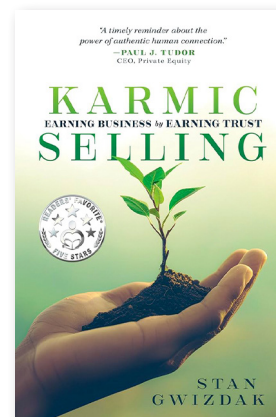


Karmic Selling

Earning Business by Earning Trust

by **Stan Gwizdak**



Contents

Introduction

Page 2

Chapter 3: The Connection

Page 3

Chapter 5: How to Kick Off
the First Meeting (M1)

Page 4

Chapter 7: The
Conversation

Page 5

Chapter 8: Noted

Page 6

Conclusion

Page 7

THE SUMMARY IN BRIEF

In reality, sales are far from a dirty game that's all about closing the deal. Ask a successful sales professional or business about their strategy for growth and they always stand by one word: honesty.

The book *Karmic Selling: Earning Business by Earning Trust* shows us how authenticity, clarity, and honesty are key to building successful business relationships. Here, we learn to cultivate a however-I-can-help mindset, ace our meetings with solid prep work, and build meaningful connections and conversations.

Author Stan Gwizdak helps us find a better and more sustainable way to do business by serving others with a clean heart. His tried and tested methods help us become our authentic selves and build lifelong business relationships.

IN THIS SUMMARY, YOU WILL LEARN:

- How to cultivate a however-I-can-help mindset.
- How to master the art of meaningful connections and conversations.
- How to prepare for meaningful sales meetings.
- How to follow up and grow your circle.

Introduction

If you look up sales books on Amazon, you'll find thousands of how-to guides: step-by-step plans for "generating leads," special formulas "to increase sales by 25 percent," and tips for "closing the deal." I don't want to talk about any of that stuff. For me, it's not about a formula. It's about being true to your own purpose and authentic self. This book talks about how I got there and gives some pointers for how you can get there, but the aim isn't to make you a copy of me.

Instead, I hope this book helps you believe two things:

- I can succeed by being authentic and kind.
- Success begins with asking the question, "How can I help you?"

Those are the core principles of Karmic Selling. If you stick to those principles, you're bound to do what's right, and good karma will come back to you as a result. You'll find that when you put good out into the world, you'll get it back tenfold.

Chapter 1: The Shift

Most days in life go by in a blur. We don't remember each one. For me, there are a few I'll never forget: the day I met my wife; the day we got married; the day my kids were born; and the day I almost died in a car crash. That was when I left the corporate world, determined to do things differently.

But your path to change doesn't need to be that dramatic. You don't need a car wreck, health scare, or trauma of any kind to shift your thinking. You can shift it on your own- and it all starts with dropping what I like to call the "f—you" chip on your shoulder. The "f—you" chip can serve as an aggressive shield or cloak required for survival in toxic environments. That's the first step in switching from a success-at-all-costs mindset to a however-I-can-help mindset, an attitude that prioritizes connection over selling, and serving over self.

And that sets into motion the laws of karma – the laws that dictate that, by genuinely seeking to connect with and help other people, you will put out good karma and, before long, that positive karma will come back to you. And it will come back to you tenfold.

So, what do you do when you drop the FU chip? In my case, it means approaching people with good intentions. I go into every interaction with genuine interest, attention,

and care. I take the time to get to know people before I meet them, I listen to them, and – if they care to share them – I hear their problems. Then, I strive to give them solutions to those problems. Those solutions aren't necessarily coming from me or my business, and the other person can take those solutions or leave them. The point isn't whether we close the deal. The point is that I go into the interaction with a genuine desire to help. Here are some ideas to drop the "f—you" chip and approach business with kindness and authenticity:

- Be authentic and seek to connect. Don't try something you're not and don't pretend to know something you don't know.
- Prepare before you meet. Research the person professionally and personally.
- Listen during the first meeting. Don't cram sales arguments down their throats. Instead, ask questions. Pinpoint the problem. Do you have a solution? This is your chance to figure out how to help.
- Follow through on the first and second meetings.
- Keep the conversation flowing. Stay true to who you are. Don't embellish or misrepresent yourself.
- Take notes. This will help you remember what the person tells you, even the small details.
- Follow up and say thank you.
- Be prepared to adapt and grow because people, businesses, and situations change.

