

IF YOU WERE ARRESTED FOR SELLING, WOULD THERE BE ENOUGH EVIDENCE TO CONVICT YOU?



7 Steps to #1

Master the Skills, Mindset and Tools to
Unstoppable Sales Success

PART 1

Ian Selbie

HOW TO REACH THE TOP AT APPLE AND BECOME THE #1 SALESPERSON IN THE WORLD

GREAT SALESPEOPLE ARE BUILT, NOT BORN. HOW DEDICATION AND PRACTICE SHAPE SALES CHAMPIONS

Ian Selbie achieved significant success, eventually becoming Apple's top global salesperson. His journey includes managing channel partners, handling corporate accounts, and experiencing Apple's dynamic culture during the company's competition with IBM. Ian's core belief that great salespeople are built, not born, compares the development of sales skills to how elite athletes like Tiger Woods and Wayne Gretzky developed their talents through practice and dedication. He has since trained over 17,000 salespeople across eight countries and developed a Pipeline Management App called Saleslook to help sales professionals focus on relationship building and selling.



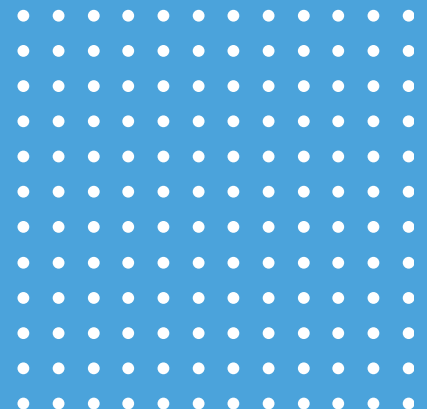
Part one of 7 in a series of eBooks taken from:

IF YOU WERE ARRESTED FOR SELLING, WOULD THERE BE ENOUGH EVIDENCE TO CONVICT YOU?

A Sales Effectiveness Handbook.

By Ian Selbie

www.salesmentor.com



Ian Selbie

Speaker, Trainer, Author, Coach, Mentor





Ian Selbie has been delivering high performance sales services internationally for over 25 years. He has delivered his proven sales methodology to over 17,000 sales professionals around the globe. His client list ranges from well known multi-nationals to smaller more regional companies.

Prior to launching his business Ian held sales and leadership roles with Apple Computer from 1984 to 1994. In 1990 Apple recognized Ian as their Top Sales Person in the World for his success in large accounts in western Canada.

Ian has also authored a number of books and guides including: *"If You Were Arrested For Selling, Would There Be Enough Evidence To Convict You?"*

Ian's clients have witnessed a number of sustainable benefits from his services which include; increased forecasting accuracy, increased customer loyalty, less sales turnover more effective hiring and of course increased margins and revenues.

 Connect with Ian on [LinkedIn](#).

 Email: ian@ianselbie.com

Testimonial



“Ilan’s unique style, sales methodology, sales process, and his high energy delivery have been central to 5 company turnarounds I have done over the recent years.

His assessment, training process and follow-up performance coaching programs, have increased revenues and margins every time I have used his services”

Ilan May
CEO, Various companies



Introduction

Are salespeople born or built? Is selling an art form or a science? These two questions are not only interesting but have been debated through time. I believe salespeople are built and the process of selling is a science.



When we think of great salespeople, what skills or characteristics make them great? Integrity? Communication skills? Organization? Persistence? Confidence? A caring Attitude?

These qualities may spring to mind, but were these people born with these abilities, or did they develop them over time? Was Tiger Woods born a great golfer? Was Wayne Gretzky born a great hockey player? Was Lionel **Messi** born a great soccer player? Was **Tom Brady** born a great football player? These professionals may have had some innate gifts, but they all developed their skills and abilities through learning, dedication, practice and determination. I believe this is how great salespeople are developed.

I started my selling career with Olivetti Canada, an Italian-based word processing company. In 1980 I had a sales territory in Richmond, British Columbia, selling typewriters door to door, back in the day when typewriters were a thing, PCs were still in an embryonic stage, and the computers of today were a distant figment of someone's genius imagination.

The next step in my journey was as an entrepreneur, selling personal computers in the early '80s with Kaypro and Eagle PCs running the CP/M operating system with word processing, spreadsheets and accounting software.

Joining Apple Canada

In 1984 I joined **Apple Canada**, the Canadian subsidiary of Apple Computer, which that year had announced the Macintosh personal computer. My first sales role with Apple was developing and managing Apple resellers and channel partners in British Columbia.



Apple & Big Blue

Apple had an incredible culture. I still remember attending my first international sales conference in Hawaii. The theme of the conference was “Blue Busters”, a spin on the then-popular song “Ghostbusters” from the hit movie.

