

INSIGHTS

Fascinating People Making An Impact On Our World

TERRY BOOTON

AUTHOR, ENTREPRENEUR, MOTIVATIONAL SPEAKER



THE BIGGEST SALES MISTAKES ARE BASIC

Terry Booton, author of "Cracking New Accounts," spent seventeen years with IBM in large account and new business sales. Business leaders as well as business magazines and corporate trainers have endorsed his book. Booton has written and produced videos on improving selling skills of salespeople. He started six companies

of his own. According to Booton, basic sales skills are the ones that most salespeople neglect.

"The last 10-15 years we've had a very strong economy. Sales people have developed relationships but basically they just take orders. In a tighter economy like today's, they've got to do more than that; relationship isn't what it's all about anymore. Now they have to start focusing on how their products bring value to their clients; to help them increase sales or reduce operating expenses. They have to add value to their product. I also find that a lot of sales people don't know how to qualify properly, they don't do a good job handling objections, they don't sell at the right level, they don't understand the politics within the company and they don't do financial selling. They really don't give the prospective company a reason to buy goods or services. The other thing that's really key is that many reps don't even return phone calls. A survey just showed that 87% of all prospects that call into a company looking for information on products and services, are never returned by a sales person."

EARVIN "MAGIC" JOHNSON

A BASKETBALL "LIVING LEGEND"



LEADERSHIP TRANSLATES TO GOOD BUSINESS

Earvin "Magic" Johnson Jr. grew up in Lansing, Michigan, with nine brothers and sisters. He was to basketball in the 1980s what Bob Cousy, Oscar Robertson and Julius Erving were to their respective decades. He was a member of five championship teams, won the league's Most

Valuable Player Award three times and was a 12-time All-Star. His all-around play inspired the addition of the term "triple-double" to basketball's lexicon. He talks about the leadership skills he has taken from the basketball court into the business world.

"No question about it, I was known for leading the Lakers, getting them into offense, into the defensive plays, making sure every player was up for the game; I just "quarterbacked" the whole team for Pat Riley. I think I do the same thing in business. I lead by example. I lead my presidents, vice presidents and my employees like I did when I was the fifth man on the court. It's the same thing. What's going on is that there weren't movie theatres, Starbuck's or TGI Friday's, or any other quality resources in the minority communities in certain markets; so I have gone into those communities and provided them. They want those services without driving 30-40 minutes to get them. So, I've put those services right in the community and we're doing great business. I'm just happy that it's a great thing to do and it makes good business sense at the same time."

ROBERT BROOKS

FOUNDER AND CEO OF HOOTERS



LIFE'S TOO SHORT, THINK POSITIVE AND TRY TO HAVE FUN

Robert Brooks and five of his friends opened the first Hooters in 1983, in Clearwater, Florida. Hooters is has risen to become America's 10th largest full service restaurant chain, with 2003 sales of over \$750M from 359 locations in America and abroad. Brooks has a

simple view of the restaurant business' "Good food, pretty girls and cold beer never go out of style." He fought physical ailments and the death of his son, but retains his love of life and positive attitude.

"Life is made for living. I lost a son about 10 years ago and he never had the chance to experience the things that I have. You never know what's going to happen, so live your life not hurting anybody and helping people. I get more of a good feeling helping people than anything else. I've had a lot of tragedy in my life, but it's made me a better person and I've learned to appreciate life more. You can make something bad out of anything if you want to. I know what I represent and I know what I want my people to represent: Hooters makes you happy. I can't explain it any more than that. Look around there are people talking and smiling. The girls like to have a lot of fun. They joke around and cut up and that leads to high energy. It's not because of me. In a way, a business... is a business... is a business."

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