

TEACH ME SALES

**A 21-Day Roadmap
to Sales Success**

by

TOM BLOOMER



EMERALD LAKE
BOOKS
Sherman, Connecticut

Teach Me Sales: A 21-Day Roadmap to Sales Success

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“How long is the road to sales success? It can be a very long one if you’re on the wrong path to begin with. Tom Bloomer, a sales leader with over thirty years of experience, shares insights into how to succeed in sales. His 21-day roadmap will help you build the daily habits required to not only find your path, but take the steps necessary to excel and prosper along it. Each chapter is designed to encourage you to commit to that extra degree of effort to invest in yourself and your future along this rewarding and personal journey. Day 1 begins now”-- Provided by publisher.

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Day One **Be the Steak**

ANY WORKING PLAN FOR SUCCESS must start with personal goal setting. I don't think a self-help book has ever been written that doesn't talk about setting goals. So, why do I still need to cover it? We all know we need to set goals, and you are probably already doing that. Finding ways to achieve your goals is what makes the difference. You know the questions you need to ask yourself. Who are you working for? Why? What are your priorities and convictions? What things are most important to you? Where do you want to be?

You'll find I describe things a little bit differently, though. My favorite meal is a good steak, and when I'm in the mood for one, there's nothing better. They may cost more and take more effort to buy and prepare right, but it's worth it every time. Now, I know some people would be perfectly content with ground beef. They'd make themselves a nice burger and be satisfied. But ground beef just can't compare to a nice steak in my book.

In sales, when I'm setting my goals and thinking about what I want to achieve, I think about that steak. What does it take to be the thing someone wants most? Perhaps for you, it's not a

steak you want, but shrimp or pasta. Whatever it is, what makes it extra-special to you? How can you use what's extra-special about you to always present yourself to the fullest?

Personally, I want to *Be the Steak*. You won't find me settling for ground beef when there's something better to be had.

When you're setting your goals as a salesperson, what do you aim for? Are you going to Be the Steak or settle for ground beef?

And what do you do once you set those goals? It's not just about imagining what might be and setting sales targets, it's about taking action.

In the Disney movie *Lady and the Tramp*, it seems like Tramp has it figured out.

There's a big hunk of world down there, with no fence around it... And beyond those distant hills, who knows what wonderful experiences. And it's all ours for the taking.

The world is there for the taking. And I'm sure, given the choice, Tramp would choose eating a good steak over ground beef. (Unless, of course, he had a perfect partner to share some delicious pasta with.)

In life, most people would prefer to Be the Steak, as in, they want to be and have the best of things. They can, but only if they apply themselves. So, what does it mean? And what does it take to Be the Steak?

Once you set your goals, you must take the path to get there. If you want to Be the Steak, you must understand that the loftier the goal is, the harder it will be to achieve. But you can get there if you work at it. You can become the Steak, rather than the ground beef, which is so much easier to settle for.

Over the years I spent with Clipper, I interviewed hundreds of sales candidates and, for many, there was always one common desire. They wanted to know if they could earn six figures.

For practically every rep I hired, I was responsible for their training and evaluations. I would be living with them through success and failure. Because of that, I found it vital to be honest in the interview process or risk reaping the heartache later. There is nothing worse than a demotivated sales rep who feels they were promised a \$100,000 income but are struggling with a paycheck representing half of that based on the sales and commission levels they achieved. So, my answer was always, “Yes, a sales rep with Clipper can earn six figures. But unfortunately, most of our new hires will not work as hard as it takes to earn that.”

There it is—the brutal truth. Most people simply won’t work hard enough to get there. They can be given the same tools, the same training, the same management. However, they will walk a different path. Having a goal to achieve is great. Doing what it takes to achieve your goal is what makes the difference. Quite simply, most settle for being ground beef rather than taking the actions necessary to become the Steak they were meant to be.

I love the way basketball great Michael Jordan explained it:

If you’re trying to achieve, there will be roadblocks. I have had them; everybody has had them. But obstacles don’t have to stop you. If you run into a wall, don’t turn around and give up. Figure out how to climb it, go through it, or work around it.

Do you have the confidence needed to climb the wall blocking your path to success? To go through it? Or the confidence to pursue your goals daily and achieve them? How can you increase your confidence? Set your goals and let’s work to make

them happen for you. Challenge yourself to approach those goals from today on with more determination.

