



Institute of Success  
and Goal Achievement



## **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

*For more information about the Institute of Success and Goal Achievement, and the guest interviews that are broadcast each week, please visit [www.i-saga.net](http://www.i-saga.net). There are frequent updates to the calendar and to the blog, so you'll want to come often and post your own comments. Also, you can subscribe to the free newsletter when you visit [www.i-saga.net/newsletter.php](http://www.i-saga.net/newsletter.php) for great insight each month that will help you accelerate your business, personal, or entrepreneurial goals.*

\* \* \*

**Pete:** Hello everyone and welcome once again to the Institute of Success and Goal Achievement. I'm happy to have you here today at [www.i-saga.net](http://www.i-saga.net). This is Pete Winiarski and I do this every week.

I talk to a guest where I try to get the guests insights on what makes them tick, what their success story is and what we can learn about their area of expertise, because as we hear from the guests and the people I talk to each week it helps us all as part of the i-saga community to accelerate whatever it is we're trying to do.

I'm excited today to have you on the phone with us. I'm equally excited to have our guest Scott Schilling with us. Scott, say hello.

**Scott:** Hello everyone, I'm looking forward to this.

**Pete:** Thank you for joining us today Scott, let me give a quick intro to who Scott is and then I'm going to make it very interactive between Scott and myself so I don't have to try and give Scott's answers for him.

Scott is a sales and marketing professional and guru as well as fantastic speaker. If you ever get the chance to hear Scott from the platform as I have he's a master. It's fun to see and learn from him. I've had the opportunity to get to know him a little better in the last few weeks as we've worked together a little on some things.

On top of just being the speaker that he is and a guy who knows what he knows in terms of the sales process and how to get the whole



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

process working better for you, Scott I think you're a fantastic guy so I'm excited to have you here with us today.

**Scott:** Thanks Pete, I'm excited to be here. We've had a lot of fun working together and I look forward to more in the future.

**Pete:** Scott is an author as well as a speaker and I'm going to let Scott tell you about his books *Talking With Giants*.

Scott, why don't you tell us a little about who you are and how you've become the sales professional, speaker, author, etc that you are today, because obviously when you were born you weren't those things and you had something of a path to get you there, so give us some insight about how you got to where you are today.

**Scott:** Well it actually starts at quite a young age believe it or not. Our family was going on a train trip from Milwaukee, Wisconsin to Los Angeles, California to the Toastmasters International Convention that my dad was speaking at.

Being bored on a train trip, all of a sudden there was this young man walking up and down the aisles yelling tickets, who needs tickets? People started handing out money quarters, dimes, nickels and all sorts of things back and forth. In exchange they'd get a small piece of paper scribbled on it that that was their ticket.

They were buying tickets to a train they were already on and he kept going up and down the aisle yelling about the tickets. By the time we got to Los Angeles that little sales guy had about \$57 in change in his pocket.

That was 1964 and at that time that was a lot of money, especially for a six-year old kid. So selling came to me at a very early age and it was fun to be able to brighten some people's day through sales. Selling to me is just working with people and helping people get what they truly desire.

So I started my selling career at a young age. I became a life insurance agent at 18 while I was going to college. I continued that



### **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

sales path and became a corporate sales trainer for a major company when I was 24 years old.

I became the youngest sales manager in the company history, the youngest divisional manager in company history and the vast majority of that success came become of the ability to help people achieve their desires by delivering product to them and it's carried on to this day.

I love the process and became a student of selling. I worked to learn as much as I could from as many people as I could, so I've been very fortunate.

**Pete:** I love the jump start you had. First of all, you were on your way to a Toastmasters speaking event with your dad, so that's already in your genes. Then here you are mimicking the ticket collection guy and ended up getting \$57 at the end of your trip that's a killer.

**Scott:** It was pretty rewarding.

**Pete:** So your process along the way of just being a student of the skill that you now have in selling and speaking is an important theme. For all of us listening, whatever it is we're trying to be whether it's salespeople, authors, speakers, entrepreneurs or just to tweak and improve our current career path, because we love what we do.

In one of the messages I want to underscore is to be a student of that and continue to learn from whoever the best are out there, so thank you for bringing that in.

**Scott:** Absolutely.

**Pete:** One of the things I like to do is ask every guest their personal definition of success. What is Scott Schilling's definition?

**Scott:** My definition is pretty simple and that's being able to do what I want, when I want and with whom I want. To me that's total freedom, being able to live the life that was intended for you to live. Ultimately, we're the sum of our choices and sometimes we make good decisions and sometimes we make decisions that aren't quite as good.



## **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

Ultimately, they're all perfect because they get you to where you are today. What I'd work to understand is, no matter what the situation if I asked three questions it's amazing the peace that comes to you with that life and path you've taken.

1. The first question is very simple, what did I learn from this?
2. The second is what is my gift from what's just happened?
3. The third is what did I do to create this?

When you ask those three questions it's hard to be upset about anything, because what's the lesson, if you're always looking for a lesson it's always a positive experience.

