

SALES WITH CHEEK!

The "Dare to..!" method

The speech

Once the book was out - "It's the cheeky bird that catches the worm" - the sales people and marketing managers were on to us. Everyone in the business knew they wanted a piece of it!

Success in sales is 20 per cent product knowledge and 80 per cent pure, unadulterated barefaced cheek. It's not the expert sales wallah who does the mega deals and joins the millionaires' club. I mean, we're all experts, aren't we? No, it's the barefaced ones who bag the bird. Because they dare where others don't, or maybe the others just don't dare any more or haven't yet got up the courage. And it has nothing to do with motivation!

It's those who "Dare to!" be cheeky that win out in the sales process, the champions of pure barefaced cheek, not your averagely successful sales person. Products are important, but barefaced cheek is more important! Prices are important, but cheek is more effective! Talking the talk is useful, but cheek is decisive. Learn how to be cheeky. Get to know what it is. You, your sales people, your marketing and sales manager.

This speech is for everyone who has to sell, wants to sell and should sell and who doesn't just want to be a lot more successful but wants to be a lot more fulfilled as well. Because if you Dare! the reward is not just the money but luck too.

Klaus Schuster, MBA



For many years Klaus Schuster was the member of the management board of a large international financial institution. He worked as a trouble-shooter in all corners of the world and took a leading role in the development of a bank in Eastern Europe. Since then he has created his own company in which he advises, coaches and trains top managers, junior executives, high potentials and marketing staff from many different fields of business. He writes highly respected professional articles and columns in a number of countries and is the author of the business best-seller "11 Managementsünden, die Sie vermeiden sollten" ("11 management sins you should avoid"). However, although he feels he owes his professional and social success in large part to experience, networking and expertise, he's also aware that he dares to be the fool that plunges into topic areas and issues where, to quote the British poet Alexander.

