASK YOURSELF:** Would you rather date a boring and serious person or a funny and humorous person? Would you rather work with a serious company or a creative and fun one?

Laughing is tacit approval that leads to a sale. And the sale will make you laugh...all the way to the bank.

**JEN  ZEN:**

*74% more deals are won when people use humor.*

*Where did I get that number? I made it up,  
but it sounds good – and I just made you smile!*

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“She has a 2:42 and a 2:43 appointment.  
I can try to fit you in.”

# 7

## Take notes along the way.

Taking notes shows two things:

1. It shows you care and you respect the person you're meeting with.
2. It shows you are paying attention.

Taking notes is the most powerful, least used method of listening. It keeps you one thousand percent focused on what the prospect is saying and will often generate ideas as you're taking notes, but forces you to wait until the prospect is finished speaking so that you don't interrupt.

Taking notes will lead to the sale faster than any sales tactic. It allows you to think and that thinking will almost always uncover the real reason the customer is wanting to purchase.

**BONUS:** It helps you remember what you need to know and do after the meeting – promises, phone numbers, next steps, next meeting, unspoken thoughts, important names, possible referrals. It helps you stay on track and remind you of stories.

**JEN  ZEN:**

*The two word definition of listening is NOT “shut up,”  
it’s “take notes.”*

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# 8

**If you get an idea, voice it and document it immediately. Write it down. Text it to yourself. Don't try to remember it.**

Millions of ideas are lost every day because people (like you) fail to write them down. When you get an idea, immediately document it electronically. Okay, write it down if you're old school, but the point is capture your ideas.

If you're like me in New York City and you're doing ten things at once – running from meeting to meeting, reading a book or listening to an audio book while working out, then you're also thinking about multiple things at a time.

If you're smart, you're likely going to come up with good ideas. Whenever, wherever. They just pop into your head. The only way to remember your ideas is to document them.

The minute you have an idea, the first thing to do is write it down or “voice it” (I prefer dictating my ideas because then I can think freely while I talk, and I am not worried about grammar or the exact right word choice – you can refine that later).

When you articulate your idea, it helps you both clarify it and expand it. It makes you think about it further and justify its validity.



**HERE'S WHAT TO DO:** Keep a notepad or your phone by your bedside. Get an idea before bed? Capture it!

**HERE'S WHAT I DO:** I text myself on iMessage and expand on my ideas in a word doc. I capture my thoughts. You should too.

**JEN  ZEN:**

*Ideas are present and future gold. DOCUMENT THEM IMMEDIATELY! Don't let "forget" turn to "regret."*

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" What did you take away from the meeting ? "

# 9

## **Know where you are in your presentation by the way they laugh, lean forward, agree with you, and ask you questions.**

The sixth sense: *The sense of sales*. As the sales call conversation progresses, you get an idea where the prospect is with respect to you and the sale.

If you don't get these feelings, now would be a good time to get out of sales, or offer the closing line: "Do you want fries with that?"

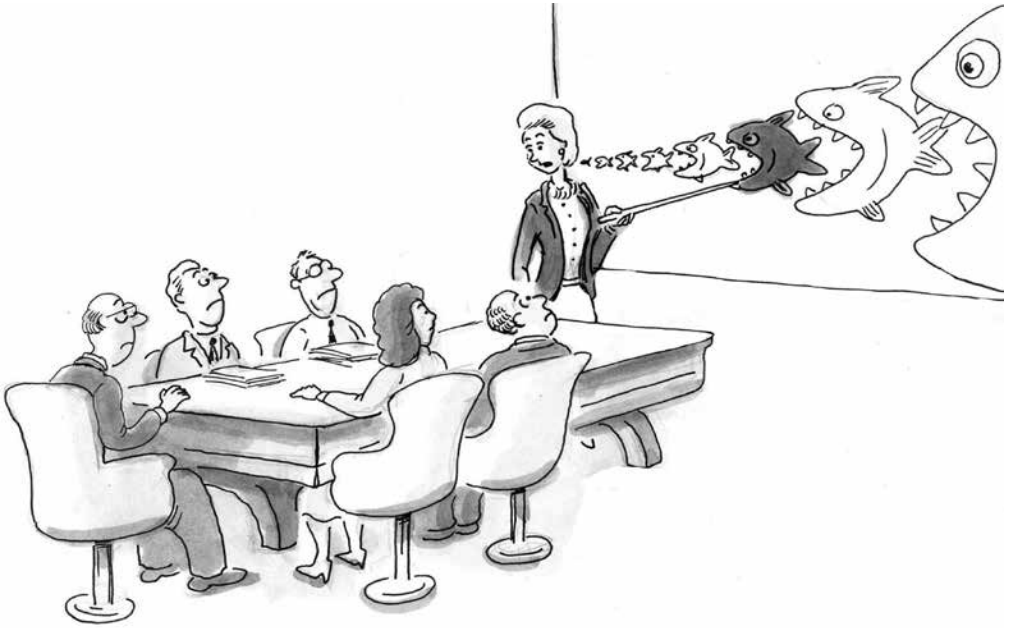
Gauge where you are in the conversation before you ask for something that you don't deserve - not just a sale, but a next meeting, a referral, a favor, anything resembling them doing something for you.