What's my gift? Who doesn't like gifts? There's a gift in every situation and the third one becomes that critical feedback that you give yourself, what did I do to create this? Could I have done anything differently? Could I have done this or that?

So to me success is a process of living the life of your dreams, being able to do what you want, where you want, with whom you want and when you want to do it. I don't know how it gets any better than that, quite frankly.

**Pete:** It does get pretty good when you can approach that for sure and many of the definitions we have from the different guests they all varied, but there's certainly a trend of freedom and choice in the definitions we have today.

It could be that 20 years ago people might have had different definitions, but as we evolve, learn and experience life the guests who are super successful and the ones who are on the i-saga calls tend to have similarities to what you described. It's a very interesting pattern I want to point out to everyone.

Right now if you as a listener are driven and looking at the next promotion, maybe it's all about your career and an income figure. Those are fine and I want to say you have to decide what it is you



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

want. I also want to point out and underscore that the game may be bigger than that for you and it may be a more holistic game.

Scott, I also want to recognize you for those three questions. When we were together a couple weeks ago that was the first time I heard them from you and I think they're cool as well as empowering.

The reason I like them is in emphasizing the responsibility that we as individuals have taking 100% responsibility for our lives and what happens and if you have that perspective and you ask your three questions in any situation it turns anything from a potential victim mentality to one of empowerment and control.

I've started implementing them and I love them.

**Scott:** It is truly amazing how it allows you to take control of your life and also keeps you in that positive mode, because when you're responsible for it there's nobody to blame, nobody to blame, no justification it's just doing what you're supposed to do. When you find the gifts it's amazing how exciting it gets for you.

You just go wow, who would have thought that this situation would have brought that into my life? So it's very freeing.

**Pete:** Right it's very freeing. Scott, one thing we all do is we come to these junctures and have decisions to make over the course of our lives that shape who we are. As you said a minute ago, you're at a point where you realize whatever the decision is its perfect.

We're not all there quite yet necessarily, so some of us want to hear from others and learn from some of the key decisions that other people have made. Was there anything that stands out in your life as a key decision that launched you forward that you can highlight for us?

**Scott:** There have been many, but it started as a college freshman working toward my Bachelor in Business Administration degree with a marketing major from the University of Iowa.

This was 1976 through 1980, so it was a time where the economy wasn't great and jobs weren't prevalent coming out of school and that's



Institute of Success  
and Goal Achievement



### **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

the way you thought back then is that you went to school to come out with a job. One of the first decisions I made is to become a licensed life insurance agent at age 18 as a college freshman.

What I figured at that time was that a bunch of people would be coming out with Bachelor's degrees in Business Administration with marketing majors, so how could I differentiate myself from the rest of the people graduating with the same degree?

Personal selling experience made sense to me. It's one thing many people avoid, because they don't want that personal interaction. Therefore, becoming a life insurance agent at 18 was one of those first key decisions.

It gave me that personal selling experience so when I came out of school I was blessed. I had seven job offers at the time when friends were getting none. So it gave me that leg up so that first decision gave me that leg up into the job force.

Then I narrowed it down to two companies Amana Refrigeration a \$500M company at the time and Shell Oil a \$5 billion dollar company. You look at the two pyramids, if you look at the size of them and what I thought very quickly was that although Shell Oil was very prestigious and I could have done many different things in it; just the fact that it was a \$5 billion dollar company at the time, I would have been one of many.

I looked at the \$500M dollar company and said, if I'm worth my salt I'll grow to the top of this company in no time flat, which is ultimately what I did. I became the youngest sales manager in company history. Then I became the youngest divisional manager in company history.

So that decision allowed my corporate career to go quickly. Now, the one thing that happens when you get to the top of the pyramid quickly is that you're at the top quickly. That led to another decision and that was, we had built my division from nothing to \$14M in less than three years. I started out with the original six people and brought it up to 27 people.



### **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

Then I was asked to reduce head count, because of a corporate decision and I had to look the people I had brought on board in the eyes and potentially take one of them out because the corporation wanted a number removed.

We had just delivered an extra three million dollars in volume and an extra \$600,000 in profit. What I couldn't do was look at myself in the mirror and do that to one of my people, so after some dissertation and conference with them I ended up taking the head count they wanted was me.

I resigned and I wasn't going to affect somebody else's life negatively just because a corporation said we want you to do this, that wasn't a good enough reason for me. I worked for them so I had an obligation to give them what they wanted they just didn't get the body they wanted.

It turned out to be me and that's one of those decisions you make because you have to look yourself in the mirror every day. I think that was a life changing decision for me, because it really took me into my heart and put me into others orientation first to a whole new level.

Again, there are so many decisions we all make going forward in life, what we have to understand is sometimes they're good sometimes they're not as good, but they're perfectly ultimately because they make you who you are.

As Tom Peters said many years ago, 'ready-fire-aim' sometimes you just have to take the action, look at the outcome of that action and then recalibrate your fire to figure out how you'll do it a different way next time.