Chapter 2: However I Can Help

Throughout my career, I've often met people with crossed arms. They're thinking "Hey, you wanna sell me something? Good luck." In those situations, my solution was always to adopt a however-I-can-help mindset. People don't want to be sold to. But if you can help them – I mean really help them, with a tangible problem they're having – you can win their hearts and minds.

However-I-can-help attitude means helping without an agenda. Sure, approaching the world with a clean heart and a however-I-can-help mindset doesn't mean you're going to close every deal and win every dollar. But guess what: even if you're always trying to sell ideas or products to people to win them over and get their business – you're still not going to close every deal and win every dollar. Here's how to build a however-I-can-help attitude and mean it:

If you're going to connect with someone, you've got to meet them on their terms.

- Research how you can help them.
- Listen to what they're telling you. A lot of people aren't going to say "I need help with X or Y." But if you listen to them, you can recognize points where they might be able to use your help.
- Ask questions (we'll cover this part in more detail later).

you see someone loosen up at the mention of their cat, talk about the freaking cat!

- Be ready at all times. A "first meeting" can happen at any time. That woman sitting next to you on the plane? Maybe that's a future boss. The guy in the Uber with you? He could be a potential supplier. Always be ready to approach people authentically and strive to connect.

Chapter 3: The Connection

People want connection. They don't want to be sold to. They want to feel like you're genuinely seeing them and hearing them, you're truly interested in them and want to help them. If you're going to connect with someone, you've got to meet them on their terms.

An exchange of humanity requires awareness. That includes cultural awareness. People from different places like to connect differently. A hard changer from NYC would want to get to the point immediately whereas a Southerner would appreciate some small talk. People are all different, so start by listening. Know all about a person's or a company's unique situation. Ask yourself, how does this situation impact their needs? How does it influence your approach toward them? How does it change where they need to be met? Aside from building situational awareness, you've got to be aware of who you are as a person and how your actions influence other people. Self-awareness means being true to yourself. It nurtures authenticity and that's something people appreciate. Here's how to establish meaningful connections that matter:

- Do your research. Try to glean insights into a person before you meet them. If you're meeting someone from another country, for example, you might look up that country's business norms and general customs. Take into account a person's complete personal and professional profile.
- Read the room. All the research in the world can't fully prepare you for the actual interaction. Observe a person's verbal and nonverbal language at all times. Keep an eye out for signs of those crossed arms, mental or physical, and adapt your approach as needed. If

Chapter 4: The Prep

For a one-hour meeting, I put in three hours of prep work. Why? The prep work is the most important part of building connections. To make a good impression in that first meeting, you must be comfortable and confident. You have to know how you can help them and be able to articulate this in that first conversation. Try these steps the next time you're preparing for a meeting and see how long it takes you:

- Look at their LinkedIn: Check the person out on LinkedIn. Have they made any posts? Have they commented on any posts? Peek at their photo.
- Check their social media.
- Read their company reports: Read their annual reports and recent quarterly reports to get an idea of any current initiatives or ongoing issues they have.
- Google them: You never know what you might find about them or their company. You might discover that they have a podcast they host in their free time or that they've recently won an award.
- Search for people you know in common.
- Look for other commonalities: It doesn't always have to be professional. Look for common points in your personal lives.
- Research their industry: Read industry magazines to understand current activities and trends in their field.

Use all that research to draft questions for the person. You're going to want to ask them about what's going well, where they're having problems, and what their needs may

be. Think about how you can help that person. The way you prepare for this first meeting will plant the seeds for long-term relationships.

Chapter 5: How to Kick Off the First Meeting (M1)

Preparation can help make your first meeting a success. But an M1 can happen anytime, anywhere, with anyone. Be prepared for that possibility. Either way, you have three primary aims: identify the other person's needs, set the stage for M2, and build credibility. Remember, it's not a sales pitch. It's just two people getting to know each other and seeking to connect. When you approach the M1 with that however-I-can-help spirit, you'll find it pays off. Here are some tried-and-true tips for a successful M1:

- Prep, prep, prep. Have knowledge of the industry, company, and individual.
- Establish a connection. Use your prep work and background to develop a genuine connection.
- Build a rapport. This will help sow the seeds for a lasting relationship.
- Demonstrate credibility. Weave your prep work, background, and experience into the conversation to build confidence in your and your company's capabilities. If you can, provide case studies referencing similar companies or areas of improvement.
- Set a non-sales agenda. Set the agenda and clarify the structure of what's going to happen in the meeting, so they know what to expect.
- Identify areas of need. Ask questions and probe for both current and future areas of need.
- Develop an interest in their product or service: Don't just get to know the company. Take a deep dive into their offering. Know their products and services as well as your own.
- Know that money matters: Demonstrate awareness of the business financials, so you can anticipate the savings or growth they may expect from hiring you and your company.
- Confirm what you heard: As they talk, make sure to listen, take notes, and circle back.
- Summarize the meeting and follow up with a thank-you note.