The “Blue” in Blue Busters of course meant big blue IBM. **Steve Jobs**, co-founder and then CEO stepped up on stage and addressed the Apple sales force. He described his vision so dramatically and visually that he ignited the entire room with passion.

It was like an address from General Patton. However, the analogy of David and Goliath would have been more appropriate. Like David, we believed in the vision and were confident in our pursuit of the industry Goliath, IBM.

After 4 years in channel partner management, I took on the challenge of corporate accounts for Apple. In 1989, I was a member of an incredible sales team, who challenged and brought out the best in each other. In the early '90s, my role expanded and included branch management during the downsizing years at Apple.

My most memorable time was in 1990 at the Worldwide Sales Conference, **when I was recognized by Apple as their top salesperson in the world.** I had two corporate accounts that our team had done a fabulous job with, BC Hydro and the British Columbia Automobile Association.

Author Ian Selbie with Apple CEO, Steve Jobs in 1990



Leaving Apple

In late 1994 I left Apple to launch my own business **SalesMentor** (www.salesmentor.com) dedicated to helping salespeople and organizations reach their potential. As I reflect back, I have trained over 17,000 salespeople and leaders in eight countries around the globe.

Saleslook System

In recent years I have taken everything I have learned in my sales journey and had it developed into a **Pipeline Management App** named **Saleslook** (saleslook.com), which provides sales professionals and leadership with **Focus and Freedom** to do what they do best, **build relationships and sell more**.

I sure wish I had **Saleslook** back in my Apple days, instead of wrestling with clunky and frustrated spreadsheets to report our pipelines and forecasts. I would have sold so much more! Here's the **Pipeline View of Saleslook**:



[For more information visit saleslook.com](https://saleslook.com)

In the fall of 1994, I attended a business seminar in Vancouver British Columbia, entitled **Success '95**. Several 'Top Billed' speakers were present, such as **Zig Ziglar, Jim Rohn and David Chilton, including Robert Schuller**, a minister of the Crystal Cathedral Church in California.

Schuller began his presentation by saying ***"I'm a pastor of a church, what do I know about business success? I know many successful business people and they all have a plan for success which comes down to four things."*** With this, he had my attention, and I knew right then and there that I was going to start my own business.



Pillars of Sales Success

Of course, along with that passion I had many concerns, although having only 4 things to focus on encouraged me to believe I could do it. Let me tell you what Robert Schuller shared with us that fall day in 1994:

1. **Start to Play:** find your passion, what you love doing, what you've already had success at doing. If life was free, what would you want to do? For me, I loved selling, coaching, presenting and helping people succeed. I get a high from watching salespeople "get it." I love seeing their confidence grow.
2. **Stop to Pray:** ask God to help you, put him on your team, make him CEO (in my case CEO and CFO) and remember to thank him for your success. I was already an early Christian at this time and felt strongly that I could accomplish this step.
3. **Prepare to Pay:** if you are going to pursue your dreams, your passion, your love, there will need to be some sacrifices of your time, your effort and your income. All of these areas will be impacted. Looking back on our first five years in business, I worked harder, put in more time and effort than at any other job I've had. I feel blessed by my faith and labors because my income was not negatively impacted.
4. **Plan to Stay:** In everything you do, do it with the long term in mind. Build relationships of integrity and honesty with customers, employees, suppliers, alliances and investors.

I understood the importance of relationships and how critical a good network was. Looking back, my early clients and employees came from my network, so I really can't understate the importance of this. I remember my father Sandy telling me years ago, ***"lan, it's not just what you know, it's also who you know and who knows you"***.

"Build relationships of integrity and honesty with customers, employees, suppliers, alliances and investors."

A week after attending this seminar I began writing my business plan and first sales training program. Finally, in early 1995 I launched my own business and became a sales trainer, coach and consultant. This would allow me to sell, present, teach and coach people on a topic I loved: **Sales and Sales Management.**



Sales Effectiveness

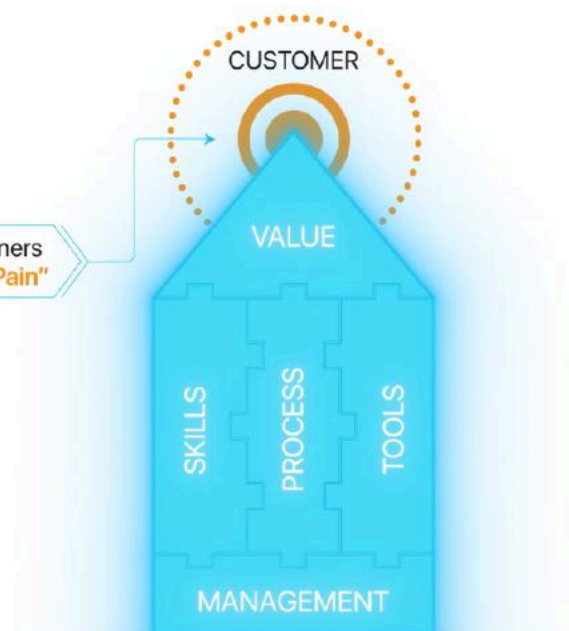
I have lit the fire of sales excellence in people around the world, and using my **sales methodology, Saleslook System** and proven set of marketing services I have helped countless companies achieve their revenue and margin objectives. Our clients operate in several market segments, from high technology and advertising to financial services and manufacturing.