**Pete:** I was just going to say that it takes great courage to do what you did in the face of your team in deciding to resign on your own. I've seen the situation many times as a consultant and sometimes early in my consulting career especially, where you are a pair of hands helping execute management actions.



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

Sometimes that came up and that isn't fun, especially when there are folks like you had, a team that you built that set sales records that's a difficult thing to do and I think you found a way through it.

**Scott:** The result of that Pete and again, what was the lesson? What was the gift? What did I do to cause it? I put the company up against the wall leaving them with almost no outs, but the gift was that I resigned on Friday and on Monday I had a Vice President of sales and marketing position with another company, a better car and a 35% bump in my salary.

When you do things for the right reasons the right things will happen.

I appreciate you saying there was courage, but it really comes down to treating people the way you want to be treated or better and when you do that – I couldn't see taking out a single mom of two that was going to night school trying to better herself to save the company \$20,000 a year and ruin her life and the lives of her children.

**Pete:** Right.

**Scott:** I couldn't see doing that, so sometimes those decisions aren't as easy, but the gift was that I was actually better off.

**Pete:** This leads perfectly into the core belief and value question that I like asking, which is what makes you tick? What are some of the core beliefs and values that guide you? You just shared one, which is treat people how you want to be treated or better and I think we'll get all kinds of philosophical nuggets.

For you folks listening hopefully you're jotting some of these down, because Scott has already shared some pretty powerful ones. If you were to describe your core beliefs and values, what else would you add to the list?

**Scott:** Over the last number of years I've come to understand that we're all here living God's plan for our lives. We may think it's our plans but it's not. It's our God's plan, our higher source whatever you choose to call that. For me it's God for you it might be something else, but there's a greater plan for us in this universe.



## **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

We're all a pivotal part of that, so one of my true core beliefs is that we're living our God's plan, our higher sources plan. With that it's our task to execute it the very best we possibly can. The core belief and value that comes with that then becomes integrity.

By definition, if you go to Webster's Dictionary, integrity is homeless it comes from the word integer or one. Integrity is top to bottom, left to right, side to side we're whole in what we do. You don't treat people one way in one situation and treat them a different way in a different situation.

You don't live your life one way and when you go on the road live your life a different way that's a core belief. One of the things I see unfortunately in sales is a loss of integrity far too many times.

I would rather lose a deal than lose my integrity, because ultimately integrity is all we have. Integrity is us, so that's a true core belief in value forming.

I also have a true belief that people do the best they can with what they know at the time that everybody works to do the best they can. Sometimes they just don't know as much as you or sometimes they just don't know as much as they need to know to do better.

So again, it's kind of the give them the benefit of the doubt scenario, if it's not logical to you it must be logical to them. What could possibly make it logical to them?

When you do that you find a far better understanding of other people. When you have a better understanding you get along with more people. When you get along with more people you have more fun.

Another belief is that everybody is amazingly talented. They all might be unique talents, but the fact is, people are amazingly talented. I didn't think about this just this second, but last week I was speaking in Salt Lake City and at one of the hotels there was a young man that was running a shoe shine shop in the hotel.



## **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

That's not necessarily unusual is it, except he was in a wheelchair, was obviously handicapped since birth and had the most fabulous attitude I've ever met. He was so grateful to be able to provide service to other people by shining their shoes.

People are amazingly talented, we've all been amazingly blessed it's whether we choose to use those talents and capabilities that make a different, but my belief is that everybody has those talents so again, we can always find the good in everybody.

Then one last one to rest on here is that I have a true belief that you have to follow your passion. You have to follow your heart.

Sometimes it takes you a while to find that heart or passion, but there are ways of finding it and as soon as you do live it. That's why you've been put here and when you live your passion life is amazing.

**Pete:** That's fantastic. As I'm jotting down notes from what you've shared they're all resonating with me. For the listeners I hope they are with you too.

Scott this has been great and I think we're about at that point where we should be shifting into learning about sales a little bit. Before we do is there anything unique about you as a person that you want to share before we start talking more about the sales processes?

**Scott:** Unique is all relative. I don't think I'm that unique. Some other people think I am. I'm pretty positive the vast majority of time. I'm very optimistic and see the good in things. I wish that wasn't unique, but I think it's one of those things where we're in control of our own attitudes.

We're in control of ourselves and we can't control a lot of things that happen to us in our lives, but the one thing we can do is control our responses and ultimately the outcomes because of it.

Pete, as you know we're both students of Jack Canfield and he teaches  $E + R = O$ . It's not the events in our life it's the events plus the response that determines our outcomes. If there's anything unique it's how I choose to look at the events that happened in my life.



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

No matter what the clouds look like whether they're silver to begin with or a little darker there is always that silver lining, that opportunity, that gift and I guess that's my unique attribute.

**Pete:** It's a contagious one and I'm glad you have it, because the time I've spent with you it certainly rubs off very well.

**Scott:** Good.

**Pete:** Let me talk now about the whole sales process starting with why sales is so exciting?

**Scott:** Sales is exciting for lots of reasons, but the one ultimate answer is because ultimately you're fulfilling the needs, wants and desires of other people.