**Be Alert:** Any question asked indicates interest or is a buying signal.

### **JEN ZEN:**

*The prospect gives signs along the way, all you have to do is sense them, (read them) and act, speak or ask accordingly.*

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“This is us.”

# 10

## **Keep your *(insert expletive here)* phone in your pocket.**

Your phone is a double distraction. It distracts others from paying attention to you, and it distracts your thought process. It's also rude.

Remember your mama's manners! Need I say more?

Be present and act like an adult, not like the six-year-old child who takes their iPhone out at dinner to play Angry Birds. In today's world, with everything happening on our phones, you forget about what's happening right in front of you, you lose focus, and you lose a sale.

### **JEN ZEN:**

*When you divert your attention to your phone, you're losing continuity towards the sale. Subliminally, you're telling the customer, my phone means more than you do.*

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“If you took out your phone in the middle of a sales presentation, to look at it and respond to someone, what would your mother say about that?”

*Jennifer Gluckow*

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# Bonus ZEN!

## 11

### **Schedule the next meeting before you leave the first one.**

Don't follow up. Follow through. It seems so simple, but most people don't understand the difference.

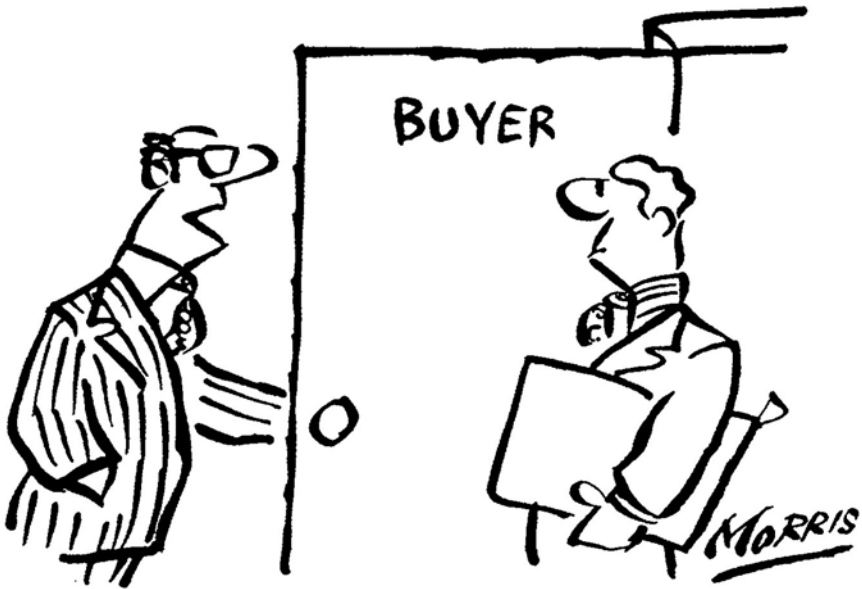
Following up is calling and asking a question like, "Did you get the contract?" or "Do you have any questions?"

Following through is making sure they have value-based communication - a series of four things that you do after you send a proposal that build credibility, build value, offer more ideas, and prove your product or service worthiness.

### **JEN ZEN:**

*If you leave a meeting without documenting and confirming the next step AND the next meeting in the sales process, you will lose the sale to someone who does!*

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**"Don't text me, I'll text you."**

# A Bigger Bonus!

## 12

### **Give your customers after-the-sale value.**

When you got this book, you thought you'd be getting ten tips. Instead, I've given thirteen tips (the more the better, right?).

Always give more than your customers expect. When you do, your customers will be pleased that you beat their expectations and they'll likely tell someone else about their experience.

Go the extra mile and you'll begin to convert satisfied customers into loyal customers.

**JEN  ZEN:**

*WOW your customers and give them value  
that they'll want to share with others.*

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"Which one do you want?"