True sales effectiveness is not just a campaign or company motto of the month. This commitment must start at the top with senior management, only then can this journey begin. It's a mindset and commitment to continual listening, learning, refinement, development and having the freedom to do what you do best: **Build Relationships and Sell More**. The entire design objective of our Pipeline Management App: **Saleslook**, is to give salespeople the **Focus and Freedom** to do exactly this!

The Typical Sales Organization



The Model of Sales Effectiveness



Learn more about the Model of Sales Effectiveness in Part 2 of this 7 part series.

Get All 7 Parts of 7 Steps to #1

**TIRED OF MISSED TARGETS?
Skyrocket Your Sales Now**
Learn from Apple's Top Salesperson in the World



Discover The Insider Secrets and Proven Sales Techniques That Have Helped 17,000+ Sales Professionals Drive Their Sales to New Heights 🚀



[DOWNLOAD](#)

7 STEPS TO #1 ACHIEVE RECORD-BREAKING SALES IN A WEEK

In 1990 I was recognized by Apple as their top salesperson in the world.

I have taken everything I have learned in my sales journey and created a FREE eBook series just for you.

[YES! SEND ME THE EBOOK](#)



Author Ian Selbie with Apple CEO, Steve Jobs



“

LONEY FINANCIAL

"Ian completely re-aligned our value proposition and he gave us a proven methodology and sales process that we still utilize today. Ian's methods are integrated into Saleslook which has helped us triple our business over the years"

**Dan Loney - CEO
Loney Financial Corporation**
★★★★★

”

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Microsoft

"Ian's sales training program, methodology and process are absolutely great, his follow-up performance coaching program truly helped us get complete buy-in across the team and grow our revenues and market share."

**Barb Berg - VP Sales
Microsoft**
★★★★★

”

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vodafone

"I have engaged Ian several times & while with Vodafone in Europe, our people all agreed that Ian's training was the best they'd ever received. It helped create market dominance and beat our competitors on new business 4 to 1."

**Kevin Heaney - VP, Sales
Vodafone**
★★★★★

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What You Will Learn

In Just 7 Days, I'll Teach You My Most AMAZING Undisclosed Sales Techniques That Empowered Me To Become...

Apple's Top Salesperson in the World

DAY 1

Great Salespeople Are Built, Not Born. How Dedication and Practice *Shape Sales Champions*

Apple & Big Blue

Apple and Microsoft are the two most successful technology companies in the world. How did they do it? What are the secrets to their success? In this session, you will learn the secrets to their success and how you can apply them to your own business.

Learning Apple



DAY 2

From Value Proposition to Customer Pain: Building a Modern Sales Framework

Sales Effectiveness

How do you know if you are a sales professional? How do you know if you are a sales professional? In this session, you will learn the secrets to sales effectiveness and how you can apply them to your own business.

The Typical Sales Organization



The Model of Sales Effectiveness



Learn more about the Model of Sales Effectiveness in Part 2 of this 7 part series.

DAY 3

Transform from Vendor to *Trusted Business Advisor* Through Strategic Value Creation

Who Recognizes Value?

Who recognizes value? Who recognizes value? In this session, you will learn the secrets to recognizing value and how you can apply them to your own business.

Corporate Structure



Who are your primary stakeholders?

- Customers
- Suppliers
- Investors



DAY 4

Why Qualification, Not Closing, Is Your Most Powerful Sales Weapon

What are the objectives of...
 1. Theoretical foundation
 2. Practical application
 3. Self-assessment
 4. Check and control
 5. Self-reflection
 6. Self-improvement
 7. Self-empowerment
 8. Self-actualization



THE EIGHT-STEP SALES PROCESS

1. **PROSPECT IDENTIFICATION**
 The first step in the sales process is to identify potential customers. This involves researching and identifying companies that are likely to be interested in your product or service.

2. **PROSPECT QUALIFICATION**
 Once you have identified potential customers, the next step is to qualify them. This involves determining whether the prospect has the budget, authority, and need for your product or service.