It's an exchange of personal happiness. When we help somebody help purchase something they desire they're happy, because they get the benefits of whatever that goods, products or service is to them. It's great to make people feel happy.

I said it's an exchange of happiness, in return because we've helped them be happy in advance we get a check or accolades, meet our quotas or all sorts of different things therefore we become happy.

So sales to me is just a joyful act, a joyful process. Zig Ziglar I believe wrote the book back in 1973 and the one statement that became a tenant in selling to me is, if you help another other people get what they want you'll ultimately get what you want, but notice the order of that is that we have to serve others first.

It's exciting because you're a detective, you have to understand what the other person wants and you're a presenter so you get to ham it up a little bit and talk about your product.

You're a counselor so you get to walk them through and work them through their situations and ultimately for them you can become a hero, because you gave them what their true hearts desire was, the benefits of the product they purchased.



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

When you put all that together how can it not be exciting?

**Pete:** Especially the way you just described it, it really hits on so many fronts and that is a very energized and exciting way to look at the sales process. However, I know there are some people who are intimidated by selling and I'm curious, why do you think that is?

**Scott:** I think the main reason people are intimidated either by salespeople or in selling themselves is because they've had a bad experience with somebody they deem a salesperson.

**My definition of selling is education through communication without manipulation.**

I'll argue that that's the definition of a salesperson is a teacher, somebody who's going to educate somebody on something they need to know that will ultimately benefit them.

I think most people have had run-ins with people who, on their card says salesman, but are actually manipulators, tricksters and techniquers that get you to do things that you don't want to do. So I think they mis-frame in their heads sales and selling.

In my talks and presentations, the way I get this across to somebody is that we're all salespeople every minute of every day you just don't necessarily frame it in your head that way. Let me prove that to you with a couple simple questions.

Have you ever been on a date?

**Pete:** Of course.

**Scott:** Then you've made a sale. Have you ever put a kid to bed?

**Pete:** You bet.

**Scott:** Then you've made a sale.

**Pete:** That is sometimes a tough sale.



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

**Scott:** Are you married?

**Pete:** I am.

**Scott:** Then you're a super salesperson. You were the product. You had to sell somebody on your attributes as being the one for them. Sales, is nothing more than the exchange of a product, good or service for an amount of money or its equivalent.

If you get hung up on the making money by selling then switch over to the or equivalent side of the definition. It's the exchange of a good, product or service for an equivalent. It makes my heart feel good when you feel good because of the product you bought.

It makes my heart feel good when my kid gets a great nights sleep because I put them to bed at an appropriate time. Selling, we all do it every minute of every day. It's not framing it in your head that way and it's the resistance that you create within yourself that makes it difficult.

When you embrace it, accept it and get excited about it that's when the opportunities present themselves, because what you really are is an educator. Who doesn't want to be a teacher of something good?

**Pete:** That certainly twists it into a positive from a negative if any of us are listening with that bad experience from someone that may have sales on their business card, but was trying not to serve us, but getting us to do something that wasn't necessarily in our best interest.

**Scott:** Absolutely.

**Pete:** So for those of us that want to be a to salesperson what are some of the skills we can learn that can help us achieve that?

**Scott:** We talked about it earlier first of all, is to become a student of selling. Read as many different books as you possibly can. Go to seminar, take courses; I offer courses there are some great people out there who have many different takes on it all.

Become a student of building relationships, because ultimately if we're going to teach people they need to be receptive to the message.



### **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

People are far more receptive once there's a relationship. There are two tenants in selling.

- One is that people buy from those they know like and trust. I don't care what the product is or who you are that's a fact.
- Two is they buy when they're ready.

So what you have to have is you have to have the, know like and trust ahead of when they're ready. The way you do that is to build a relationship with them. This is not a hit and run kind of thing. Those are the people that people calls salespeople and the people they get upset with.

This is a lifelong commitment and relationship. I know that's going to scare some people who think they have to keep track of people forever, but that's only necessary if you want repeat business from them, only if you want to make your life easier, only if you want to sell more product and only if you want to be called a professional.

If you want to be called a sales guy in the most recognized term, manipulator, then don't. It's when we care for the others that we become great.

Also, become a student of the industry. Know your industry inside and out no matter what your product is. Most people think if they know their product they know enough, but you will get far more respect and receive more accolade when you know the other, when you know your competitor's product than you will your own.

Some people ask why is that so, that's so because people expect you to know your product, but they don't expect you to know the competitions.

When you know the competition's inside and out it gains you new respect, nobody can bluff you; it'll allow you to sell with greater margin and greater profitability again, because nobody can bluff you and it shows that you are a professional at your craft.



## **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

Another skill is learn how to network. Networking way too often is done with, here's my card call me when you can do something for me but that's not networking that's card peddling. Networking is, hey what do you do, how can I be of service to you, let me be a giver in advance and by the way, if I can ever be of service to you here's my card.

Again, it's an others orientation and when you learn that skill what happens is people refer business to you. The cost of acquisition of that customer is nothing. Most people like spending nothing for business, so again those are all some of the bottom line skills that will make you a better salesperson.

