SALES

The One Minute Sales Person

by Spencer Johnson and Larry Wilson

Selling is not pushing - it is helping people feel good about what they buy, and about themselves.

BEST POINTS FROM THE BOOK

01 **Sell on purpose: help other people get what they want, and you get what you want.**

The book calls it the Wonderful Paradox - stop chasing what you want and start helping others get what they want, and enjoyment and income both rise. Mid-sale, invest one minute to ask: am I trying to get what I want, or really helping them get what they want?

02 **People buy feelings, not products.**

The stated purpose of selling is to help people get the feelings they want - to feel good about what they buy, and good about themselves. Features inform the decision; the feeling is what they take home.

03 **Before the sale, take one minute to rehearse the happy ending.**

The One Minute Rehearsal has three parts: walk in the other person's shoes, review the advantages your product offers them, then picture them happily enjoying the purchase. Rehearsing failure invites it; rehearsing success builds the confidence that creates it.

04 **People hate to be sold, but they love to buy - so ask questions and listen.**

During the sale, ask 'have' questions (what do you like about what you have now?) and 'want' questions (what would you like that you don't have?), listen hard, and summarize the gap. Then show how your offer fills it. If there is no real need, move on - never manufacture one.

05 **The richest minutes come after the sale is made.**

Most sellers skip the follow-up, fearing bad news - the 'no news is good news' trap. Call anyway: praise their good decision, treat any problem as a chance to add value, and surprise them with a little extra. Customers who feel good about buying send referrals - the cheapest new business there is.

06 **Find your key minutes: about 20 percent of what you do produces 80 percent of your results.**

The One Minute Sales Person knows exactly which few minutes - before, during, and after the sale - actually move things, and spends his best energy there instead of on busywork. Identify yours and protect them.

07 **Write your goals on one page, in 250 words or less, as if they already happened.**

One Minute Goals are short enough to re-read in a minute, written in the first person, present tense, including how success feels. Keep them where you cannot miss them, review them daily, and regularly compare your behavior with them.

08 **Catch yourself doing something right - and praise yourself for a full minute.**

A One Minute Praising has two halves: name exactly what you did right and take a moment to feel good about it, then remind yourself that you are a worthwhile person. People who feel good about themselves produce good results.

09 **Reprimand the behavior, never the person - especially when the person is you.**

The One Minute Reprimand: admit the behavior was unacceptable, be specific about what went wrong, and let yourself feel it - then remember your worth is not on trial and recommit to doing better. Correct the act so you can keep respecting the actor.

10 **Integrity is truth to yourself; honesty is truth to others - and both close sales.**

The book's closing lesson: aircraft maker Donald Douglas refused to promise Eastern Airlines a jet feature he could not deliver, and won the huge order precisely because his honesty proved he could be trusted. No tricks, no pressure - the truth is the strategy.

THE BOOK, IN SHORT

A salesman tells the story. Early in his career, hard work paid off - then more calls and more effort brought more stress, less joy, and a quiet fear of rejection underneath it all. Hearing of a legendary One Minute Sales Person - a chief executive who seemed to make more sales than anyone, with less stress - he goes to learn the secret, and then visits the top practitioners the legend points him to.

The philosophy comes first. Behind every sale, the mentor insists, is a PERSON - treat buyers as people, not prospects (he spells it $ales Person, the dollar sign a reminder that steady money is a sign you are adding value to others). Only a few key minutes in selling produce most of the results, so find yours. And the heart of it is Selling On Purpose: goals are finite targets that end, but a purpose - helping people get what they want - never runs out. The mentor calls it the Wonderful Paradox: focus on helping others get what they want, and you end up with more enjoyment and more financial success yourself.

Selling to others, the book's Game Plan runs in three short acts, one chapter each. Before the sale: the One Minute Rehearsal - walk in the buyer's shoes, review the advantages for them, picture the happy ending. During the sale: people hate to be sold but love to buy, so ask 'have' and 'want' questions, listen, summarize the difference between the two, and only offer what genuinely fills it. After the sale - the key minutes most sellers waste out of fear of bad news - follow up, praise the

customer's good decision, welcome problems as chances to serve, and let referrals replace cold calls.

Selling to myself is the other half of the Game Plan: self-managed selling. Borrowed from The One Minute Manager and turned inward, it runs on One Minute Goals (one page, 250 words or less, written as though already achieved), One Minute Praisings (catch yourself doing something right), and One Minute Reprimands (correct the behavior, never the person) - all powered by self-esteem, the fuel of performance. The book closes on integrity and honesty, and the student becomes the teacher: the new One Minute Sales Person, sharing the gift with others.

DO THIS WEEK

Run the full Game Plan this week. Before every sales conversation, spend one minute rehearsing: their shoes, the advantages for them, the happy ending. During it, ask one 'have' question and one 'want' question, then mostly listen. After every sale, call the same day - praise their decision, offer help, and ask who else might benefit. On paper: write your goals on a single page in 250 words or less, present tense, and read them each morning; once a day, catch yourself doing something right and say so.

The One Minute Sales Person by Spencer Johnson and Larry Wilson, first published 1984 (William Morrow), subtitled 'The Quickest Way to Sell People on Yourself, Your Services, Products, or Ideas'. A short parable from the One Minute Manager family that rebuilds a seller's confidence - ideal for anyone who dreads rejection.