

# SWIM WITH THE SHARKS WITHOUT BEING EATEN ALIVE

*Outsell, outmanage, outmotivate and outnegotiate your competition*

**HARVEY MACKAY**

## Main Theme

### **Determination + Goal-Setting + Concentration = Success**

This is the magic formula for success. It's easy to explain but difficult to execute. You can add your own extra dimension with vision, backing your own judgment or a host of other personal factors.

No one has the only game in town - there's a never ending cycle of change and destruction inherent in the capitalist society. New opportunities are continually being created for those with determination, goals and concentration.

You don't learn to swim with the sharks in a single outing. High-stakes challenges demand practice & perseverance.

## Part 1.

### **Harvey Mackay's Short Course In Salesmanship**

Salesmanship involves having a complete pool of knowledge about a number of factors including your customer, your competition and your own product.

The key to sales lies in the perceived value of your product that you create in the mind of any potential client. When you start your sales approach from this angle and combine it with specific techniques such as sending thank-you notes and projecting the right image, your sales efforts can pay huge dividends.

You should always have role models to inspire you to achieve more than ever before in all sales areas.

## Part 2.

### **Harvey Mackay's Short Course On Negotiation**

Information is the key element in any negotiation. The person with the most complete amount of information will always come out ahead.

If you're in a position to walk away from a deal, you will always end up with a better proposition than someone who is in a must-deal type of situation.

Be on your wits for scams like the famous "Calling Mr. Otis".

Remember that every facet of a deal is negotiable. Never accept a premise that the deal has to be structured one way or another if it is disadvantageous to your position.

## Part 3.

### **Harvey Mackay's Short Course In Management**

Management means creating the right working environment and resources for your team and then letting them get on with it with the least possible amount of interference.

Managing people takes up a huge proportion of any manager's time, but it also pays the highest dividends if you can pull everything together into a coherent package.

You need to be finely tuned to the mind sets of the people you manage, including their need for recognition, their need for a feeling of ownership and for their individual work habits.

## Part 4. Quickies

- Your local library is the best R&D firm in town.
- Gratitude is one of the most important business traits you can develop.
- How to get to know a celebrity - focus on their interests.
- You can remember anything if you are interested enough.
- A technique for giving speeches is also included which suggests giving a speech numerous times to refine it before you need to give a critical presentation.
- And the fact that when you are trying to buy anything, it can pay you a lot to give the impression that you can't afford very much.

**Part 1**  
**Harvey Mackay's Short Course In Salesmanship**

**1. It's Not How Much It's Worth,  
It's How Much People Think It's Worth**

Main Idea

Our sense of what anything is worth derives not from any intrinsic value of the object itself but from the demand that has been created for that object. Therefore, if we are selling something, we hold the key to setting the value ourselves.

Supporting Ideas

Anyone can get an order once if they stretch the truth far enough. The real mark of a pro is getting the reorders.

Marketing is not the art of selling, not the simple business of convincing someone to buy. It is the art of creating the conditions in which the buyer convinces himself to buy. And nothing is more convincing than hard evidence that others want the same thing.

**2. There Are Objections To Every Proposition, No Matter  
How Attractive; Good Sales people Set Up Situations  
Where The Customer Sells Himself**

Main Idea

You need to create an atmosphere in which the customer must qualify to get the product. That's the only way to sell products with limited intrinsic value but great snob value.

Supporting Ideas

The Japanese describe the typical American marketing plan as: READY? FIRE! AIM.

What value can be placed on ego or uniqueness? These are qualities that everyone sets themselves. There are no definitive guidelines to work from. Therefore, the salesman's challenge is to add value to his product through the use of these qualities.

**3. Knowing Something About Your Customer Is Just As  
Important As Knowing Everything About Your Product**

Main Idea

When you know about your customer's special interests and characteristics, you always have a basis on which you can contact and talk to them.

Supporting Ideas

Look at politicians. If you want one to do something for you, instead of asking them directly, you should either create the public climate to make supporting that position popular or do whatever is necessary so that the politician feels they have to return a favor to you.

Knowing your customer means knowing what your customer really wants. It might be more than your product - it could be recognition, respect, a feeling of self-importance or any of a number of other things.

**4. The 66-Question Customer Profile**

Main Idea

Anyone armed with the right knowledge can break down a potential customer's natural suspicions. The Mackay 66 is designed to make information gathering systematic and effective.

Supporting Ideas

If selling was simply a matter of determining who has the lowest bid, then the world wouldn't need sales people. However, your job as a salesperson is to make sure that your product at least gets a fair hearing. How do you do that? By appealing to all the areas of interest for any specific prospect.

Collecting the information is easier than you might think. Customers are remarkably candid about things that truly interest them outside the usual work environment. You will also read relevant information in newspapers or trade magazines. The Mackay 66 paperwork is developed simply to help organize all this information into a usable format.

Note that the forms belong to the company, not the sales people. That way, a new salesman can pick up where the old salesperson leaves off. You should also make sure the forms are never photocopied and get stored in a secure location.

One final point. The information has to be updated continuously, as circumstances change quickly.

**5. The Mackay 66 Continued: War Stories**

Main Idea

By knowing enough about a customer to fill in the Mackay 66, you have everything needed to be in touch frequently.

Supporting Ideas

How do you use the information?

Question 5 - Date of birth and place. On their birthday, take them out to lunch. Whenever you read something about their home town, clip it out and send it to them.

Questions 7-12 - Education. Its amazing what common friends this can turn up.

Questions 13-19 - Family. You'll have their complete attention when you talk about their family interests.

Question 22 - Business background. The most important reading you can do is to read the office walls where you call. Offers great insights into where their heart lies.

**6. Once You Attach Your Personality To A Proposition,  
People Start Reacting To The Personality And Stop  
Reacting To The Proposition.**

Main Idea

The challenge is to make others see the advantage to themselves in responding to your proposal. The key to this is letting the other person's personality shine.

You need to put a lot of thought into analyzing customers before deciding who in your company will service that account. Knowing your customer is all important - don't just march in offering an objectively attractive deal.

**7. How To Handle The Tough Prospect**

Main Idea

A great salesperson is someone who can get the initial order and ongoing reorders from the same person. Anyone can get the initial order if they are prepared to tell enough lies. It's the level of repeat business generated day in and day out that marks a salesperson for distinction.

Supporting Ideas

Try these techniques;

1. See to it that you are introduced by someone or something. If you sell for a big company, you're initial introduction can come from corporate advertising. When you work for a small company, look for someone known to both of you who will be your introduction.
2. Write beforehand and ask for an appointment.
3. When you call to make an appointment, promise his or her secretary that you will be there for only 300 seconds. Promise

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