**Pete:** That's very good and useful. This is a similar question, so maybe the answer has already been shared with us, but from a salesperson and sales professional perspective what defines the best of the best? What are the things these people do well that average salespeople don't?

**Scott:** Truly, best of the best comes from heart, soul and true desire to help others it comes from the heart.

When you're there to serve other people that's what puts you a step above, because most salespeople, if you've noticed this and everybody has run into this type of salesperson that is so desperate for the sale they'll compromise their price, their integrity, their company and will do just about anything to make a sale.

They're so fully attached to the outcome in getting that sale and what it's going to do for them that it totally clouds their judgment, presentation and the service they deliver to the customer and ultimately that's who it's all about is the customer.

If you look at any great organization, if you look at anybody who's been successful it's all about quality. It's all about delivery. It's all about treatment of others. Average salespeople go through the motions. The best of the best take the time to make it happen.

There's an old story about the antelope running through the desert and a young lion saying I'm going to get that one, that one and he chases and chases and keeps working hard and withing and so on and so



### **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

forth then comes back to the old lion sitting under the tree. He says to the old lion what am I doing wrong? What can I do better? The old lion says why don't we wait until they gather at the watering hole then saunter down and pick out the right ones?

The moral to that is, stop racing, saunter sell with quality, understand the needs wants and desires of the person that's buy and then satisfy those needs wants and desires. There is less effort, less excitement, they're happy, you're happy and life is great. It's pretty easy isn't it?

**Pete:** Yes and it's a great image too. Think of how many times the idea of that first one who's energetic and motivated.

Is chasing and that could be the metaphor oftentimes for what we do, we chase a lead or the latest idea, product or new company whatever the case may be versus not having it well thought out and prepared in a nice complete package and strategy.

**Scott:** Absolutely.

**Pete:** Interesting. You mentioned networking and I know you talk a lot about building rapport, can you describe why this is so much more important and give us tips on what you would do when you first meet someone?

**Scott:** Building rapport is job one. In a survey not long ago, one year after the sale 82% of the people said they couldn't remember their sales person's name of a major purchase one year later.

**Pete:** I'm willing to bet that 100% of those people couldn't refer the person they couldn't remember.

**Scott:** That's it, so again why is building rapport so important? You may have a durable good that somebody isn't going to buy every year or every month or even every week, but they know somebody who needs what they just got.

They will refer them if there is a relationship, so building rapport starts from the very minute, because again people buy from those they know like and trust. We need to value every interaction. We need to value



## **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

every introduction. We need to, not presuppose or prejudge. When you do that it takes all the pressure off.

If you're always looking at how am I going to sell this person? How is this going to work? What tidbit am I going to find out here? You're so busy with that you don't even pay attention when the tidbit shows up whereas when you go in and say I just want to get to know Pete.

So we do little things like ask them questions –

- Hey Pete what brought you out?
- What brought you into the store?
- What are you looking for?
- What do you do for fun?
- What do you do for a living?
- What do you do when you're with your family?
- How big is your family?
- How many kids do you have?
- What are their ages? Boys or girls?
- What do they like to do?
- How does it make you feel when you do that with them?

We now create a relationship with people and we get to understand what makes them tick. We do this because ultimately the more we know about them the better we can ultimately serve them. We can't serve them unless we know what they want.

There's a unique way of understanding what they want, you ask them. It's not that hard.

**Pete:** My sense from knowing you is when you're asking those questions you are actually interested in their answers whereas someone who may not have ever done that before and might try this out for the first time might have the script in their mind, but might not necessarily be listening.

Let's say you're giving advice to a new sales team, new recruits first day on the job and you're telling them, you have to go out and build rapport and you've just gone through the example phrases, but you know you've got some people there and all they're thinking about is how do I make my first paycheck?



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

**Scott:** There are a number of different answers that popped into my mind and one of the first is to go through my heart centered selling program. That's a little self-serving, but the real thing is what I would encourage people to do is to make the 14" journey.

The 14" journey comes with following your passion. If you're selling because it's a job that's not your passion it's a job. The 14" journey is simply going from your head to your heart. Let's say you love skateboarding, would it make sense that you could probably sell skateboards pretty well?

Then you should sell skateboards, something you're passionate about because now you're truly going to ask those questions from a place of understanding.

Man I want you to experience what I experience skateboarding, so tell me what kind of places do you go to? What kind of boarding do you want to do? Do you want to do this in parking lots or in empty swimming pools? Do you go to the skate park?

Now you're engaged because it's also your passion, so this is why selling is great when you're excited about the product you sell. The reason people struggle to make their first paycheck is because this is a job. I don't want to sell this, so that's the way it comes off.

**Pete:** That makes a lot of sense.

**Scott:** I hate this product. Oh this product is no good. This product doesn't do what...I've been taught to say these things about this product and it doesn't...now they've got this internal conflict called cognitive dissonance going on, which is basically the right side of their brain arguing with the left side as they're trying to present the process.

