

“From the Trenches Coaching E-Mail”

Date: September 23, 2024

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Note: You are receiving this “From the Trenches” coaching fax because you requested information from my company “Rocket Production Systems” sometime in the recent past. You may remember the “Business Blueprint” book revealing how I produce \$30+ million in annuity premium each year while working with clients just 10 hours each week.

One ‘BIG IDEA’ for you this week and one from the archives. Enjoy!

“Incremental Movement Toward the Ultimate Goal ”

The headline above capsulizes the Revenue Sourcing Planning Process perfectly. The biggest mistake you can make when using the process is to try to go “too far” “too fast” with a client.

Ari Galper, a sales expert whom I’ve known for years had this to say about the sales process:

THE leading mistake made by “experts” when selling is being too quick on the trigger. You’ve been there, heard that, can name-that-tune in 3 bars, know how to solve their problem or exploit their opportunity, so you cut *their telling* short, you skip careful diagnosis, and you go right to the cure ‘n close. This is “the curse of mastery”. Trust is LOST, not gained, by appearing impatient and disinterested in the story they want to tell, in leaping forward to “showing off” your deep and vast knowledge too soon, in appearing to be using canned solutions off your shelf. We have to restrain ourselves. In the early stages of the sales process, the prospect ISN’T interested in how their problem can be solved – they’re trying to figure out if you are The One they can trust to solve their problem.

Truer words have never been spoken.

AND NOW THIS FROM THE ARCHIVES. I WROTE THIS WHEN IT WAS ANNOUNCED THAT MR. GALLO, THE FAMOUS WINEMAKER, HAD PASSED ON.....

This morning, it was reported that winemaker Ernest Gallo passed away at the age of 97. Mr. Gallo would have been 98 years old on March 18. The reason I’m dedicating a coaching fax to Mr. Gallo is because he’s a money maker in the truest sense of the word.

If you happen to be unfamiliar with the distinction between moneymakers and excuse makers, the two talents are mutually exclusive. Moneymakers do not make

excuses and excuse makers do not make money. Excuse makers focus on the obstacles and their personal circumstances rather than objectives and outcomes.

There are some little-known facts about Ernest and Julio Gallo. Their personal circumstances could easily allow them to give up on their dream of building a profitable winery.

Ernest was the marketing mind that built Gallo wineries, while Julio actually made the wine. Interestingly, the original wine recipe used by Gallo wineries was a recipe that Ernest found in the local public library. Taking that publicly available wine recipe, \$5,900 in startup capital and some strong marketing Ernest built Gallo wineries. The Gallo wineries were founded in 1933 at the end of Prohibition and Ernest leveraged the \$5,900 in startup capital into a \$30,000 first-year profit. How? Good marketing and a good business model.

But that is only part of the story. The personal circumstances in which Ernest and Julio found themselves before founding the winery would have made any excuse maker quit. According to Fresno County records the Gallo's father, Joseph, an immigrant, shot his mother Susie and then took his own life just two months before Ernest and Julio founded their business.

Ernest succeeded the same way all moneymakers succeed -- he focused on objectives and outcomes and simply leaped over the hurdles that got in his way. By focusing on sales, marketing, and distribution, the Gallo wineries were not only wildly profitable at the end of their first year, creating an ROI of over four to one, but today has grown into a winemaking and marketing conglomerate that sells over 75 million cases of wine each year under 40 different labels.

While studying the Gallo business model is a valuable exercise and you should consider doing it, here's my question for you this week.

"Are you focused on obstacles and personal circumstances or are you focused on objectives and outcomes?"

No matter what your personal circumstances are or what hurdles you perceive stand between you and your goals, they are bound to be better than those that faced Mr. Gallo. So, what are you waiting for? Be a moneymaker.

<u>Date</u>	<u>Call Topic</u>
September 23	Adding Managed Money to Your Business Even If the Thought Never Occurred to You
September 30	Farming Made Easy
October 7	Overcoming Annuity Objections
October 14	Success Key: Making Decisions and Managing Them
October 21	Tips From the Vault: Case Studies from Top Producers
October 28	The Best Ideas Are Borrowed