

AUDIOMOTIVATION INTERVIEWS TOM BEAL

Andy: Welcome to www.audiomotivation.com. My name is Andy O'Bryan and today we are interviewing a person who has made sales champions of people. And if you want to be a sales champion yourself you would definitely want to listen to this man's voice. And www.audiomotivation.com welcomes Tom Beal today. Tom, welcome to the program.

Tom: Thank you very much Andy. It's a privilege to be here.

Andy: Tom, can you tell us about your first sales success that I read about on your site; that happened at age seven?

Tom: That's a good story; great question. My first sales success – being brought up in the weird circumstances that I was, being raised by my mother who was seventeen years old when I was born. I sort of tagged along when she would be selling Electrolux vacuum cleaners. She would be selling pots and pans, whatever the flavor of the day was. I was there watching it and admiring and observing. So while seven years old she put it upon my shoulders when I was on a T-ball team we had a fundraiser; who could sell the most light bulbs. I think we had light bulbs to sell. We had hand soap that we could sell. So she said well, I'll show you how you could win that prize in this little booklet that you have that you want so bad. I can't quite recall what the prize was but obviously I had to sell a ton of soap, a ton of the light bulbs to accomplish that. I said that's what I want to win and she said if that's what you want to win here's the work that's going to have to be put forth from you. You know, it's not going to come to you for free. They aren't going to give you that particular gift without producing the results. So I said how can I produce that much results: Whatever the seven-year-old talk was at the time. And she said this is how you have to do it. We'd pull into this neighborhood. We'd go door-to-door and knock here. You'd show them what you have to offer. You'd let them know what the cause was for and people will sign up. Some will sign up; some won't. And either way you go to the next door and you just knock on as many doors as possible.

So, here I was at seven years old. My mom would literally drive me to various developments. She'd drop me off at the beginning and I would walk throughout the whole development door-to-door. And believe it or not, I'd come back with just tons of orders. And there's a whole combination of things. Number one whenever I have a child come to my door knocking trying to raise money or do fundraisers I now give gladly because I admire the attempt that they are putting forth. I admire that entrepreneur spirit. And it was just really great. So, in a way my sales success at age seven is exactly what I help people establish nowadays with my coaching and with the programs that we roll out.

The same thing that motivated me as a seven-year old level was that I wanted that end prize. I had my why. The reason I was knocking on so many doors, the reason I could go neighborhood-to-neighborhood was because I could picture myself holding, I could picture myself having, that price that I wanted. Nowadays, fast forward twenty some years, I still have that why. The reason I can work so many hours. The reason I can make so many phone calls is because I have that end vision. I know. I can picture myself, my wife, my son, me, my family, any friends that I want to bring along. We're sitting in Atlantis on the beach in the Bahamas. I have to tell my guests, and friends, and family I'll be back in two hours. I have to go do my teleseminar. I come back in two hours and in that time period I've given a presentation to over 1,000, 5,000, 10,000 people, or however many people on that teleseminar. And then I rejoin my family and friends at the beach in the Bahamas. That's my why. That's my prize. That's how I can continue working the way I do today. So, that in a nutshell Andy is my first sales success at age seven.

Andy: Wow. It sounds like, I mean, I remember hearing about Tiger Woods starting when he was that young. And it sounds like you knew, even then, that you were going to sales in sales and then helping others. So, that's awesome. Talk to us a little about how the events of September 11th changed your life.

Tom: September 11th. Now that's a very unique question. And the reason I say it's unique is because September 11th has many different meanings to me personally. September 11, 1998 now that doesn't ring – now most of remember September 11, 2001. September 11, 1998 I was in a car wreck that I rolled four times. I was ejected from the sunroof. I was pronounced dead on September 11, 1998. I'm still alive obviously. That was a day that changed my life the first time.

The second time, fast forward three years, was September 11, 2001. I was on my way – I was the publisher of the North Carolina Home Book down in Charlotte, North Carolina driving 77 South to meet with the same interior decorator who had just interior decorated Jeff Gordon's house in North Carolina. And I was meeting with him to show him my work with the Home Book and I heard on the radio the events of the planes crashing into the World Trade Center. And my sister called me on the phone. I've very close with my two younger sisters based on the divorces and the marriages that we all grew up with. My sisters are ten and twelve years younger than I was. So, I was kind of their mentor growing up. And she called me to get advice from me on how to deal with it. And she was giving me the play-by-play on the visuals that she was seeing on TV. I pulled over and tears and emotions were flying and just trying to be supportive to my younger sister who was seeking me out. At the same time I was fighting the internal how am I dealing with this. We're under attack. There are some changes happening. So, that in a way was a wake up call. It's amazing because three years prior I had a wake up call and my life changed. This wake up call was now it's time to give back.

