

BUSINESS BOOK REVIEW

ERA Member Service Action Lines

Avis Car Rental	era.org (Click the link on the Member Services page.)
Budde Marketing.....	708-301-2111 buddemarketing.com
Empowering Systems.....	888-297-2750 empoweringsystems.com
ERA Customized Survey Service	era.org (Click the link on the Member Services page.)
ERA Teleforum Audio Library	era.org
ERA University (online courses)	era.org
Hertz Car Rental.....	era.org (Click the link on the Member Services page.)
Hunter Winston Consulting.....	hunter-winston.com
ITEM Media.....	item.media
JJM Search.....	402-721-6590 jjmsearch.com
MRERF (CPMR/CSP programs)	mrerf.org
RepFabric.....	844-737-7253, x225
RPMS software.....	800-776-7435 rpms.com
Spyre Group.....	spyregroup.com/reps/index.htm
TSJM Group	603-560-1673
UPRIGHT	upright.nyc
UPS shipping.....	era.org (Click the link on the Member Services page.)

Consultants Available for Expert Access

Accounting & Taxes: Stan Herzog.....	847-564-1040
Executive Searches: Carla Mahrt	402-721-6590
Insurance: John Doyle	888-243-0174
Legal: Gerald Newman	312-648-2300
Rep & Mfr. Services: Bryan Shirley, CPMR.....	267-620-6000
Rep Network Mgmt.: Cesare Giammarco....	401-595-7331
Sales/Business Strategy: Craig Conrad.....	817-917-8268
Sales/Marketing Strategy: Jeff Shafer	330-217-6501
Sales/Marketing Strategy: Steve Cholas.....	949-413-1732
Sales Consulting/Coaching: John Simari.....	214-325-4117
Sales Team Mgmt.: Timothy L. Conlon	314-378-3612
Start-ups: Alex Gabbi.....	alex@alexbabbi.com

Other ERA Services & Publications

(Call 312-419-1432 or go to era.org.)

- Locator Online Directory of Manufacturers' Reps
- Lines Available Service
- Guidelines for: Becoming a Successful Rep; Establishing and Benefiting from Rep Councils; Agreements between Sales Reps and Manufacturers; Agreements between Stocking Reps and Manufacturers; Agreements between Reps and Sub-Reps; Agreements between a Rep Firm and Its Salespeople; Evaluating a Prospective Principal; Evaluating a Prospective Rep; Developing New Markets with Professional Field Sales Reps
- Line Portfolio Evaluation
- Outsourced Field Sales: Adding Value for the Customer (CD)
- Outsourcing Field Sales (Fortune Magazine Reprint)
- The Value of Outsourced Field Sales (EBN Reprint)
- Selling Through Manufacturers' Representatives
- ERA Code of Ethics
- Recommended Technical Standards for Distribution Point-of-Sale Reporting
- FAQs Manufacturers Ask About Representatives
- Split Influence Recommendations for the Electronics Industry
- State Rep Commission Protection Acts
- ERA Membership Pins
- ERA Logos

ERA Meetings & Programs

- 2019 COLT Webinar - Oct. 23, 2019
- Board of Directors Meeting - Oct. 24, 2019
- COLT In-Person Workshop - Nov. 6-7, 2019
- 2020 ERA Conference - Feb. 23-25, 2020

A book review and recommendation by Dan Beaulieu

GAP Selling: Getting the Customer to Yes: How Problem-Centric Selling Increases Sales by Changing Everything You Know About Relationships, Overcoming Objections, Closing and Price

by Keenan

Copyright: 2018

Price: Kindle Edition \$9.99 / Hardcover \$24.30

Pages: 197

This one will rock your world

This is the best book on selling that I've read in 10 years. And I read all of them. Get ready for the ride of your life.

This book debunks all of the so-called axioms about selling that you have heard over the course of your career. In this book, the author, Keenan, handles all of that sticky stuff that slows down; nay, just about kills your sales efforts.

Here are some of the more cogent examples from the book:

- Customers do not care about you. They do not care about your company, or how long it has been in business, or how it started. The customers only care about one thing, and that is, what can you do for them?
- The salesperson is dead. You are a consultant, an advisor, an expert, someone who is a peer, someone who the customer comes to rely on for valuable solutions.
- Customers don't buy from friends, or drinking buddies, or golf partners. Customers buy from someone who can bring them value ... Yes, even if they don't actually like that person.
- Customers do like change. Heck, they will embrace change if you can prove to them that it will make their product and their company better.
- Show them the future. Customers will change when the future you show them is better than the present they told you they liked.
- Customers will return your phone calls and answer your emails: if they are provocative enough; if the messages surprise them; and if they are intrigued. You don't like to answer boring sales calls, why should your customer?

And there is so much more. The author shows you how to move the customer off the dime when he is stalling. Or, how to get her to talk and into telling you what she needs, by asking her a series of questions that will drive her to let you solve her problems.

I started sending this book out to some of my sales training clients even before I finished reading it. Please, if you are the kind of person who never reads a book on sales, start today with this one. Or, if you are the kind of person who is reading sales books all the time, grab this one next. Heck, stop reading the one in your hand right now and pick this one up. I guarantee you that it is better than the book you are reading now.

Dan Beaulieu is the president and founder of D.B. Management LLC, a consulting firm specializing in all aspects of sales, marketing and branding with a focus on rep-principal relationships. His latest book is **The PCB 101 Handbook** which can be purchased online by emailing danbeaulieu@aol.com. Dan is also the author of "It's Only Common Sense," a weekly sales column appearing at pcb007.com. Dan can be reached at 207.649.0879.

