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If

Bob Hazell, with apologies to Rudyard Kipling

If you can plan your work, when all about you
 Are missing out on sales and muddling through;
If you can keep your records working for you
 And set reminders to do follow-ups too;
If you can lift the 'phone and not be daunted
 And being told a "no" not get depressed;
Or having got objections not be thwarted
 Without the need to think that you're the best;

If you can make a telling first impression
 And get some good attention from the start;
If you have learned the 'be a listener' lesson
 And honed it to a high degree of art;
If you can ask the sort or probing questions
 That get the information you require;
Refining them until you have the best ones
 To find out all the customers desire;

If you can match the benefits requested
 Ignoring what your client doesn't need,
And use them in a way that's tried and tested
 With powerful words your customer will heed;
If you have learned that it is so essential
 To use your tie downs to get points across;
And learned it's better to be influential
 If you would know a lot more gain than loss;

If you can handle usual objections,
 And aren't afraid of "your price is too high";
If you can lead in benefit directions
 Despite the fact that others wouldn't try;
If you can see an order there, and win it,
 And not show triumph when the order's won;
Yours is the Earth and everything that's in it,
 And---which is more---you'll have success my son!