- Set the M2. Make sure to get it on the calendar before you leave. If you can't set a meeting, set a follow-up date.

Chapter 6: Tried and True Approach for Your Second and Third Meetings

If you've made it past the M1, you've already achieved something big: your potential client has given you permission to sell to them. I like to say you've made a "business friend." Now, it's up to you to nurture that friendship through M2, M3, and beyond.

But here's a hard fact: the closer your prospect gets to signing on the dotted line, the more hesitant they'll get. They will actively look for reasons not to hire you. Be ready for it. Don't let it rattle you. Understand it. They're going into very basic human protectionism mode. They might poke at you and ask some more tough questions, even though they've already asked 101 tough questions. Don't get offended. Don't lose patience. They're basically testing that little bit of trust you've built. The key is to remain in that however-I-can-help mindset. This M2 checklist can help you stay on track:

- Have you introduced the meeting agenda? Explain the objectives of the day's meeting and get their permission to move forward.
- Have you reviewed the outcome of the M1? This can include circling back to business and personal points.
- Have you quantified the area(s) of improvement? Has that goal been quantified, or do they need help measuring it? Will the project pay for itself and more?
- Do you have references ready? Have them ready to go but don't provide them until needed. You don't want to burn references on tire kickers at this point.
- Have you provided background information on your company? This could be case studies, for example. They will help to answer the question of why they should buy from your company.
- Have you provided value? Stay in helper mode—for example, with the approach of "you could do this yourself – here's the formula." Give the client answers with value.
- Have you explained your process? Just as important, is the client clear on your approach – do they buy into it?
- What is their decision-making process? Who has the power to sign? Is it the person sitting across the table from you or is there an internal team you need to win over?

Don't push them to hire you. Give examples of problems like theirs and how those were solved.

- Is there a date for the M3? Has the meeting been converted? What commitments have you made?
- Have you summarized the meeting? Close the meeting by summarizing it, confirming the next steps, and securing the M3 in the calendar before you leave.

This M3 checklist can help you stay on track:

- Come prepared. Have a draft confirmation letter written. I like to use the term “confirmation letter” instead of proposal. A confirmation letter simply confirms what's been discussed and agreed upon.
- Expect pushback. You'll hear objections like the organization isn't ready or the money isn't there. Don't oversell at this point or you'll lose them.
- Offer alternatives. Don't push them to hire you. Give examples of problems like theirs and how those were solved. Give them the “out” or they may feel oversold or trapped.
- Listen. Understand their concerns and ask probing questions to dig deeper. Look for ways to find a solution without selling your services directly.
- Stay in helper mode. The M3 probably won't go as planned. Stay in helper mode and show them the way. Tell them, “You can do this without my company.” Again, avoid overselling or cornering your business friend.

Chapter 7: The Conversation

Keeping your business friend relies on constant conversation. That doesn't mean that conversation is always easy. You'll face tough, often skeptical, questions – especially the further along you get and the closer the client is to signing a deal. I see questions as a good thing. Questions are a buying signal from the client. They are an indication of interest. If they are asking questions, then give a crap!

Always prepare for questions. Use questions to direct the conversation. When surprise questions arise, be prepared to embrace them. Anticipate uncomfortable conversations.

Here's how to have business conversations that matter:

- Make it a two-way street. You aren't just answering questions. You're also asking them. You have the right to probe deeper.
- Prepare for the skeptics. When facing a potential client's question, you have to really know the product or service you're selling.
- Anticipate surprises and don't fake it. When a surprise question comes up, don't bluff. Instead, just say, “I can't give you an answer to that right now will follow up with an answer after this meeting.”
- Treat their concerns with respect. Some of the questions a potential client asks may sound trivial to you, but they matter to your new business friend.
- Prioritize building trust. Treat every conversation as an opportunity to build trust.
- Here are some questions to anticipate in M2, M3, and beyond:
 - What's your company's specialty?
 - Why should we hire your company to help us?
 - Where have you done this type of work?
 - How would you tackle fixing X problem?
 - What are your typical fees?
 - Do you have references?

