

## SALES TRAINING NOTES

# Get Your Cookie!

September 2024

You know I have been asked several times recently this question...What does "Get Your Cookie" mean?

Well, I must start with a story. This is about a child, around 4 to 5 years old, and a father who is as old as a father is. On this particular day, the child asks the dad if he could have a cookie and the dad says no. The child asks again. And again, the dad says no. Then, the child starts getting a little angry and asks the dad again for a cookie. The dad now says no and explains that they will be eating supper very soon and he, the dad, does not want the child to spoil his dinner.

The dad explains this, thinking that his explanation would solve the problem. But guess what? It doesn't. The child, then again, asks for a cookie and asks why his father will not give him one. The father says that the mother will be making supper soon and they must eat what she makes.

The son is livid. He starts to cry and asks his father again if he can have a cookie. Dad, again, says, "No, we must wait for our supper that your mother is making for us."

At this, the son looks under the refrigerator and sees an old part of a cookie with hair and lint on it. He reaches down under the refrigerator, pulls it out, and says, "OK, I guess I will eat this one." At that, the dad says no, takes the old cookie from his hand, and gives him a fresh new cookie from the counter.

Well then, in later years, the son goes on to school and is told by the teachers what he can and cannot do. And what he can and cannot have. This starts at preschool and continues until the child graduates from either high school or college. He is told what is OK, and what is not OK, all the way through school. He learns that he can only have what someone else says he can have.

Then, at long last, he graduates and goes job hunting and looks for a sales job. He believes that is where you can make the most money and have the most freedom. He is excited to have the opportunity to make a lot of money. He goes to a few interviews. Then, he gets an interview in the security alarm business.



# Sales Skinny



## SALES TRAINING NOTES

He is scheduled to meet with a gentleman around 10 a.m. He is excited for the interview. He arrives at the security company about 15 minutes early and meets with a gentleman who has been in the sales business for a long time. This sales manager asks him to sit down, and they introduce themselves. Then the sales manager puts a cookie in front of him and tells him this is the sales rep's sale. He tells him that he, the salesperson, has worked very hard to get this sale and is very happy that he got it. It will do a lot to help him, his family, and his bills, and the cookie is very good. The sales manager asks him if he would like to eat his cookie. The interviewee says yes and starts to pick up the cookie. Then the sales manager asks him if he, the sales manager, could have the cookie instead, because he is very hungry and did not have anything to eat that day. He explains that it is only a cookie, and the salesperson should share it with him. It doesn't mean anything, and it would be very nice if he did share it. Will the interviewee share his cookie with the sales manager?

This happens a lot with salespeople in our business. We give up our cookies to strangers every day. You see, cookies are analogies for sales and money that you make from the sale. We don't have the same strength we had when we were children. We give up too easily and let other people have our money. This is wrong and must be corrected. Not just for you, but for your families so they can have what you want them to have! We must build our skills to get our cookie every day. Not once in a while, but every day!

And this is why I train salespeople every month, every week and every day! We all must get better at prospecting, presenting, closing, overcoming objection and getting referrals. These are the basics of sales, especially in the security business. You always must remember...3 demos a day keeps Jack away.

Now go "Get Your Cookie"!

Jack