



Key Points from the Summary of:

“Go-Givers Sell More” – Bob Burg and John David Mann

After this book was recommended to me and I decided I would like to write a summary of it for our book club, as I always do, I called **Bob Burg**, the co-author, to ask for permission.

He not only gave me permission, but after a long conversation about NetWeaving, we are now mutual fans, and great friends as well.

For those who hadn't been to the book club event when we discussed my summary of this book, you need to know a little about the authors' first book, “**The Go-Giver**”.

In there, Burg and Mann tell the story of Joe, an ambitious young man who is facing a quarterly production deadline which he is worried he will never make, and luckily he is referred to **Pindar** – a wise and highly connected individual. There's a little bit of a 'hidden agenda' on Joe's part. Although he came to Pindar as if seeking his knowledge and wisdom, he was really looking to somehow benefit from Pindar's connections to achieve his goal.

Pindar takes Joe on a journey which includes meeting a series of ‘**Go-Givers**’ including someone who started a hot-dog stand, a CEO, a financial advisor, a real estate broker, and the ‘**connector**’ who was the one who brought each of these individuals together.

At each stop, you learn one of the “**Five Laws of Stratospheric Success**”:

- 1) **The Law of Value** – “*Your true worth is determined by how much more you give in value than you take in payment*”
- 2) **The Law of Compensation** – “*Your income is determined by how many people you serve and how well you serve them*”
- 3) **The Law of Influence** – “*Your influence is determined by how abundantly you place other people's interests first*”
- 4) **The Law of Authenticity** – “*The most valuable gift you have to offer is yourself*”
- 5) **The Law of Receptivity** – “*The key to effective giving is to stay open to receiving*”.

A wonderful story accompanies each of these Laws, and in order to learn each subsequent Law, Joe must first use the current one and put it into action.

The opening paragraph in the book's introduction is a statement you often hear from people – especially those who see themselves as more of an introvert, or who are more analytical and detail-oriented.

*“I’m no good at selling!” Have you ever heard someone say that, or perhaps said it yourself? We hear it all the time. Everyone who is not in sales thinks, ‘I could never sell.’ The truth is most people who **are** in sales secretly think the same thing.”*

The author’s logic is that, “most people, whether in sales or not, *look at sales **backward***”:

*“We may see it as convincing people to do something they don’t want to do. But it isn’t; it’s about learning what people **do** want to do and helping them do that. Or, we may think it’s about taking advantage of others – while in fact, it’s about giving other people **more** advantage.”*

But the most enlightening statement which sets up the rest of the book reads like this:

*“But the biggest inversion of all, the great upside-down misconception about sales, is that it is an effort to get something from others. The truth is that sales at its best – that is, at its most effective – is precisely the opposite: **it is about giving**.” . . . “Selling is giving: giving time, attention, counsel, education, empathy, and value. In fact, the word **sell** comes from the Old English word “**sellan**”, which means, you guessed it – “**to give**”.*

Over two decades ago when my wife, Carolyn, and I decided to sell our home in Buckhead and move to Big Canoe, we had a big garage sale. Carolyn’s background, before she helped me launch and operate my financial services companies – Broker’s Resource Center and Littell Consulting Services – was as an Executive Administrative Assistant to CEO’s and other senior Company Executives. Thank goodness for my sake, she’s a very organized and detail-oriented person. But at the garage sale, I watched how good she was at ‘selling’.

In describing what she did, it was just as the authors suggest selling is all about. She watched what people were possibly interested in buying; and then she helped them make a buying decision.

After seeing her do this over and over again, I said, “*Honey, you really ought to be in Sales. You would be great in real estate sales.*”

Her reaction was the obvious one, “***I could never be in sales.***”

Well thank goodness that when we moved to Big Canoe and she worked for the person in charge of marketing and who also was involved with Big Canoe Realty Company, she encouraged Carolyn to get licensed and today Carolyn is one of the top realtors in the company.

So you can tell if you know anything about NetWeaving – it’s all about connecting others with their needs in mind, rather than your own, and continually offering information and resources that either you or someone within your network can provide. That’s a lot of what “**Go-Givers Sell More**” and “**NetWeaving**” have in common. One of our friends in Big Canoe, who knows about NetWeaving said to me one time: “*Bob, don’t kid yourself. Carolyn’s a better NetWeaver than you will ever be.*” And with the success she’d had in real estate, I can’t disagree with that.

