

## Sunniday Chevrolet – My First Sale Gregg Klipp

Attitude is everything in sales and in life. You are what you think about most of the time. If you think success, you are on the way there. If challenges get you fired up and excited, you find the answers you need to succeed. You have to remember, that if it were easy, everyone would be doing it.

What originally attracted me to TSI was the opportunity to provide businesses a valuable service, that when used properly, could be a financial victory for both the client and the sales rep. It was a win-win proposition and could last for years! Unlimited territory, residual business, referrals and earning potential equaled a powerful combination! What also appealed to me was the notion that I could meet a business owner that had no idea a service like ours existed, and in 60 minutes, more or less, I could have a new happily involved client. My finances were in my complete control. This is what TSI sales was built on in 1970 and what still drives us today.

My story today is simple and it's as meaningful today as it was my first day in the field, on that June day when it happened. Good things always materialize when you hit the streets!

I had just finished my TSI training and it was my first morning. I was all excited with my abundance of new knowledge. I was hired by the founder of TSI, and his training was rigorous. Everything was scripted and I had memorized pages of information from prospecting scripts to closing techniques. Now it was time to get busy and put this info into action. Now where do I start? I'm going to hit some businesses. I live in the Chicago area so this won't be difficult, but maybe I'll try the town near where I live. My first hot knock was to a Chevy Dealer.

I walked in from the parking lot and there was a lady in the showroom. She asked if she could help me. I told her I was there to see the owner, if they were in. She asked me if I had an appointment with Mr. Lieberman, and I said that that was why I was there, to set an appointment. She told me to hold on and she would see if he had a minute. Pretty basic stuff.

In just a minute or two this tall guy walks out and says he's Paul Lieberman and what could he do for me. I stated my name and that I represented a company called Transworld Services (yup, got the company name wrong) and that we help car dealers recover slow paying and delinquent accounts and bad checks for \$6.00 an account. He asked me how do we do that and I responded that that's why I'd like to set an appointment and when would be a good time to meet. He responded by saying, do you have some time right now?

Sure, I have a few minutes was my response, can we go into your office? He obliged and after asking him some AR questions, discovering where his delinquencies came from, and finding out that he's using a collection agency, I opened up my presentation book and went to work! When I got to the end I shared with him some reports of car dealers that used us in other parts of the country and asked what he thought. His answer was funny. I like this, and I'm not married to my collection agency, so how do I get started?

Wow. This was so cool. I had a price sheet in my order book that I showed him and he signed up for 25 accounts and gave me a check for \$237.50. I thanked him then, and I'm thanking him 36 years later for making me a believer that on any given day I can walk in from the street to an accountant, a dental or medical practice, a dry cleaner, a pest control company or any business and make a sale and gain a client. I would say I have done that probably 20-30 times in my career, but the knowledge that it can happen on any day is what makes this experience so powerful. My commission on that sale was \$74.81 but what that experience was priceless.

Sunniday Chevrolet reordered multiple times until they were sold, and Paul Lieberman was the son in law of the owner of the largest Chevy dealership in the Midwest, so it was a beautiful thing!