# The Biggest Bonus!

## 13

### WHY Do I BNI?

Business Networking International (BNI) is THE multipurpose networking group. It's the world's largest networking organization. There's a two-word reason why there are hundreds of thousands of members across countries around the world – IT WORKS!

Their philosophy is simple: “Givers Gain®.” Meaning that by giving business to others, you'll gain business in return. By giving referrals to others, you'll gain referrals in return. It's way more than “What comes around, goes around.” It's “What you give around, comes back around.”

*Here's what I do at BNI:*

- I give help and business advice to others.
- I get help and business advice from others.
- I build camaraderie with other members.
- I give referrals to members I have come to know and trust.

- I get referrals from members who have come to know and trust me.
- I bring visitors as guests to connect with other members.
- I bring prospects as guests to connect with other members and become known as a value provider.
- I improve my ability to tell my story about what I do and what I need to succeed.
- I improve my creativity as I craft my 45-second networking commercial
- I practice and consistently improve my networking commercial.
- I give my personal business to others.
- I get business from others who have come to know and trust me.
- I build relationships with important people.
- I have weekly one-to-one meetings with other members to get to know them better and help them more.
- I build a reputation as a giver.
- I take advantage of leadership opportunities.
- I improve my public speaking and presenting abilities.

**And you can, too.**

# EPILOG

After two years of solid value-based networking, I am the President and Founder of my own BNI chapter in NYC. Next time you're in New York, give me a Buzz or an email ([Jen@SalesinaNYminute.com](mailto:Jen@SalesinaNYminute.com)), and I'll invite you to check out, and be impressed by my group.

“What you give around,  
comes back around.”

*Jennifer Gluckow*

# READY?

**It's time for you to kick ass,  
and start making some serious sales.  
You can do it!**

## **Here's how:**

- Re-read this book.
- Look for ideas you can put into action in your sales world
- Modify them to suit your specific needs.
- Put them into action DAILY.
- Make them habits by winning sales and repeating the strategy.

Email me ([Jen@SALESinaNYminute.com](mailto:Jen@SALESinaNYminute.com)) and let me know how you liked it, or tweet me @jeninaNYminute.

[CLICK TO TWEET](#) and share this e-book with your connections.

**I wish you EVERY success,  
and EVERY sale.**



**"Man, is that salesman persistent."**



## About the Jen, Zen, and Sales in a New York Minute

Jennifer Gluckow has northeastern smarts and New York City savvy – a rare combination that has her positioned as the next big thing in sales. Okay, she’s not ALL New York. She’s traveled the world, educated in the Midwest, and spoken to audiences from coast to coast. Jen’s Zen is her ability to remain poised, calm, and ready in an environment where chaos prevails.

Since winning the school-wide cookie sales contest as a 1st grader while competing against kids in the 8th grade, Jennifer has been obsessed with sales. Whether it was moving her lemonade stand to a busier intersection to attract more customers and more revenue, making customized charm bracelets to improve her conversion rate, or setting records selling Cutco knives in high school, she realized early in life that selling was her passion and her future.

She grew up in a successful book manufacturing family business run by her mother and father. Their dinner table conversations were an MBA real-world business education years before she graduated from the Olin School of Business at Washington University in St. Louis.



Jennifer rapidly rose through the ranks of a leading Fortune 500 company as a superstar Sales Representative, National Sales Manager, and Executive Director of Sales Operations. At 29, Jennifer became Chief Operating Officer of a test preparation and admissions counseling company.

In 2013 Jennifer found her calling – training and coaching sales teams and business owners on how to increase their sales and make more profit. She founded Sales in a New York Minute and shares her passion and strategies for success with businesses worldwide and in the classroom. Jennifer's a writer, blogger, Facebooker, Instagrammer, Tweeter, and YouTuber. She is online and on the money.

“I get to wake up and do what I love EVERY DAY,” says Jennifer. She teaches workshops on networking, customer loyalty, attitude, social media attraction, and of course sales. Featuring *The Little Red Book of Selling*, the best selling sales book of all time, she has partnered with Gitomer's selling philosophy and strategies.

Her trademarked advice YouTube channel, *Sales in a New York Minute*, features short sales and life tips, and are positioned to take Jennifer both global and viral.

Drive, persistence, and winning through a desire to serve, have made Jennifer Gluckow an example of how to “make it” in New York, and her mission is to teach you how to make it anywhere.



**Need  
more Zen?**

**Re-read Jen!**