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# Leading *focus*

EXECUTIVE DECISIONS  
 THAT MAKE A DIFFERENCE

*Learning the new permission marketing can be tough. Sales leaders are called upon to make direct dials to reach out to prospects even though it often seems counter-intuitive. How can we make it fun?*

## My Holiday Gift for You is Buyer Bingo...

In focusing on telephone selling techniques, I have learned that Hollywood has a vision of telemarketing that may be out of sync with the real world....

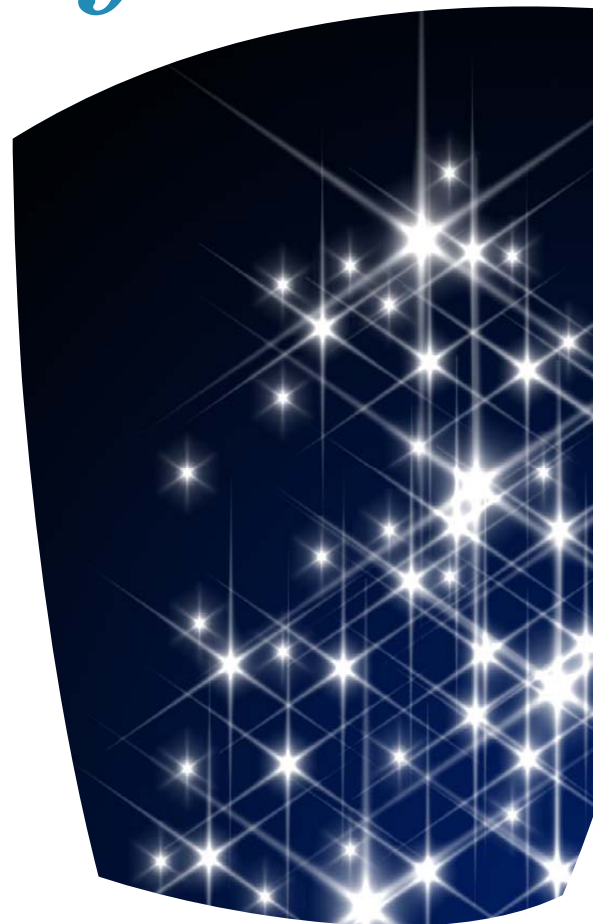
In David Mamet's *Glengarry, Glen Ross*, salesmen swear and drink heavily, relying on ancient tricks and tactics to sneak into a prospect's good graces in hopes of a sales check.

Steve Conrad's *The Pursuit of Happiness* tells a different story, based on the true-to-life growth of a seller who overcame adversity and poverty through sheer determination and cold-calling.

Cinema's history is littered with the-

se: *Boiler Room*, *Wall Street*, *Death of a Salesman*, and more. We are led to believe that dialing prospective buyers is rough work, to be avoided, hated, and even the best sales trainers say "like it or lump it," or "how many no's will it take to get to yes?"

This holiday season, download my Buyer Bingo sheet, print it out and compete. Cross off the number of attempts it takes you to get to success, and make one more sale this season so you can offer something extra to the charity of your choice. Have a great December and a Happy New Year!



## ABOUT THE AUTHOR



Sean Dykhouse is a sales leader in real estate lending born in Wilton, Connecticut and raised in Ann Arbor, Michigan. He currently serves residential and commercial clients in 28 states. He creates stellar teams of artists, designers and web-savvy entrepreneurs to achieve record growth for clients including BarnesandNoble.com, Eden Foods, Habitat for Humanity, Oxford University Press and Virtual Systems.

When asked what best describes a true leader, Sean's reply is simple: "Promote and share information and experience that inspires, excites and motivates others to achieve certain success in both business and in life! I am blessed to build wonderful, lasting relationships with people where I live, work, and abroad."

				
				
 Voicemail	 Busy	 "We no longer need this."	 No Answer	 Habla Anglais?
 No Answer	 "Do I even know you?"	 "They're not here right now..."	 Hangup	 "What is this in regards to?"
 Hangup	 Voicemail	FREE SPACE  Phone a Friend!	 Habla Anglais?	 POTENTIAL CLIENT
 "They're not here right now..."	 POTENTIAL CLIENT	 Hangup	 Busy	 Voicemail
 No Answer	 "TAKE ME OFF YOUR LIST!"	 POTENTIAL CLIENT	 Voicemail	 "Sorry, wrong number."