

# **Sixty-Seconds to Yes!®**

**A Power Method to Mastering  
Sales & Influence**

**Don Spini**

**“America’s Top Sales  
Trainer”**



## **Dedication**

To my wife Jessi who is as beautiful on the inside as she is on the outside. Her love and support allowed me to build my own dream. To my beautiful children Katie and Olivia who are the pillars of that dream

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## Preface

In the past 25 years in business have been through massive amounts of sales training. I engaged in them mostly because I believe in constantly improving myself; it is growth or decay, nothing remains static. I did learn things of value from all of training sessions but they all had one glaring problem in common; all they did was try to teach a high-level sales professional how to sell a large piece of equipment to a senior-level executive. There is nothing wrong with this except 99% of the population doesn't engage in that type of encounter. In other words it was just sales training. I went against the natural flow of how people buy!

Each program was riddled in some new questioning method designed to back a potential client into the sales professionals' solution. Words like "funnel" and "probe" were thrown around like a ragdoll.

There was also a race to see who could put the largest binder together with as many "fill-in-the-blank" exercises as they could jam into them. I know because I have a desk full of these binders, covered in dust and many with the blanks still blank!

The instructors were all good people but would ask a series of obvious "self-discovery" questions which (to me) came across as talking down to the audience or filling an arbitrary time commitment.

I learned a little from all but for the most part nothing stuck with me. Maybe it was just me but it seemed my co-workers and business partners felt the same way.

My first ten years in sales I was a failure. I studied the sales techniques and studied the top sales people in my industry, but nothing gelled. I then realized I was studying the wrong things and the wrong people! I needed to study the *Buyers*! More on that later.

Still I had to ask myself and the sales world some questions; where was the training on how to interview and influence the boss so I was the only one they remember? Where was the training on influencing the loan officer to take a little more risk? Where was the training on influencing your teenager to prevent going to summer school if the grades didn't improve? Where was the training on influencing employees to do better and bosses motivated to listen and implement your ideas? Where was the training on getting your spouse to think a different way and take the Alaskan cruise instead of the tropical vacation and have them thank you for it?

Next, why does sales training need to be so complicated? Buying or agreeing with a product, service or idea is a natural part of the human condition. Why then the need to "trick" people into a decision?

Last, how can we get someone to say "yes" to our product, service or idea in the first few seconds of an engagement, before we ever talk about our product, service or idea?

The previous paragraph is where the book title was developed. You **can** get someone to agree with you up-front and have them ready to buy in seconds. You will discover powerful tools in the first part of the book that does just that.

Here is the other side of the coin; getting the “yes” in a few seconds doesn’t mean it will stick until then end...you need to keep the interest high and hold onto the sale until the end; that is critical!

Mastering these types of engagements do not require a top sales professional. They require someone who is **influential**. Influence is 24/7, not just when we are in front of a person trying to buy a product or service.

Selling just happens to be one of the many activities whereby the skill of influence is helpful. To be truly successful we need to be influential in all aspects of life and do so all the time.

Influence is the pillar of strong leadership and a strong relationship. We will develop the meaning of influence as it pertains to this book in chapter two, but know that the most powerful people in the world are skilled purveyors of influence.

What we are going to develop in this book is the skill of influence. Embrace the methodology and you will see dramatic results in your life.





## Chapter One

### How to Use This Book

This is a fast read and a work book. I don't sugar-coat or add filler and fluff. My goal is to get you the information quickly and succinctly so you can start using it today to be more successful. If I train people on being efficient with words then I need to practice it here. That being said let me give you tips and tools for getting the most out of this workbook.

First, you will notice many words in *italics*. These are definitions used in this book from my individual and corporate training program. I put these terms in *italics* so you will become accustomed to them and start incorporating them into your vocabulary. It is important to start speaking a certain language when dealing with powerful tools of influence; putting names to things you may already do (or are at least aware of) makes them tangible and more real. If you make these terms real you are more likely to use them towards your success!

This is your book, so write in it. There are several places where I guide you to write but don't stop there; highlight and take notes on the pages. If it is written it is real. Make this experience real for you.

The book will follow a sales professional as she guides a client through a selling situation. At the end of each chapter we will add to the scenario the new tools discussed, showing you how the whole process should look. In the example we use a very sterile presentation so you can see it working in a simple form. It is contrite and corny, but that is so you do not get caught up in a drama

but rather pay attention to how the tools are being used in the example.

The program is designed to fit your personality. It doesn't train you to say certain things in a certain way. This program does train you on the methodology of influence. Communication & influence is all about the person you are trying to influence, not you. If you have a structure and a plan, it aides your confidence but doesn't change who you are (not canned presentations). Planned conversations work because they give you a level of confidence which allows you to focus on someone else besides yourself.

Influence is a skill. Skills are developed with proper practice over a period of time. You will not read this book and be able to wave a magic wand and have the ability to influence everyone to your way of thinking right away.

You will experience three steps towards developing the skills of selling and influence. The first step is the awkward phase. Picture a baby learning to walk; with proper practice you will migrate from the awkward stage to the mechanical stage. Mechanical means you can do it but it is not transparent and you are thinking too much about what you are doing, making your "influence" noticeable to others. Lastly you will become **natural**. You no longer have to think about what you are doing and can focus purely on the person you are trying to influence. Real influence is the goal and may only be achieved through practice.

Influence is an **advanced communication skill**. Reading, writing, listening and speaking are basic communication skills. You are most likely a natural at these basic skills and you need to know that influence can become just as

natural and in the same way. Proper practice, small successes and constant feedback are needed for a skill to become natural. Seriously sit in front of a mirror and practice the eight power tools described in this book. It is necessary and which will pay immense dividends.

Keep a journal of your experiences while developing these eight *Power Tools*. Refer to it often; you need to mark progress or you will quickly become frustrated. Since I nor my team of instructors and consultants are not there personally to coach and give you feedback you need to do this yourself. It can and will be equally effective if done correctly!

Skills diminish if not used. Let me repeat: Skills diminish if not used. You probably spoke Spanish fairly well in high school but now that language is a mystery once again. If you don't use these skills daily they will weaken and eventually disappear. You need to ask yourself, when will I be done being a leader? When will I be done building a wealth legacy for my family? When will I no longer want to make peoples' lives better? If this is true why then would you not constantly work on improving your skills of influence? These skills of influence are there for the good of all human-kind. As a sincere influential person, they are there for the effective communication in your personal & professional life. Use the tools for good or lose them, it is that simple.



## Chapter Two

### Introduction to Mastering Influence

**Your success should be a byproduct of the good you do for others, not the reason for the good you do for others.**

A few years ago my wife was offered a great business opportunity in San Diego, California. At the time we lived in Orange County, California and both worked in Orange County. Since this was a great opportunity and knowing we could tough out a commute we decided to split the difference of the 70-mile stretch and find something between Orange County and San Diego.

This was our first move together so we need to explore each other's preferences. My wife is a country girl. She was raised on a farm in the mid-west. She loves nature, wide-open spaces and the privacy the country brings.

I am a city/beach kind of a guy. I like being close to the action; restaurants, entertainment, shopping, you name it.

So, my wife loves the country and I love the city. When it came time to find our new home between San Diego and Orange County we had to compromise. So guess where we moved?

**The country.**

My wife and I love animals. My wife wanted three German Shepherds from the local rescue and I wanted one good German Shepherd from the local rescue. We decided to compromise. Guess how many dogs we have?

**Four.**