Do you think that works?

**Pete:** No, because as you pointed out it'll come through and we're pretty transparent people.

**Scott:** Of course not.



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

**Pete:** If we have that conflict and we're not passionate that shows versus this person who's really geared up and loves what they do, which is a completely different scenario.

**Scott:** See and when people say I'm not a salesperson the reality is if you think about it, a mom is a salesperson every time she puts her kid to bed. It's not a hard sale for her, because she loves her child so much that she wants he/she to get the appropriate amount of sleep.

That's an easy sale for her and it's the same thing, if you have a passion – my wife chartered yachts for a while and it was a passion because we loved going on yacht charters, so it wasn't hard when people called and said is this a great yacht to be bubbly and excited saying this is one of the best yachts in the British Virgin Islands.

It's an 85' Catamaran that has 3300 sq. ft. of deck space. The crew is fabulous. The food is phenomenal. The sights are great.

**Pete:** You just got me willing to go find that yacht you're talking about.

**Scott:** Do you understand when you're passionate about it and you love what you do it's not selling its teaching. It's sharing and everybody can share what they're passionate about.

It doesn't matter what it is, so my encouragement to everybody is, if you want to be a great salesperson find the thing you're passionate about and be passionate about it; the rest will take care of itself.

**Pete:** Yes, that's working not trying to drive up stream but going with the flow and following your passion, I like that.

**Scott:** You'll find flow being a big word that happens and you'll just go wow I'm in flow. It's because it's so effortless and don't we all want effortless success?

**Pete:** Yes definitely. Scott, let me switch gears a little and throw a couple different scenarios at you. I won't give you a lot of information because they're meant to be illustrative, but what I want to do is give you a



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

starting point. The basic question is, what advice would you give to this person or group of people?

First, let's say what we have is a 10 person sales team for a small company. Let's say that company is struggling. Their sales are flat and what they know from getting some customer feedback is that their level of customer service is average, nothing special and they believe it's important to differentiate them by improving their customer service in the marketplace.

How would you interact with them to get them to the next level?

**Scott:** I'd put out a full bore quality assurance customer satisfaction type mandate and dictate.

I would go promote that first. It is exactly one of the things we did when we started Amana Southwest. I told our sales force for the first 90 days I don't want you to sell anything other than one thing. Amana Southwest will out service everybody else, we will out perform everybody else, we will out satisfy everybody else and we will out do everything of anybody else in the marketplace.

We are here to make your life as easy as it can possibly be. Help us help you, let us know what that is on top of the things we're already doing. That's basically what our salespeople went in and sold. They just kept on selling customer service.

They sold the commitment to the customer. I didn't want them selling product. They took orders on products and they did take some business, but what it did is for that fine period of time that 90 days we were soft. We had an \$800,000 budget and we ended up doing about \$425,000.

Of course, the powers to be weren't excited about that but what happened is, when we did start asking for the order, when we did start programming and started offering special offerings to our customers they now believed they were working with the best of the best.

Our second quarter budget was also \$800,000, but we did \$1.8 million dollars, we were a million dollars over budget so net in the first half we



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

were \$600,000 over budget. The point is, when you have a so-so customer service you are nothing different than anybody else, because most people have so-so customer service.

Think of the great like Nordstrom's. You buy anything at Nordstrom's and take it back they'll take it back. You buy something you didn't buy at Nordstrom's they'll probably still take it back, not because you bought it there, but because you are their customer and that's how important their customer is.

When your customer feels that the sales will go right along with it you will pull those sales along. Instead of pushing sales into them, create a poll program that allows it to pull to those customers does that make sense?

**Pete:** I love that concept. The Nordstrom example is very good. Your Amana example is very good and I think it makes a lot of sense. There is a lot of tentative behavior I would say, you had with your team the courage to be soft for 90 days knowing with confidence that it was going to come back in a much bigger way.

I don't know that everybody would last the 90 days, I think they would get nervous so what would you say to make sure – like what did you tell your team and what did you tell your boss who was asking where are the sales?

**Scott:** Basically, what you tell your team is stay the course. This is a plan that we're executing and it's a plan we know will work, because we know human behavior. We're all creatures of habit and we all take the path of least resistance.

The path of least resistance is who is it easiest to do business with? Not who is cheapest, but who is easiest to do business with? People will pay for service, which is how you also get higher margin and higher profit.

What you tell your management is we want to maintain pricing integrity. We want a self with higher profitability. We have to set something in place that allows us to do that and that is going to take



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

some timeframe. They have to buy into the program and they either do or they don't, but the reality is you can't have hip pocket deals.

You can't have loss of integrity. You can't have hip pocket deals. You can't go for the cheap short volume, because cheap short volume will ultimately, everybody will always hit your price because they know they can.

One of the greatest things I learned a long time ago from one of my first mentors is we're in a 24/7/365 forever business. That means we are in business around the clock, seven days a week 365 days a year for the rest of our lives. If we compromise our integrity, pricing or anything to get a short-term victory we'll suffer in the long run.