These two paragraphs from the book bring this point home even better:

*“The truth about selling is that it’s not about your product, and it’s not about you – it’s about the other person. . . Genuinely great salespeople are not great because they have mastered ‘the close,’ or because they give a dazzling presentation, or because they could shoot holes in any customer objection from fifty paces. They are great because they create a vast and spreading sphere of goodwill wherever they go. They **enrich, enhance, and add value** to people’s lives. They make people happier.”*

The authors repeat this on page 8 in a slightly different way:

*“Regardless of what your particular product or service is, people are drawn to you [or not] because of how you make them feel. They don’t simply want to buy your product, they want to be **uplifted, encouraged, changed** in some way.”*

Here are some of the key points from the chapters on each of the Five Laws of Stratospheric Success:

1) **The Law of Value** – “Your true worth is determined by how much more you give in value than you take in payment”

- Always seek ‘**excellence**’. Excellence means “**How much more value you can create than what you are paid for**”.
- Always be ‘**consistent**’ – to customers, you should become an “. . .**an oasis of stability within their personal sandstorm of change.**”
- Always pay careful attention to details
- Put yourself in the other person’s shoes – **empathy**

2) **The Law of Compensation** - “Your income is determined by how many people you serve and how well you serve them”

- I especially like this statement: “Your compensation is not a reflection of your goodness, worthiness, merit, or industriousness: **it is an echo of impact.**”
- And to have the greatest impact, “you must **touch as many lives as possible with that added value**” in order to have the impact which will result in increased sales and your corresponding increased income. Ask: “**What kind of impact are you having on other people’s lives?**”

3) **The Law of Influence** - “Your influence is determined by how abundantly you place other people’s interests first.”

I think this is one of the most important and interesting points from the book:

- “The secret to developing a vast and thriving sales business is the impact you have on people you have **not yet met** – people whose lives you touch, at least in some measure, before you ever lay eyes on them or have a conversation with them.”

That becomes clearer when they explain, “The **strength and reach** of your influence determines how many of those people you’ll reach and the quality of that reach.”

Your reputation DOES precede you and as the authors are careful to point out, **influence** isn't the ability to get people to do what you want them to do, “. . . *genuine influence accrues to those who become known as the sort of person who is committed to helping other people get what **they want**.*”

Genuine influence begins and ends with your reputation:

“When you set out to create a career in sales, your single most important task is the building of a reputation.”

But also keep in mind this caution from the authors: “. . .[a] *house that, once burned down, is difficult to rebuild.*” It can take years to build a great reputation but it can be torn down in seconds.

- *Where will your best clients and customers come from? **Warm connections from people who know you? Existing Clients? -- No.***
- *“Chances are good that the majority of your **best** customers will come from neither of those but from the **fuzzy** area in between the two – that neither hot nor cold domain that you might call your **fuzzy market**.” **Weak ties** are what they are also called.*
- In *“**The Go-Giver**”*, Pindar the ‘wise one’ says, *“How do you find your greatest customers? You don’t. **They find you.**”*

4) **The Law of Authenticity** – *“The most valuable gift you have to offer is yourself.”*

- *Instead of stepping **out** of who you are, step **into** who you truly are.”*
- *“. . .authentic is not something you become; it’s something you already are. Authenticity is not something you seek or take on, it’s something you simply embrace”*
- *“Closely related to authenticity is the term **integrity**. Integrity means being **whole**, that is, not being divided. . . Being whole means your words and actions are not separate things.”*
- The authors recommend you eliminate any of these from your vocabulary: *“Believe me. . .Trust me. . .Take it from me. . .If you want my opinion. . .”* *“None of them is effective at conveying genuine value.”*
- *“There is a wonderful expression in sales: **‘It’s better to under-promise and over-deliver than the other way around’**.*
- *“Great salespeople don’t listen **in order to** [get] anything. They simply listen. They listen because they are interested in the other person; they are curious. They want to know the person. They listen to learn.”*

5) **The Law of Receptivity** – *“The key to effective giving is to stay open to receiving”*

This was one of the most valuable chapters for me because I, like many other ‘givers’, have a hard time ‘receiving’:

- *“Many readers have told us that the Law of Receptivity was the hardest of the Five Laws for them to accept and put into practice personally. This is important to note, because while the first four laws are not about the sale itself (they are all about giving), the fifth law is about the sale. This is the part where you actually **receive**.”*
- *“What is so interesting about **giving** is not only that it pays, but that it pays [**back** (word I added)] in such unexpected ways. When you live with generosity, blessings come to you from corners and avenues you never would have expected.”*

What has helped me the most about being open to ‘receiving’ is to remember the wonderful feeling you get after you have helped someone and they are overcome with gratitude for what you have done for them.

This chapter helped me finally realize that by not allowing others to help me, I was denying them the same joy and satisfaction I was receiving when I helped someone else.