I changed dramatically from September 11, 1998 but this was a time that I said you know what there's no guarantee of tomorrow. I'm making a decision now. All the studies, all the successes that I've had up to this point I've been telling not many people about. I just continue on with my daily business. People on occasion ask how have you done it? How have you risen to the top? You've been a national bicycle freestyle champion. You've been the number one honor graduate/valedictorian from boot camp out of the Marine Corps; twelve weeks of living hell for most. You came out shining like a gem. You've been number one in five sales organizations. And I played it off; oh I'm just lucky. I must just work hard, you know, right place, right time. Well finally I said you know what, I'm going to clarify what are the steps that have helped me rise to the top? You know, in all those unrelated areas how can I share that information with people to let them know? There's no guarantee there's tomorrow. You need to take action now to live your dream because who knows what's going to happen? You know, hopefully an event like September 11, 2001 won't happen again. We don't know, you know.

After that someone pointed me to a Website called www.deathclock.com. And it sounds pretty dismal but when I went there I realized that the whole point of that site is to let people know you only have so much time left. It gives you a destination; how many seconds you have left in your life. And there will come a point in each of our lives where it will be ten, nine, eight, seven and we'll have no time left here on this earth. So, while we're here take steps every single day to get as much accomplished as you want to accomplish. Don't let life pass you by without putting yourself in a situation that might make you feel a little uncomfortable. But it's progressing you towards the goal that you have. And first of all start setting some goals and then taking the following proper steps. So that date changed my life because that was the day that I had made a decision. I've always admired Brian Tracy, Jim Rohn, the whole gamut, nowadays the Mike Litmans, the Josh Hinds, the Andy O'Bryans. I've admired the people who are taking the proper steps. But now it's time for me to take some steps. It's time for me to take some action. I'm not going to wait for tomorrow because there is no guarantee of tomorrow. I'm going to take some action today to reach my dreams and goals.

Andy: So, Tom here we are at – I'm looking at your Website, www.thesaleschampion.com. What does it mean to be a sales champion?

Tom: What does it mean to be a sales champion? What it means is making a decision to be your absolute best every single day. You know, everybody has good days. Everybody has bad days. But regardless of the circumstances not pointing fingers to anybody, any circumstances. Pointing the finger directly back to yourself. To be a champion you have to totally understand the

concept, it's an old saying, if it's going to be it's up to me. Not, in a me fix everything mentality, but I'm not going to let the economy shape my future. I'm not going to let my employer shape my future. I'm not going to let these external circumstances shape my happiness. It's internal. No exterior circumstances can determine your success, or failure, your happiness, or diverse sadness. It's an internal decision. Once you finally recognize and can come at peace that you're exactly where you are today based upon the decisions and the choices you've made in your past. And at the same time you're going to be five years from now exactly where you are based upon the decisions and choices you make today. So becoming a champion, becoming a sales champion, is taking full responsibility for your life. That's what it boils down to.

Andy: You know that sounds not just a sales philosophy but a life philosophy, you know. That's just -- I think anybody listening whether they're in sales or just wanting to succeed needs to follow that advice.

Tom: Exactly and a lot of people when they talk to me or when they've heard me speak many times they're looking for what are the right things to say to get that sale. Sales is more -- when you become a sales champion it's becoming a better person. It's not about learning the proper things to say. It reminds of that quote that I say a lot by Jim Rohn, "Success is something you attract by the person you become." And that's exactly what sells success. In order to be a sales champion you buy the person that you become. And sales champions live by this golden rule by Zig Zigler, "you can have everything in life you want if you simply help enough others get what they want.

When you can literally sit face-to-face with people and recognize that if they're searching for your products or services there's no better option they can pick than what you, your company, your product, your services can provide. And it would be a disservice to them if you don't express that in a manner where they can understand it. Where if they don't choose you it's doing their company a disservice. It's when you get that belief until you have the true caring that you're helping them with your products and services to the point of where if they even say here's the check I want to get your products and services. Well, realistically that doesn't fit the need that you have. Here's the person that I can direct you to that will help you in the way that will really be more beneficial. It's not about taking checks. It's not about conning people. It's not about getting people to buy something they don't want. It's helping people solve problems. Sales champions get paid to go meet people, gather information, and help them solve problems.

Andy: Now, if you are speaking to somebody, you know, someone's standing in front of you and they're having problems in sales or whatever they want to do with their lives and they come to you for advice. What is the first thing to tell

them to try and keep them on the right path and, you know, so that don't get side tracked and keep them focused?