3. **PROSPECT DEVELOPMENT**
 Once you have qualified a prospect, the next step is to develop the relationship. This involves building rapport and trust with the prospect.

4. **PRESENTATION**
 Once you have developed a relationship with a prospect, the next step is to present your product or service. This involves making a sales presentation that highlights the benefits of your product or service.

5. **HANDLING OBJECTIONS**
 Once you have presented your product or service, the next step is to handle any objections that the prospect may have. This involves listening to the prospect's concerns and providing a clear and concise response.

6. **CLOSING**
 Once you have handled the prospect's objections, the next step is to close the sale. This involves asking the prospect to purchase your product or service.

7. **FOLLOW-UP**
 Once you have closed the sale, the next step is to follow up with the customer. This involves checking in with the customer to ensure they are satisfied with their purchase.

8. **SALES REPORTING**
 The final step in the sales process is to report on your sales performance. This involves tracking and reporting on your sales results.

"For most companies, the best advertising is word of mouth."



DAY 5

Mastering the Three Pillars: Listening, Questioning, and Presenting

RELATIONSHIP SKILLS

Think about all the relationships in your life. Some are close, some are distant, some are good, some are bad. What makes a relationship work? What makes it fail? What are the key factors that determine the success or failure of a relationship?



Developing a relationship with a prospect is a key part of the sales process. It involves listening, questioning, and presenting. Listening is the foundation of a good relationship. It allows you to understand the prospect's needs and concerns. Questioning is a powerful tool for gathering information and building rapport. Presenting is the final step in the sales process. It involves making a sales presentation that highlights the benefits of your product or service.

"Customers can be customers for life."

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DAY 6

How to Educate and Influence Decision Makers Without Hard Selling

Sales Tools

How can you use sales tools to educate and influence decision makers without hard selling? This involves using a variety of tools and techniques to provide value to the prospect and build a relationship.



1. **Product knowledge**
 Understand your product or service inside and out.

2. **Customer needs**
 Listen to the customer's needs and concerns.

3. **Value proposition**
 Clearly articulate the benefits of your product or service.

4. **Objection handling**
 Be prepared to address any objections that the customer may have.

5. **Relationship building**
 Build a strong relationship with the customer.

6. **Follow-up**
 Check in with the customer to ensure they are satisfied.

7. **Sales reporting**
 Track and report on your sales performance.

DAY 7

Beyond the Numbers: The FOUR Real Motivators *That Drive Sales Success*

The building blocks of success: the four real motivators that drive sales success.

1. **Product Knowledge**
 Understanding your product or service inside and out is essential for success. It allows you to answer customer questions and provide value.

2. **Customer Needs**
 Listening to the customer's needs and concerns is key to building a strong relationship. It allows you to tailor your sales presentation to the customer's needs.

3. **Value Proposition**
 Clearly articulating the benefits of your product or service is essential for success. It allows you to differentiate your product or service from the competition.

4. **Objection Handling**
 Being prepared to address any objections that the customer may have is essential for success. It allows you to overcome any barriers to the sale.

5. **Relationship Building**
 Building a strong relationship with the customer is essential for success. It allows you to provide ongoing support and build a long-term partnership.

6. **Follow-up**
 Checking in with the customer to ensure they are satisfied is essential for success. It allows you to build trust and loyalty.

7. **Sales Reporting**
 Tracking and reporting on your sales performance is essential for success. It allows you to identify areas for improvement and adjust your strategy accordingly.



The Ultimate Sales Success Formula

Inside this powerful resource, you'll discover:

- The 4-part success formula that will transform your career.
- Techniques to identify and address customer pain points.
- The 8-step sales process that generates consistent wins.
- Strategies to build executive-level relationships that last.

Stop wasting time on unqualified leads and ineffective processes. My proven methodology helps you **prioritize opportunities based on revenue potential**, not just deal size. As one sales leader put it: *"It's not about closing; it's all about qualifying!"*

This e-book gives you actionable tools to:

- Create **compelling proposals** that speak directly to decision-makers.
- Implement effective pipeline management to **save 30% more selling time**.
- Develop a library of reference materials that prove your value.
- *Master the three pillars of sales success: Confidence, Organization, and Persistence.*



DOWNLOAD All 7 Parts of 7 Steps to #1
saleslook.com/saleswinner



Testimonial



“Ilan’s first engagement with us was to conduct a customer assessment, as a result, he completely re-aligned our value proposition and gave us a proven methodology and sales process that we still utilize today.

We have been using Saleslook for many years. Ilan’s methods are integrated into Saleslook which has helped us triple our business over the years”

Dan Loney
**CEO, Loney Financial
Corporation**



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by Ian Selbie

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SALESMENTOR



saleslook
Free your Sales Force