

5QES Guinness System

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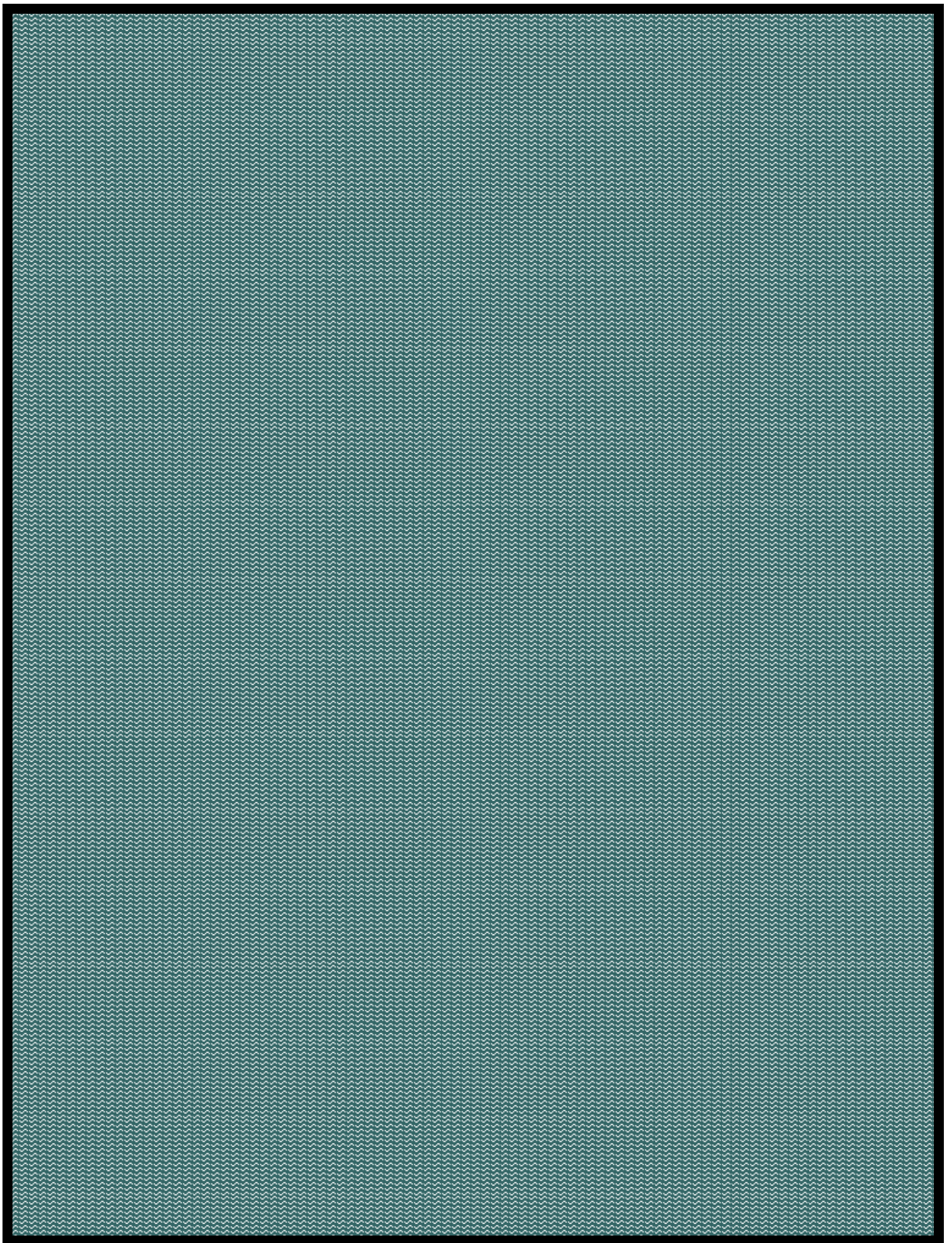


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Who is the world's greatest salesman?

According to the Guinness Book of World records, as audited by Deloitte & Touché... that man is Joe Girard.

Joe sold 13,001 cars in 15 years—and I'm talking 13,001 cars, belly-to-belly...face-to-face...NO fleet sales. When adjusted for inflation, Joe was making over \$1,000,000 a year selling cars to one person at a time. That is simply incredible.

Do you get how much money YOU would make if you had the same success? What's the average commission on a car vs. what you sell? And, be patient here, I'm going to show you exactly how advisors have turned Joe's ideas into lots and lots of money.

How did he do the Impossible?

He did it by following the old adage we've all heard, but ignored before...

Successful People Do What Unsuccessful People Will Not Do

This guy was a motivated machine. When he was at work, if he wasn't selling a car to a person he was busy FINDING somebody to sell a car to...

He wasn't:

- Reading the paper
- Surfing the internet
- Checking email
- Dropping the kids off at dance lessons
- Sleeping late
- Leaving early
- Talking to friends
- Taking long lunches
- Working out
- Running errands

This guy worked 40 to 50 hours a week, and when he was there, he worked...Period. Can you say that about the way you approach your business?

