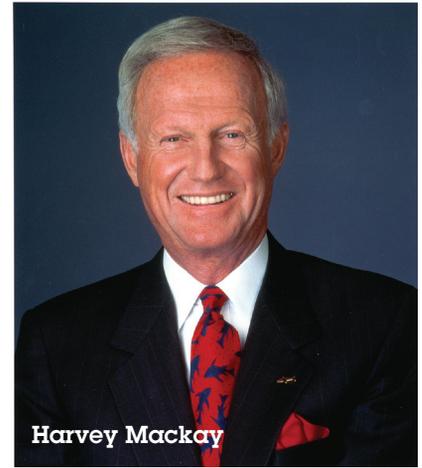


SELLING IN THE REAL WORLD

Tips from expert Harvey Mackay.

By Craig Harrison, DTM



According to Harvey Mackay, everyone is a salesperson in one way or another. “Every day of your life you are selling ideas,” says the successful entrepreneur. “Whether you’re talking to one person or delivering a keynote, there is no difference.”

That is why sales skills are important. And if anyone knows the sales business, it is Mackay. He began working as an envelope salesman in

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his early 20s and at 26 founded the MackayMitchell Envelope Company. Today, he is chairman of the \$100 million company, which is based in Minneapolis, Minnesota, and manufactures 25 million envelopes a day.

Mackay, who joined Toastmasters as a young man, is a powerful communicator across a wide range of mediums. He has flourished in business, speaks around the world on various business-related topics, is featured in numerous television and radio interviews, and is a widely read author and newspaper columnist.

His most recent book, *The Mackay MBA of Selling in the Real World*, shares his hard-earned sales know-how from decades spent in the business arena. Like his other books, it is a best-seller on several prestigious newspaper lists and combines inspi-

ration tips with practical, career-oriented advice. His books have been translated into 40 languages and sold more than 10 million copies.

Persevere

One of the most important qualities of a salesperson — or anyone — is perseverance, says Mackay in an interview with the *Toastmaster*. If you want to sell something, the key is to try ... and keep on trying, even if it means getting

rejected all the time. “If you want to triple your success ratio, you have to triple your failure rate,” he notes.

If economic times are tough or you are enduring a rough patch in your career, Mackay adds, stay determined and keep plugging away. “In business, prospects may seem darkest when really they are about to turn. A little more perseverance, a little more effort, and what seemed a hopeless failure may turn into a glorious success. There is no failure except in no longer trying.”

Make a Connection

Another way to build success in sales is to develop relationships; that is also true when conducting a job search, says Mackay, especially in the area of networking. “Three-fourths of all jobs are found through networking,

so doing whatever you can to get yourself in front of more people is beneficial.”

While many people attend networking events and collect stacks of business cards, Mackay says you have to do more than that if you want your efforts to pay off. “What good does it do making all those contacts if you don’t follow up on them? You must build and nurture relationships.”

Touting Toastmasters’ Impact

Mackay speaks often of the importance Toastmasters played in his success. He recalls how his father insisted — not suggested, but *insisted* — that he join a club after graduating from the University of Minnesota. “At 21 I joined King Boreas Toastmasters in St. Paul, Minnesota, and without question it was one of the most important decisions of my life and career.

“Once you’ve been in Toastmasters and become an accomplished speaker,” he adds, “then over a lifetime you become a better leader, a better communicator, a better manager and a better salesperson.” **T**

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