

# ★ BAAAD LUCK AT THE FARM



**J**ohn will be counting sheep, instead of money, in his sleep tonight.

Suddenly it didn't even matter that I had to spend another \$5 to wash my dust-covered car after leaving this prospect's property.

My partner and I had finished a tough series of sales calls on a large corporate farm. The owner was taking on a complete insurance package - we were covering everything. I was looking at almost \$50,000 staring me in the, well - the bank account.



So what if I had to thoroughly scrape the bottom of my shoes after the sales visit so I didn't soil the carpet of my car again. A Chicago city boy like me could make good money in the country - even if I'd never worked a farm in my life.

There sat four of us: the owner with hands folded on his desk, his accountant with hands folded atop a large leather book - the company check book. My partner and I beamed at each other and pulled out one last form.

# What to do you do when you blow it on a call? Be very, very remorseful.



"For us to see that you're completely covered, we need your livestock totals." I began to call out the animal types to get the quantities of each herd. Full grown animals and babies were counted separately. "Beef cattle, milk cows, horses, pigs," then...

"Sheep?" 120 was the farmer's reply.

"E-wees?"

"Huh?" grunted the farmer.

"E-wees." I said, clearly mispronouncing the word again. "How many e-wees have you got?"

"Let me see that form." The farmer said.

I pointed to the line I was on. He yelled, "That's ewes, you idiot! Haven't you ever been on a farm? How are you supposed to help me with my business if you know nothing about farming? You know what? Don't even answer that. Just get out. Get out of my office!"

We walked quickly to my car, not even stopping to clean our shoes, hopped in and drove away, \$50,000 poorer.

POSTMORTEM: So John was a bit short in his industry training, but let's focus on something else. What to do you do when you blow it on a call? Be very, very remorseful.

Say something like this, "Oh Lord. You must think I'm my company's village idiot. I'm so sorry. If you don't want to do business with me, I completely understand."

Don't be surprised if the prospect says "Hey, that's okay. I've done some dumb things, too. Let's keep going." If you feel bad, you'll make most people want to help you to not be so hard on yourself - and you could save a sale.



**Dan Seidman** of [GOT INFLUENCE?](#) is an internationally recognized keynote speaker and sales trainer whose clients appreciate his ability to get them laughing all the way to smarter selling. His **Ultimate Guide to Sales Training** is a comprehensive 544-page handbook for any sales professional. His No. 1 bestseller, **Sales Autopsy!** entertains with the best sales horror stories collected from around the world while providing actionable strategies to turn around your own sales nightmares. Dan is also a World Masters athlete with 3 gold medals playing on the US basketball team. Like all great athletes and sales pros, he hates losing more than he enjoys winning.