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# Sales Order Taker or Expert?

The fourteen million dollar difference *By Stanton Royce, MBA*

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**While the most profitable and productive salespeople are immune to rejection, they are also experts in their industries.**

*Marketing image and fluff might get us in the door. But to leave with a sale plus that gem of a referral, we need to know our stuff. Here's an example in dollars and cents of the value expertise can add to your bottom line.*

**J**ust before a weekend gem show closed, one of the few remaining visitors stepped up to a table and rummaged through the stones in a bucket. The bucket had a paper taped to it reading, "\$1." The visitor picked out one stone, held it up to the light and asked, "You want one dollar for this one?" The man behind the table looked at the stone, looked at the man and said, "You're right, it isn't as shiny as the others in that bucket. You can have it for fifty cents."

So there you have it. Is this a story about the importance of persisting to the end seeking what you want? A story of expert negotiating skills by the buyer? A story of poor negotiating skills by the seller? It could be all of these. But no, this is a story about the value of expert knowledge. During the three days of this gem show, hundreds of passers-by looked into that bucket with the appearance of expert discernment.

But they were acting like experts. They didn't really know their stuff. Not one of them made an offer for the stone. One person, on the last day, during the last hour of the gem show looked into that bucket and knew what he was seeing. He knew because, unlike those before him, he was an expert. When he asked if one dollar was the price of the stone, he wasn't asking because he thought it was worth less. He asked while also expertly concealing his emotions because he knew it was worth more. Where the hundreds of amateurs who looked into that bucket before him walked away empty-handed, this expert left that gem show with an uncut sapphire worth \$14,000,000- for which he paid fifty cents. True story.

In order for us to consistently meet and exceed our sales quotas, we too need to know our stuff. Expert sales skills are essential for professional salespeople. Still, let us always remember, we are experts in our industries who provide solutions for our customers' problems.

## **About the author.**

*Stanton Royce, MBA is an expert in sales rejection who specializes in immunizing sales professionals against rejection so they sell without stopping. He is president of Extreme Achievers® which offers consulting, coaching, keynotes, breakout sessions and workshops to make salespeople more productive and profitable. Stanton knows first-hand about persisting through adversity. He has over 30 years of sales and management expertise in addition to earning three degrees; in psychology, engineering and business, each with academic distinction. His business experience includes serving as Chief Engineer then Director of Operations for a \$500 million asset management company, which he helped grow into a \$12.5 billion company in a decade. He also managed a start-up commercial real estate management and construction company that received the Chamber of Commerce's Fastest Growing Business award, and was recognized as an Inc 500 company within just 5 years. Stanton is a professional speaker and member of the National Speakers Association.*



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