Focus on building your confidence every day, starting with today. While goal setting is the critical first step on your path to Be the Steak, it all comes down to having that confidence.

My first several years with Clipper were spent working in my car, going door-to-door to small mom-and-pop businesses, trying to convince them to advertise coupons in the magazine. I didn't have an appointment usually. I had to summon up the courage to walk in their door and interrupt their day, and then try to convince them to advertise with us. As you might imagine, my typical day was filled with rejection (and a few words I don't care to repeat). I would love to tell you that my goal every day was to make a sale, thereby earning the commissions to help support my family. Unfortunately, most days did not meet with success. Outside sales jobs gleefully toy with your confidence.

How did I find the level of confidence needed to excel in this environment? I learned early on that most of my sales involved a process—one that began with me simply building a rapport with a prospective client. During that process, I needed to show them that my product was the Steak of coupon books and I was the Steak of consultants—someone who could help my clients build a successful ad campaign. I gained confidence every day, not by making a sale, but because of the new relationships I'd begun. I learned those relationships would soon become strong sales as I continued to show value and build trust. On my best days, my presentations gave a strong sizzle of good things to come, and that helped build the confidence I needed.

As a young man growing up in the early '70s, I loved football and cheerleaders, and that meant being a fan of the Dallas Cowboys. As a fan back in their glory days, my favorite player was always Roger Staubach, the former Navy cadet turned Cowboy quarterback. He sums up confidence quite well.

Confidence doesn't come out of nowhere. It's a result of something... hours and days and weeks and years of constant work and dedication.

Each of us must find a source within us for that hard work and constant dedication. For me, it began as a young boy sitting on my grandfather's front porch. My grandfather taught me a love of sports, politics and humor, and inspired me to pursue success. I never knew him when he was still working. All of my memories of him are from after he retired. He had been a glass salesperson, a veteran, a husband and the father of two girls. He had already lived many years by the time I came along, but he still greatly desired the best things in life. Many of those things had eluded him in his time. We spent countless hours together, and his influence and desire for me to achieve great heights forged some of the dreams of success that grew strong in me.

When I was promoted to VP of Sales for Clipper, telling my grandfather about it was one of my proudest moments. I knew what it meant to him and that he had helped shape me and had given me the desire and confidence to stay on my path.

Take a few minutes to think about your career goals.

- Where does your inspiration come from? Keep it in your thoughts. On many days, it will be the driving force to move you forward. Let's see where that inspiration takes you.

Few will work hard enough to succeed.

- Where do you see yourself in twenty-one days? In one year? In three years? In ten years?

The goals you are setting will be key to driving you on your road to sales success. Visualize daily activity goals as well as quarterly and annual sales expectations you have. Is there a promotion opportunity you'd like to see in the near future? How about striving for your company's President's Club?

Write about that in your notes. I hope you are setting a goal for yourself to form one new habit (a good one) every day, as you think about today's reading.

Once you have begun the habit of setting goals, you need to dedicate yourself to achieving them. Then, you are ready to find your path. The daily habits you learn from this book will get you there, but you must do the work.

Martial artist Bruce Lee once said:

I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times.

Today, you are setting your goals (goals toward Being the Steak). Tomorrow and for the next twenty days, I will be sharing daily techniques for you to practice, practice, practice that will help you achieve these goals.

Before you move on, though, I'd like to share one final thought on goal setting. It's a particularly important one. Don't ever be tripped by the goals you have set. They are meant to help you along a path, but paths often change. Your goals can and should evolve. The goals I set back on Grandad's porch have changed many times over the years. The ones I set at work also changed many times, often as our corporate leadership decided

to change them. Don't worry about yesterday's goals. Work to achieve the goals in front of you today. This can be key to maintaining the confidence you need.

So hopefully you have added some career goals to your notes. Watch to see how those goals evolve over the next couple of weeks. Not sure you can Be the Steak today?

Author Les Brown said in *The Power of Purpose*:

You don't have to be great to get started, but you have to get started to be great.

Tomorrow, you will take the next step in your journey—and trust me, it is one you are absolutely ready for!



Spend a few minutes reflecting on these questions, then add your thoughts to your notes.