So it's somewhat of that future orientation that you have to have to be successful with that, that are you building it for the minute, the week, the month, for the year or forever?

**Pete:** Right, very good. Ready for another one?

**Scott:** Yes.

**Pete:** Another scenario, let's say someone just joined a network marketing company. Their friends got them excited about joining, they love the potential but they've never really had a sales role before. What do you tell this person?

**Scott:** Again, I'm going to argue with they've never had a sales role before, because we're all salespeople every minute of every day.

**Pete:** Okay their perception is they've never been in this role before.

**Scott:** The first thing I would do is help them with that perception, but the second thing is hopefully the reason they got involved with the company is not for the dollars, but for the product.

They believe in the benefits the product delivers, not even that they got involved for the product but that they got in for the benefits the product will deliver, because if they're into it for the benefits the product delivers the selling will take care of itself, because again they will be



Institute of Success  
and Goal Achievement



### **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

passionate about the product and they're passionate about the product because of the good the product does.

The problem I see in most network marketing scenarios is that somebody gets involved with something they don't care about because somebody has presented the fact that they'll never have to work a job again, they'll make all sorts of money by sitting on their butts, they'll never have to do anything it just shows up.

We know that's not true. So if we get involved with a product we love. If we get involved with a product we use ourselves then we become living testimonies and living testimonies make sales very easy.

I'm in a number of network marketing organizations, three or four of them and the reason I'm in them is because I believe in the cause, the product, what it does for other people and I believe in the benefits so when I introduce the product to somebody I'm introducing it to somebody who needs similar benefits.

What happens far too often is we try to take the round peg to a square hole. We try to sell a nutritional supplement to somebody who has no desire to be healthy in their lives, but because we think they should be healthy we're going to stay on them until they're on the program. Stop trying to fit the round peg in the square hole.

Find the person who wants to be healthy and present the nutritional product to them. That's the main thing in network marketing is people try to present a quality product to somebody who doesn't have any desire to consume it.

If we would understand look for the consumer first you'll save a lot of headaches and that resistance to sales won't be there. The reason people resist sales is because they're going after the wrong people. It's like talking to a tree, the tree doesn't answer and you get discouraged. The tree can't answer.

It's the same when you talk to somebody who has no desire to be healthy and you're trying to sell them vitamins they say I told you I don't care if I'm healthy or not, but this is a great product. It has nothing to do with the product it has everything to do with them, so if



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

you really want to be a good network marketing representative get a product you're passionate about and present it to people who have a need for that same passion.

**Pete:** That's great advice and we'll have to talk offline, because I'm also part of several different companies I believe in. It's interesting the difference when you have that passion and love the product and what it does.

It's a lot different than the pitch we heard when we were in college and somebody said hey do you want to make a lot of money it's a different story all together.

**Scott:** That's where asking people questions – if I say Pete you want to make a lot of money and you say no, my whole presentation goes out the window. If I say Pete what really excites you in life? Give me an answer.

**Pete:** My family.

**Scott:** Pete, could you see yourself spending more time with your family?

**Pete:** Absolutely.

**Scott:** What would be helpful in getting you there?

**Pete:** If I had complete financial freedom.

**Scott:** Can I give you a couple ideas?

**Pete:** I'd love them.

**Scott:** I'm involved with a family friendly product that, number one is great for your family, will help its health, wellness and well being and one of the happy byproducts is that you can make a ton of money too and achieve that financial freedom. Is that of interest to you?

**Pete:** I'm interested.

**Scott:** That was five questions.



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

**Pete:** Yes that was very effective.

**Scott:** It's not that hard when you know how to do it.

**Pete:** Very good and I imagine that's not unique to network marketing. Obviously, the qualifying question is part of the rapport process isn't it?

**Scott:** It's absolutely part of the rapport process and it's the number one process that most people don't do.

**Pete:** Very good I'm glad we brought that in. Let me give one more quick scenario then we'll do some quick wrap-up question. Are you okay for time?

**Scott:** Absolutely.

**Pete:** Great. Let's say it's an individual who has a great business idea, but they don't have any of their own money so they need to ask others to invest in their idea. This is the selling yourself concept that you brought in very early, what would you advise this person to do?

**Scott:** Number one, run all the traps on your idea and business concept first. Make sure you have it down to a science. Make sure it is truly a great idea. Make sure it's your absolutely passion and understand that inside and out.

Then we have to go WIIFT, what's in it for them. You can have the greatest idea in the world. You can have the greatest concept in the world. You can have absolutely passion, but if there's not a reason for the other person to play, capitalize or fund you they're not going to do it.

Again, it comes down to hey you made a lot of money last year and I know you've done some great things with it, what do you want to do with your money? I want to do this, this, this and this...and you find out.

Can I share an idea with you? Yes, I've got this passion to do this and here's the vision. It would seem like this might help you accomplish



### **Institute of Success and Goal Achievement Interview with Pete Winiarski and Scott Schilling**

your goals, would you like to play? Man I'd love to how much money do you need? Again, it becomes not about your idea it becomes about what your idea and how it's going to benefit the person you present it to.

