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THE MACKAY MBA OF SELLING IN THE REAL WORLD

HARVEY MACKAY

HARVEY MACKAY is Chairman and CEO of Mackay Envelope Corporation which recently merged to become MackayMitchell Envelope Company. He is also a nationally syndicated columnist and a popular business speaker. He is the author of five business bestsellers including *Swim With the Sharks (Without Being Eaten Alive)*, *Beware the Naked Man Who Offers You His Shirt* and *Dig Your Well Before You're Thirsty*. Mr. Mackay is a graduate of the University of Minnesota and Stanford Graduate School of Business. His books have sold more than 10 million copies worldwide and have been translated into 35 languages.

The Web site for this book is at www.MackayMBA.com.

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MAIN IDEA

What makes a great salesperson?

After a lifetime of being personally involved in sales and hiring other sales reps for most of that time, greatness in sales always seems to come down to seven key personality elements:

1. Your integrity
2. Your imagination
3. Your ability to stick with it
4. Your response to setbacks
5. Having the “Championship Stride”
6. Your capacity to connect
7. Your thirst to excel

It really comes down to a very simply dynamic. Do what you love. Love what you do, and always find a way to deliver more than you promise. If you make that the “Golden Rule” by which you live, you’ll keep on learning, growing, changing and giving until you’re successful. The best way to define success is you’re successful if you have a predetermined goal that you reach over an extended period of time and have a great time doing it.

“Your attitude, not your aptitude, will determine your altitude. Success is 90 percent mental. You can alter your life by altering your mind. In tough economies, it may not be your fault for being down, but it is certainly your fault for not getting up. You have to be a believer to be an achiever.”

– Harvey Mackay

“If I had to name only three traits that make a great sales representative, they would be:

- Hungry fighter;
- Hungry fighter; and
- Hungry fighter.

That’s how much I think of this trait. Every good salesperson I’ve ever encountered is driven. They have a strong work ethic and a high energy level. They work harder and longer than their peers. When the economy is poor, they’re still out there pounding the pavement, making calls.”

– Harvey Mackay

“A salesperson tells, a good salesperson explains . . . and a great salesperson demonstrates.”

– Harvey Mackay

The Seven Key Personality Elements of Success

- | | | | |
|--|-------------------------------|-----------|-------------|
| 1 | Your integrity | | Pages 2 - 3 |
| Sales superstars have high integrity. They’re honest and therefore people trust them and buy. | | | |
| 2 | Your imagination | | Page 3 |
| High achievers have a positive attitude, vivid and positive goals, and know their product inside and out. They’re authoritative. | | | |
| 3 | Your ability to stick with it | | Page 4 |
| Superstars are determined. They not only dream about success but they also do something about it. | | | |
| 4 | Your response to setbacks | | Page 5 |
| Performers have tenacity. They earn a great reputation by being totally 100% reliable. | | | |
| 5 | The Championship Stride | | Page 6 |
| Sales superstars get in the zone and stay there. They trust their hunches and have true courage. | | | |
| 6 | Your capacity to connect | | Page 7 |
| Performers use technology to their advantage. They’re not techies but prepare well to make maximum use of all the digital tools available. | | | |
| 7 | Your thirst to excel | | Page 8 |
| Go-getters strive for excellence. They love what they do and their passion shows. | | | |

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