- How does your sales process “gleefully toy” with your confidence? What might you do differently now?
- Do you have an earnings or commissions goal? What measurables will get you there?
- What one “sales kick” should you practice daily?
- What new habit will you begin today?

Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight.

Proverbs 3:5–6

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Praise for
Teach Me Sales

You don't get great at sales in a day. You get great at sales day-by-day. *Teach Me Sales* is the daily formula that puts you on the path to a lifetime of selling success. Buy it. Read it. Implement it!

—Jeffrey Gitomer, author of *The Little Red Book of Selling*

Teach Me Sales is an engaging, entertaining and enlightening book. Tom Bloomer shares his gifts of storytelling, humor, habits, processes and encouragement to guide you to become a complete, successful salesperson. Invest five minutes a day for twenty-one days and enjoy your sales and personal growth. You can do it!

—David Cottrell, author of *Monday Morning Leadership*
and *Quit Drifting, Lift the Fog and Get Lucky*

Teach Me Sales by Tom Bloomer is one of those books that simply makes sense. It doesn't take very long to realize he's experienced and articulate, and he knows what he's talking about when it comes to selling. Tom breaks down selling into twenty-one simple steps. Nothing fancy, nothing hard to implement... just common sense selling for today's world. I especially like the questions/to-dos at the end of each chapter. A good read whether you're new to sales or a veteran.

— Jeff Goldberg, founder of Jeff Goldberg & Associates

This book is a great read for anyone starting out in sales or who is already in sales and wishes they could sell more. Tom Bloomer's stories are relatable and fun to read, and his advice is excellent!

— **Katie Mullen, CEO of MMS Consulting and host of the Golden Rule of Selling podcast**

Tom Bloomer codifies the commandments for success in sales: hard work, willingness to learn and dogged persistence. Read it and practice it; it will work for you!

— **Barry Cohen, author of *10 Ways to Screw Up an Ad Campaign* and co-author of *Startup Smarts***

Tom Bloomer's book, *Teach Me Sales*, is an amazing blueprint for how professionals can become successful in the extremely competitive world of sales. In fact, the book would make a wonderful roadmap for any professional in any industry who is interested in putting themselves on the map. The author breaks the book into chapters that magically create an action plan that will propel anyone to a higher level of success. Each chapter has questions designed to help the reader really dig in and understand how they approach life and how subtle changes can help them get ahead. This book is full of great examples and easy-to-remember success factoids. *Teach Me Sales* is an enjoyable, easy read, and will be a book that I recommend to my executives on a regular basis.

— **Dr. Holly A. Sullenger, CEO of Dr. Holly Speaks**

A virtual roadmap for the aspiring or seasoned sales professional, *Teach Me Sales* offers readers a "real-world" approach to what it takes to be successful in marketing and advertising sales.

— **Richard Nichols, Senior Business Account Executive at Comcast Business**

As a sales and marketing executive with over thirty years experience, I found *Teach Me Sales* to be an excellent primer for both those new to sales and for those needing a mid-career recharge. Tom Bloomer's structure and style is orderly and clear. The stories woven into the chapters bring an element of entertainment, making for a more pleasant read. *Teach Me Sales* is a roadmap for sales success and a passion builder! I would not hesitate to recommend *Teach Me Sales* to any budding or experienced sales associate.

— **Patricia Wetherhold Banks, retired sales/marketing executive and current SCORE (Service Corp of Retired Executives) mentor**

You don't learn to sell by simply reading a book. You have to commit to a learning process, distilling lessons along the way that you build upon as you grow. Tom Bloomer not only provides the lessons and stories that make them impactful, he suggests a pace that will make them meaningful. This book is a provocation to learn selling the right way, one day at a time.

— **Jeff Bajorek, author of the *Rethink The Way You Sell* and host of *The Why and The Buy* podcast**

Whether you're new to sales or looking for a structured process to be more successful, *Teach Me Sales* will help you! Tom Bloomer takes you on a 21-day journey. It's like he's riding along with you on sales calls for three weeks. Each day is a new lesson like "Make the first sixty seconds of every interaction count." Or "Life is change. Growth is optional. Choose!" The author has packed a ton of wisdom from his years of success in sales into a great book that's easy to digest and implement. A must-read for sellers looking to up their game!

— **Jeff Goldstein, founder of SalesLeadersOnly.com**