



Sales is now fun, profitable and within your control!

**(G.U.T.S.™) GREAT UNCONVENTIONAL
& UNORTHODOX TECHNIQUES OF
SELLING
A MANUAL OF SUCCESS**

**By:
Claude "The Mentor" Diamond J.D.**

Warning: This is not hug a tree, you and me, let's make friends type Sales Training!

HOW TO SELL WITH G.U.T.S.™

Published by:

C C & R PUBLICATIONS

A DIVISION OF C C & R PROPERTY INVESTMENTS, INC.

A Delaware Corporation

P O Box 960

Winter Park, Colorado 80482-0960

(970) 726-7979

Email: ClaudeDiamond@mac.com

Main Webpage: <http://www.ClaudeDiamond.com>

Sales Training Blog: <http://www.GutsSales.com>

Lease Purchase Blog: <http://www.TheLeasePurchase.com>

Original Copyright and Publication 2007

BY: C C & R PROPERTY INVESTMENTS, INC.

A Delaware Corporation.

All rights reserved.

No part of this book may be reproduced in any form without prior written permission from C C & R Publications.

**Claude Diamond and G.U.T.S.™ are registered trademarks.
Great Unconventional-Unorthodox Techniques of Selling.**

TABLE OF CONTENTS

Page	5	Dedication
Page	6	The G.U.T.S.™ WARNING!
Page	7	Introduction
Page	9	Foreword
Page	10	G.U.T.S.™ Philosophy
Page	17	G.U.T.S.™ Rules
Page	30	G.U.T.S.™ Questions
Page	41	G.U.T.S.™ Moves
Page	53	G.U.T.S.™ Success Staircase
Page	55	Agenda
Page	60	Qualification
Page	65	Close
Page	71	G.U.T.S.™ Prospecting
Page	75	Transcript
Page	103	Sales Skills Article
Page	107	G.U.T.S.™ Selling Method Examples
Page	109	Role-plays
Page	120	G.U.T.S.™ and Creative Real Estate
Page	125	The Last Word

Dedication

This book is dedicated to all of you who are really sick and tired of sales training programs that are nothing more than pie in the sky silly motivation sessions. Heck, how many times can you walk on hot coals until you figure out that all you're getting is a hot foot?

You work hard, I mean really hard, go to all the biz op seminars, watch all the infomercials with the folks by the pool holding the drinks with the little umbrellas telling you how they got rich, but when you try, it doesn't work! It's because Mr. Guru forgot the most important part of the program, Sales!

This book is also dedicated to everyone who wants all that life has to offer and who do not want to accept a life of mediocrity.

Thanks to Karen and John Klassen for participating in and providing the Role-Plays.

"We're not gonna take it, never did and never will." The Who

Oh and before I forget, it's inspired by a couple of kids from N.J. (Claude , Andy and Phil) who sold tools off of the back of a pickup truck. Man, now there were a couple of characters with real GUTS. And, of course, Lovely CJ who pulls my butt out of the fire by her excellent editing of the writing mess I give her, every time I do one of these projects.

HOW TO SELL WITH G.U.T.S.™

THE G.U.T.S.™ WARNING!

Warning! This is not a touchy feely, hug a tree, you and me, let's make friends, type sales manual. My Methods are not for everyone. They are honest and direct, **but** designed to get you results. You may be uncomfortable in the beginning while learning. That is the price you will have to pay for financial freedom!

One student once asked whether learning my methods will be hard. I told him that if he could stand with his pants falling down around his ankles in the middle of a shopping mall, during the holiday season, then he would do great with G.U.T.S.™!

Let's face it, modern sales is basically the same old repetitious 'show and tell', just like we did in kindergarten. Get in front of as many prospects as possible and tell them how wonderful your widget is, show them a slide show, leave them with your glossy brochures and business card. Nothing is new here, including the results!

There is a difference for a few enlightened students who have studied the art and science of persuasion. We have control, we decide how our time is spent, we work smart, not hard and we have the income we deserve without the constant frustration and rejection. We become free when we discover and embrace a better way of doing business.

It's a whole new way of question style selling that allows you to be in control, feel great and make the big bucks without making yourself into a clown.

Introduction

Please forgive, in advance, what I am going to say, but I think modern day **Sales Training is Bull Crap!** Sales Training is literally stuck in the Stone Age! It hasn't changed since Levi Strauss peddled Blue Jeans. If you don't believe me, go to any weekend sales training seminar or read the slew of book titles on Amazon.com. The contents are all the same, but said in different ways.

- Ask for the order 5 times or more•
 - Pretentious bonding and rapport•
 - Be subservient to the needs of the prospect•
 - Stupid and obvious sales tricks•
 - Silly and useless sales tools•
 - Modeling•
 - Consultive selling•
- The list is endless!

Sales training is a billion dollar information industry which is scared or unwilling to innovate, evolve, reinvent itself, take chances and it sure doesn't want to be politically incorrect.

Sales may be the highest paid profession in the world, but truth be told, that is only for the top 1% of salespeople. Those folks have adapted, evolved and learned a process that understands the science and art of the power of persuasion. For the remainder of the people, they change sales jobs like you change your underwear.

Most people in sales find it intimidating and frustrating and they never make enough money for all of their efforts.

Here is my promise to you.

HOW TO SELL WITH G.U.T.S.™

If you take my principles of the G.U.T.S.™ Selling Method© and apply them to your business or employment, you will see spectacular results. Your self-esteem will increase. You'll be working smarter. You will make a helluva lot more money and have fun in the process.

The G.U.T.S.™ Method is different from what you have probably heard elsewhere. You're not going to go out and give useless presentations. You're not going to ask for the order twenty times in a conversation with a prospect who has no intention of buying. You won't even go to meetings or lunch dates unless you have a high likelihood of picking up a check or a contract.

You will learn to **work smart** in a specific step-by-step process entitled the Staircase of Success. You will learn Agenda, Qualify and Close. You will memorize all the baby steps. You will be a master of opposite re-direction and stealth techniques. Finally, you will discover that Sales is a Million Dollar skill that can make your life a dream come true. Who deserves it more than You?

Foreword

There I was, my hand shaking as I had to face another prospect with another presentation. If it would only rain or there weren't any parking spaces available, I would have the excuse I needed to return home and forget the sales call. Maybe I could just use the phone instead. Who was I kidding? I knew I wouldn't make the calls. Who needs the pain and rejection. While sales may be easy for others, to me it evoked emotions like frustration, fear, anger and anxiety.

I had tried all the sales seminars, all the business opportunities, worked for Fortune 500 Companies, nothing seemed to bring me the prosperity and enjoyment of life that I thought I could achieve. What was the answer? Why could a few, a very few have it all and the rest of us end up on the couch of life eating a bag of chips while watching the Brady Bunch film festival?

If you have ever read anything about me, you know the three letter answer and it was an old character who changed my life by the name of Max. He was my Mentor and he taught me things about success, sales, real estate and just about enjoying this short life to the "Max-imum". Max always said that *life was too short to drink cheap wine, fly coach or drive a Yugo™*. The most important thing that I learned from Max was the art and science of persuasion. He showed me how to actually control the sale, instead of leaving everything to chance.

I don't know about you, but all of my life, I have heard that sales is the highest paying profession in the world. If you do research, you begin to realize that Bill Gates or Donald Trump are really salesmen; million dollar salesmen. If they can do it, why can't you?