Here are some questions you might ask in M2, M3, and beyond:

- What's your current market share?
- What's your organizational structure?
- What are your current costs?
- What current initiatives are you driving from your seat in the company?
- May I ask what's driving that?
- What have you done to fix it?
- How big of a problem is it?

- Are you happy with the progress and timing of the effort?

Chapter 8: Noted

This book is really all about creating connections. Notes play a role in that because they help you remember the important stuff about a person. Have a system for taking and organizing your notes. This includes the specific medium you use to take notes and a template that covers all three Ps: preparation, professional, and personal. Here's how to make note-taking work for you:

- Have your prep work at hand.
- Address professional points such as facility details, revenue, inventory, etc.
- Take notes on the non-business details too.
- Find a system that works for you.
- Use a CRM.
- Use abbreviations, bullets, and stars.
- Pay attention to the person.

Always review your notes as soon as possible afterward so you can flesh out any details while the meeting is still fresh in your memory.

Chapter 9: The Follow-Up

So, the meetings are all over. You've done your research addressed and asked relevant questions, kept the conversation going, and taken in your notes. Now it's time for the follow up. This piece is just as important as anything else. Give it the attention it deserves – which means doing more than sending a cursory e-mail after that last meeting. Remember, following up doesn't mean selling – or begging. Always do what you say you're going to do. If you make a promise, keep it.

Differentiate between the hard and soft follow-ups. The hard follow up is about something concrete you've agreed to say like working together on a project or selling a product. The soft follow up doesn't have a concrete objective. I might use it if the client was supposed to get back to me by a certain date, and that date has come and gone. This type of follow-up asks nothing about the deal at hand. It's more about letting them know we're still there. I might write something like this, "Hi Jane, I thought of you today when my team and I were talking about (a project that's relevant to that person). We realize that the biggest gap we've seen

in this kind of project is X." Then I provide some useful information on that point.

Give your client the permission to say no if they're unwilling to go forward with the deal. This way, nobody's time gets wasted. That said, here's how to craft the perfect low-pressure follow-up:

- Set the terms of the follow up beforehand by asking your business friend when you should follow up with them.
- Follow through on the follow-up. Once the follow-up is set, stick to it.
- Understand the type of follow up. Is it a hard or soft follow-up?
- Review your notes and be specific.
- Remain helpful. Share an idea on how to help your business friend.
- Try different contact channels.
- Giving them permission to say no.

Chapter 10: Growing Your Circle

At its core, Karmic Selling is just about connecting with people. Now, that circle of people doesn't get built overnight. You've got to put in the time. You've got to deliver results. If you promise an outcome, you've got to deliver on it. Even after you land a sale, remember that it's just the beginning of the relationship. You need to continue to do what you said you're going to do.

As for how to build your own circle – the answers are all in this book. Go back to Chapter 1 and check out that clean-heart checklist. Consider how you might use it in your business and your personal life. Positive karma does come back. Sometimes it takes a while. You may have moments of doubt like I did. But often, when you're at your lowest, karma will come around the corner with its calvary to save you!

Conclusion

When I started this book, it was meant to be about my sales approach. In the process of writing it, it turned into something more than that – because I came to realize that Karmic Selling isn't even about selling. It's simply about doing good.

I hope this book can help you see the value in living authentically and with a clean heart. If you want to see what value Karmic Selling can bring to your life, reach out to me – I

will gladly help you. I'm constantly evolving my philosophy and widening my circle. You can check out the latest on my website, KarmicSelling.com, where I'm always adding ideas and material, from worksheets to checklists. You can also find my information there.

Let's connect. I want to know: How can I help you?



Bestselling author **Stan Gwizdak** is CEO of The Kormac Group, a results-driven management consulting firm that embodies his clean heart and commitment to serving others. A Six Sigma Master Black Belt, Stan has spent 28 years leading operational transformations at General Electric, Honeywell, Textron, Sonoco Products, Aurora Capital, and more. Stan lives a life rooted in authenticity and seeking to help – not sell – every person he meets. He believes in karma: doing good for others comes back to us. In his first book, *Karmic Selling*, Stan explains how to apply his clean-heart approach to the business world, giving readers practical tools to achieve lasting personal and professional success.

Karmic Selling: Earning Business by Earning Trust by Stan Gwizdak Copyright 2024 by Stan Gwizdak. Summarized by permission of the publisher, Forbes Books. ISBN 978-1642258608. Summary published by Soundview Executive Book Summaries. Copyright 2024 Soundview, Inc. All rights reserved. Reproduction in whole or in part is prohibited. For permissions and reprints, please contact service@summary.com. 46SS08A