SALES

# Million Dollar Selling Techniques

by Million Dollar Round Table Center for Productivity

*The top 6 percent of life insurance sellers in the world, interviewed: sell yourself first, win the interview, and cure the fears that cause slumps.*

## BEST POINTS FROM THE BOOK

01 **Sell yourself first. The book's first real chapter is 'Selling Yourself' - it comes before 'The Selling Process' - because a buyer has to buy you before anything you carry.**

Part One, Selling Philosophy, puts the seller ahead of the system: 17 pages on selling yourself, then the process.

02 **Enthusiasm and conviction are not personality traits here - they are selling tools.**

The publisher lists them as 'key psychological factors' in selling, and a full chapter covers the psychological contributions to selling.

03 **The appointment is the first sale. 'Obtaining the Interview' gets its own chapter - getting in the door is a separate skill from presenting.**

It leads the Selling Ideas section at 16 pages: no interview, no presentation, no sale.

04 **Once you've sold it, don't buy it back.**

The chapter title is the whole rule: after the close, stop selling. Keep talking and you can talk a buyer out of a finished sale.

05 **Veterans fall into traps rookies never see - the book names ten of them.**

'The Ten Career Traps for Sales Veterans' opens the Breaking Slumps section. The dangers are aimed at experienced sellers, not beginners.

06 **A slump, in this book, is a head problem before it is a technique problem.**

The entire Breaking Slumps section is built from chapters on career traps, selling psychology, fear of self-promotion, and call reluctance - not new scripts.

07 **Fear of self-promotion and call reluctance are two different fears - and the book cures them separately.**

They get separate chapters, and self-promotion fear gets the longer one: 'The Fear of Self-Promotion' runs 21 pages.

**08** **Call reluctance has cures, and they are spelled out step by step.**

Step-by-step guidance on overcoming call reluctance is a headline promise of the book - the reluctance is treated as curable, not as a character flaw.

**09** **A cold canvass is not a dead end - it can be turned into a hot sale.**

'Turn a Cold Canvass into a Hot Sale' is a chapter in Reaching the Next Level: cold approaches are a conversion skill, not a numbers lottery.

**10** **Motivation is self-imposed: set your own goals - and hear them in your own voice.**

A chapter teaches 'Audio Techniques for Self-Imposed Goal Setting': record your goals and play them back, so the push comes from you, not your manager.

## THE BOOK, IN SHORT

The premise is in the title: learn from the best, not from theory. The book is compiled from interviews with members of the Million Dollar Round Table - the top six percent of life insurance producers in the world - and teaches through their 'war stories': real calls, real slumps, and real recoveries, turned into technique.

It runs in four parts. Selling Philosophy starts where the book believes selling starts - with Selling Yourself, ahead of The Selling Process - and treats enthusiasm and conviction as working psychological tools. Selling Ideas gets practical: obtaining the interview, selling by the rules, using personal dynamics, and one piece of pure field wisdom given its own chapter - 'You've Sold It; Don't Buy It Back.'

Breaking Slumps is the book's center of gravity, and its diagnosis is blunt: slumps live in the head. Its chapters are the ten career traps that catch sales veterans, the psychological contributions to selling, a 21-page treatment of the fear of self-promotion, and ways of curing call reluctance - two fears the book is careful to keep separate.

Reaching the Next Level closes with self-management: living with fears, behavior modification, a plan for self-improvement, turning a cold canvass into a hot sale, and audio techniques for self-imposed goal setting. It is volume one of three; companion volumes cover prospecting and closing. The material is foundational rather than exotic - which reviewers have noted - but it is the foundations as practiced by the top six percent.

## DO THIS WEEK

This week, work the book's two biggest levers. Every morning, listen to your own voice stating your sales goal for the month - the book's audio technique for self-imposed goal setting (record it on your phone). Then treat the interview as the sale: make your calls with the single goal of booking a meeting, count interviews booked instead of outcomes, and when you do close a sale, stop talking - never buy back your own sale.

*Million Dollar Selling Techniques by the Million Dollar Round Table Center for Productivity, first published 1999 (John Wiley & Sons) - volume one of the MDRT series, with companion volumes on prospecting and closing. Read it if you are building a selling career, especially in insurance or financial services, and want the fundamentals as the very best practice them.*