When it benefits them now you've got something it's pretty simple. So again, you have to run the traps on your idea, your concept, know the plan, the funding requirements and all that good stuff, but once you have that you need to identify who would want to play in that arena.

Stop going after money for the money and go after the person who wants to play in that arena that has the money and that way you can get yourself funded.

**Pete:** Very good. I can see that clearly.

**Scott:** Good.

**Pete:** Scott, if there's one thing a person in a sales role, which as you pointed out is all of us, one thing they should do to catapult themselves to the next level what would it be?

**Scott:** Make that 14" journey I talked about earlier. Get out of their heads, get to their hearts, get out of the intellectual and understand it's all about them, the other person it's not about you. No matter what your product, good or service is it's not about you it's about the other person.

The more you can become others oriented and make that 14" journey from your head to your heart and work to solve their needs wants and desires the better quality salesperson you'll be; quicker.

**Pete:** Great. Scott, I want you to talk about *Talking with Giants* in a minute, but before we do that let's wrap up the sales philosophy and skill. Is there any bit of advice you wanted to get across that we didn't talk about, let's bring that in here?

**Scott:** It's not that we haven't talked about it I actually want to reiterate one thing. Become a passionate learner. There are people who have



**Institute of Success and Goal Achievement**  
**Interview with Pete Winiarski and Scott Schilling**

done it ahead of you, don't reinvent the wheel. Find the best of the best and do what they do.

I had a mentor a long time ago that said, if you want to do what I do then do what I do; don't reinvent the wheel. Find a sales professional that can give you the process to help you get from where you are to where you want to be.

Be a passionate learner, put the same things in action they're doing and like Buckminster Fuller says, 'You can't learn less.' Go out there, do it, practice, get better, keep after it and do it with vigor. Have enthusiasm and be excited.

**Pete:** I love that quote from Buckminster Fuller that's good. So Scott, let's talk *Talking with Giants* for a minute before we wrap up. I want you to describe that, the book, the project, what it is you're doing and how people can get it.

**Scott:** *Talking with Giants; Powerful Leaders Share Life Lessons* is the first book in a series of books with the Talking with Giants brand. I did 15 interviews with some of the best of the best Jack Canfield, Mark Victor Hansen, T. Harv Eker, Cynthia Kersey and many more.

What you'll find is that every giant in their industry ultimately comes from the same place. They come from their heart they are a servant leader and because of that servant leadership they all have a philanthropic desire.

We've all been amazingly blessed therefore had the invitation to do more for others. *Talking with Giants* exposes that side of these giants and gets us to understand their philanthropic desires, the charities they support, why they support them and why we should support them also.

That's two things there are 21 charities in the book, so we're working to try to raise awareness that we all could choose one of those charities and support it or, just to help us understand that individually we've all been amazingly blessed; therefore, have the invitation to do more for others so at the very least go out and help somebody today.



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

Give someone a hug, .50¢ when they're in line and they're missing a quarter or two, but do whatever you can do to give people a hand up and not a hand out. Help them move forward in their lives so they hopefully pay it forward as well.

**Pete:** Thank you for that. Scott, how about how people can find out more about you, contact you; I know you have courses you can let people know how they can find out about those, book you for speaking, pick up your book and all that stuff how do they find you?

**Scott:** There's a number of different ways. My email is very easy it's [scott@scottschilling.com](mailto:scott@scottschilling.com). I'd love to hear from you, just drop me an email and let's talk.

You can go to [www.ScottSchilling.com](http://www.ScottSchilling.com). You can also visit [www.TalkingWithGiants.com](http://www.TalkingWithGiants.com) to find out more about the book. We'll soon be online with our heart centered selling program where we'll soon be holding a boot camp for that. That new website will be up shortly, but we'll take more of this to the street.

I've done most of it in corporate America, but we're now going to make it more available to the individuals through a boot camp type setting where two or three days of learning how to sell from the heart and treating people the way they best can. Again, contact me through either of the websites or again at my email.

**Pete:** Fantastic. Thank you so much for your contact info. Thank you for a fantastic interview today this was really great and I hope all of you who are listening either live or to the replay are getting everything out of it that I did.

I took tons of notes and I'm excited Scott that we did this today it was a lot of fun. Thank you.

**Scott:** Absolutely Pete, you and I talked about this earlier I love sharing the passion for selling and I love seeing people benefit from these kinds of calls, because ultimately I just got the equivalent for this. It makes me feel great that you feel great and the people that are listening feel great.



Institute of Success  
and Goal Achievement



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**

Again, if I can help you or be of service to you in any way please feel free to call on me.

**Pete:** That means it worked we all feel great. Thank you everyone for joining us today, let me wrap up. This is Pete Winiarski with our weekly interview for the Institute of Success and Goal Achievement. You can find us at [i-saga.net](http://i-saga.net).

Take care everyone and have a wonderful week.



Institute of Success  
and Goal Achievement



**Institute of Success and Goal Achievement  
Interview with Pete Winiarski and Scott Schilling**