He did it by Hand

Joe was able to do what he did without any of the tools that we now take for granted...he grunted out the activity that we can automate. And the sad thing is, many advisors are even to distracted to take advantage of automation. I mean, come on!

I'll walk you through what he did in a second, but I want you to understand that if this guy could do it without the tools we have...we should be able to do it without breaking a sweat.

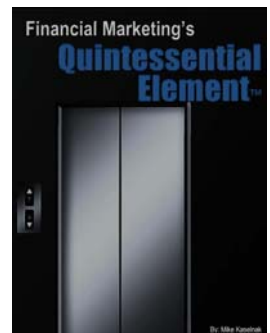
- He didn't have lists of possible prospects like we have available—he made his own lists from phone books
- He didn't have automated mailing like we do—he had to write, by hand, all his letters or notes one-at-a-time
- He didn't have email—he had to write, stuff, stamp and mail each communication
- He didn't have the ability to create his own marketing material right on his own computer
- He didn't have smart phones with all the information they give you at your fingertips
- He didn't have access to dozens and dozens of marketing systems that are available to financial advisors today...

Joe did it the old fashioned way, by talking to people....Always, always talking to people.

- **And Joe didn't have access to the 5Q Elevator Statement (5QES)!**

If you have not yet downloaded the step-by-step free eBook Financial Marketing's Quintessential Element™ on how to create your own killer 5Q Elevator Statement , you should go here:

<http://www.5qgroup.com/tools/eBook.pdf>



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Yoda's Creed

I'll explain, in a second how Joe made lots of money, but first I want to cover a few things that Joe did. Ask yourself if you are acting like the World's Greatest Salesman...or something less.

1. Joe had a belief that all people are good. He NEVER called a customer a "tire kicker."

Have you ever called a prospect a "plate licker"?

2. Joe always held himself accountable for NOT selling a customer that he was in front of... He never blamed the customer for being dumb for going back to a different dealership. He blamed himself for not explaining the product well enough.

Have you ever called the client dumb for going back to a different broker?

3. Joe didn't blame the dealership for not getting him in front of qualified customers. If he was in front of a person that was looking at cars, he believed that person was qualified and he could sell him if his skills were good enough.

Have you ever accused your FMO or Marketing partner of giving you non-qualified leads?

4. Joe never said, this area is different—he worked in one of the most difficult areas to sell in the country.

Have you ever said, “But, my area is different, the people here are harder to sell.”

5. And most importantly, Joe never said, “If only I could see more people, then I would be successful”.



In the immortal words of Yoda

“Do or Do Not...There is no try”

**See People or Don't See People... There is no
“If only I had enough people to see”**

Joe never made excuses for not having enough people to see... if there wasn't someone in front of him, he went out and found someone.

The Rule of 250

One day when Joe was attending the funeral for a friend's mother, he asked the funeral director how he knew how many memorial cards to print. The funeral director said that over time he found that the average number of attendees was 250. Joe asked another funeral director he knew how many people normally go to a funeral. That funeral director also, said 250.

While attending a wedding, Joe asked the caterer about how many people he normally served at a wedding. The caterer told him about 250. And thus was born, Girard's Rule of 250.

Everybody knows 250 people well enough that they would attend a wedding or a funeral. Why is this important? Because you now have access to 250 times each person you meet. You meet:

1 person X 250 = Access to 250

10 people x 250 = Access to 2,500

100 people x 250 = Access to 25,000

“Wait a minute!” you say. “How am I supposed to GET access to those other people?”

Easy. First and foremost, you treat everybody like a KING!



Second—you use the 5QES process. If you do it every day...with every person you meet...every time you meet them...your message will eventually get to most of the acquaintances.

IF...

“You don’t TRY... there is no Try”

Always have your 5QES visible... even when you aren’t working. For example:

- Have brochures with your 5QES always lying about in your car. If you give someone a ride...there it is!
- Always have a brochure “accidentally” lying about your front door... somebody comes into your house...there it is!
- In your boat...there it is!
- On reusable grocery totes...there it is!
- Get note pads made up with your business contact info and your 5QES prominently displayed. Anytime you write a note or write down a phone number to give somebody...there it is!
- A lawn sign easily visible in your garage, (like you’re storing it)...there it is!

You get the point.

When somebody asks you, “How’s business?”

Reply with a mini-case study that revolves around your 5QES. Tell them how you just solved a problem for somebody just like them. For example:

“It’s great! Earlier this week I worked with a couple that just retired and was able to get the tax they pay on their investment income down to 1.5% tax rate. You should have seen their faces when I walked through how to cut their tax by 90%... it was priceless! Boy are they happy campers. It’s just a shame that there are so many people walking around that don’t know how to use Internal Revenue Code 72 to chop their taxes by 90%. Luckily, every time I do it for someone, they give me a referral. Like these people I was telling you about, they immediately referred me to a friend that had just retired from the same company and I’m going to see him next week to do the same thing!”

