

Sales Secrets of a Four-time Olympian Ruben Gonzalez

Ruben sold copiers in downtown Houston for several years. He regularly speaks for sales kickoffs all around the world. In addition to selling copiers, Ruben sold paper shredders. He tells a story about how he knocked on every door of every floor of every building in downtown Houston many times. The only building he could never get into was the Enron building because it had such tight security. He always wondered what was going on in there. Now that he knows, he thinks that he could have sold them a million dollars worth of paper shredders!

Ruben doesn't talk about sales techniques and closes. He talks about attitude, stick-to-ive-ness, and mental toughness. The things that it really takes to succeed in sales and in life.

Your people will learn:

- How to sell uniquely from their competition.
- How to become high performers.
- How to gain a competitive advantage.
- How to separate themselves from their competition.
- How to commit to their goals.
- How to keep moving forward while constantly improving.
- How to consistently be at their best.
- How to connect and listen to people to sell more.
- How to get and stay motivated.