How Joe “met” enough people to make it into Guinness

Joe said it simply, “Do Something.”

Never be sitting around wishing you had somebody to see...do something.

Here are the things Joe did:

1. Called people
2. Wrote people notes

3. Handed out business cards...everywhere!

1 Call People –It's free

- ✓ Call your clients to check in and share an idea or ask if they know anyone that needs your "5QES".
- ✓ Call your prospects with an idea or how they can protect or capitalize on something in the news.
- ✓ Call your clients' CPA with an idea and make sure they have everything they need from you for tax season.
- ✓ Call your clients' attorney to ask if they think any of your mutual clients affairs should be updated.
- ✓ Call local business owners with an idea to help them with their business
- ✓ Get a list of people not on the do-not-call list and call them... just do something!

Email –It's free... and Joe didn't have the advantage of being able to do this!

- ✓ All of the above, plus
- ✓ Email journalists with comments and compliment them about a story they did.
- ✓ Email your buddies in the industry for ideas to help your clients.

2 Write notes –All containing your 5QES... again, Joe didn't even know about 5QES. God knows what he would have done if he had incorporated a killer 5QES!!!

- ✓ Every client's anniversary with my firm
- ✓ Every birthday I could find... prospect and client
- ✓ Thank you for attending
- ✓ Thank you for a referral
- ✓ Thinking about you
- ✓ Saw this idea and thought about you
- ✓ Saw you in the paper, here's a clipping
- ✓ Happy Thanksgiving, 4th of July and Easter
- ✓ Have a safe Memorial Day and Labor Day Weekend
- ✓ Merry Christmas
- ✓ Happy Hanukkah
- ✓ Funny riddle or joke I heard—I usually tie these to a holiday like Halloween or St. Patrick's day
- ✓ Handwritten note on top of a copy of an article
- ✓ Handwritten note on account summaries
- ✓ Congratulations on an achievement or milestone

- ✓ Happy Retirement
- ✓ And all sorts of fun and crazy cards

3 Business Cards

Here's a quote out of Joe's book, "How to Sell Anything to Anybody."

“If I had to pick just one thing to get business, I would probably pick my business card. Just about every salesman has business cards. But I know a lot of them who don't go through a box of 500 in a year. I go through that many in a good week.”

He handed them out everywhere he went:

- ✓ Every meal out...along with the tip went his business card
- ✓ Every bill he paid... a biz card went in
- ✓ Every time he had to write some info down for something, he wrote in on his biz card
- ✓ Every time his football team scored a touchdown... he threw up a handful of biz cards. Crazy? Maybe, but it worked.
- ✓ Every time he bought something... he handed the salesperson a biz card.
- ✓ Every time he walked by a bulletin board (hardware store, school, health club, Panera's, etc.) a business card went on it.
- ✓ Talk to someone on the plane... handed them a business card
- ✓ Help someone on the street... a business card
- ✓ Every business that has a business card "contest bowl"... in goes a business card
- ✓ See somebody in the paper...cut out the article and send it to them with, you guessed it, a business card.

What if you only got one sale for every thousand cards you handed out? Really nice business cards are about \$20 per thousand. What do you make on a new client?

And here's the thing...

He didn't even have a 5QES printed on his card!

If Joe had known what a 5QES was and had it on his business cards... Geez! If he could have handed out 500 cards a week with a 5QES that got people asking, "How exactly does he do that?"

Can you imagine how much more incredible his sales would have been than they already are?

You've got tools Joe never had

- Email

- Handwritten font so realistic that it would fool your mother (call your 5Q marketing specialist if you want to know how to get this)—You can now send out thousands of handwritten notes in the time it took Joe to send out 50.
- Marketing systems designed to get you in front of more than one person at a time

To name just a few...

I watched one 26 year old competitor, in my town, build his business to over 70 clients and \$180,000 of income... walking door-to-door introducing himself and handing out his firm's newsletters! Are you kidding me? I laughed my @\$ off at this guy, until I lost a client to him... and found out through a friend of mine in his office that he made \$180,000 acting like the Fuller Brush man.

This kid was driven. This kid had balls. And this kid turned into a man with close to \$500,000 a year income before he hit age 30. He of course doesn't have to go door-to-door anymore. And he never said, "If only I could get in front of more people, then I would be successful."

He just went out and saw more people.

See people or don't see people... there is no "If only I could get in front of more people, then I would be successful."

“Do or do not. There is no try.”

If your Income has plateaued... if you are spending more money but seeing less people... if it's time for a change, we're interested in speaking with you. For over a decade, Mike Kaselnak has been quietly taking good producers to levels three and four times their income level, within three years of using the 5Q system.

*If you would like information on this or other proven business builders please contact 5Q at:
Email: support@5qgroup.com | Phone: 1-855-633-0900*