Tom: Andy, that's another great question. That sort of ties back into what I talked about with me picturing the prize by selling enough light bulbs and selling enough hand soap. Me having a picture of myself having it, holding it, you know, experiencing it. And similarly I can feel, taste, smell the Bahamas experience with me, and my family, and my friends. You have to have that why. And why becomes that vision that you have. What is your goal? When somebody's stuck, when somebody is in a situation that they might be side tracked, or somebody is just off path a little bit. Sit them down and ask them what is your goal? You know, here's where you are right now. Let's look into that more. What is the current situation? Let's get a baseline of where you are. Where should you be? Okay, so there's where you are. Where should you be? How does that make you feel? Why aren't you where you should be? What are the steps that you're not taking that once you start taking them you can get to where you want to be?

And this goes back to some Dale Carnegie Sales Advantage Course training that I did. If you can learn one thing from a person you meet, or you can learn one thing from a seminar that you go to that's the key. Out of the Sales Advantage Dale Carnegie Seminar I remember this. There's four words: as is, should be, barriers, and pay offs. And that touches on as is. What's the current situation? The should be, if everything was perfect and you had a magic wand and you could tap it and everything was perfect what would that look like for you? The barriers, what's holding you back from where you are now to where you should be? And then the pay off, how are you going to feel? What is it going to taste like? What is it going to smell like? How is your life going to change once you accomplish that? What's going to be different in your life? What would you get rid of that you currently are experiencing now? What would you have more of that you don't have now? To feel the whole pay off that's so vital.

Andy: You need to really visualize that pay off, right?

Tom: Absolutely. Absolutely. With as many emotions and as many fences as possible; you need to see it. You need to taste it, smell it, feel it, and just get emotional about it because that's what's going to drive you. I guess in a way this also ties into a commitment to never ending learning. You know, constantly a never ending searching for answers. And that's Biblical; "Seek and you shall find." You know, that's how it is. If you're not looking you're not going to find. So, you need to start searching for ways to improve the situation that you're either stuck in or you're lost in. And then the way will come to you. So, if you're not searching you're missing the whole boat. So, a commitment to continuous education is extremely vital.

Andy: Well, this sedge ways right into the next question very nicely, which is where I would ask you what is in your library? If you had to pick out a few things to hand someone, like go and take these tools, take these resources and, you know, just absorb them as much as you can, what would those be?

Tom: That's a great question. I'm in my office right now and I'm looking at the library here. And it's pretty expansive. And I'm pretty much of a freak. I don't expect anyone to get as much as I have gathered here in my library. But to narrow it down to a couple of books that I say are must haves. Definitely if you hear a lot of people you Tony Robbins. You hear Jim Rohn. You hear Brian Tracy. Everybody has pretty much put a book out on success, on entrepreneur success, anything. It boils back to the book by Napoleon Hill, Think And Grow Rich. That's probably the baseline where is the first self improvement book of it's kind from the early 1900's. And everything has evolved from there per say. So, that's my number one. Number two is kind of a spin off of Think And Grow Rich. It's from Earl Nightingale. Earl Nightingale had an audio program that was the first audio gold record back in the early 60's, I believe. And it's called Strangest Secret, which basically summarizes Think And Grow Rich. And here is the strangest secret Andy. The strangest secret in the world today is you become what you think about. You become what you think about. So, if you think your thinking you're going to change your actions. You change your actions you're going to change your beliefs. Your whole life will change by changing one thing; what you choose to think about.

And then you can sort of flip up to a couple years ago. Now we have the person who they're labeling as the modern day Napoleon Hill, who's interviewed some of the best known speakers, and authors, and successful people of today's times and that's Mike Litman's book, Conversations With Millionaires. And a lot of this stuff is accessible though my Website. I've tried to make it as much of a resource for people so they can go there and get a whole bunch of free information without having to spend tons of money. I don't expect everyone to get \$10,000 worth of audio programs, and CDs, and all this nonsense. You can get a whole bunch of information straight from the Internet. That's a great resource.

Andy: Tell us about your site Tom, www.thesaleschampion.com.

Tom: www.thesaleschampion.com actually is fired by Mike Litman who wrote Conversation With Millionaires, actually the coauthor with Jason Allman. And, you know, that brings up another good point. You have to have focus. If you look at my track record I've been successful in the Marine Corps. I've been successful in bicycling. I've been successful in five different sales organizations, you know. And my mentality at first was, you know, I can help people with this problem. I can help them with this problem. Mike helped me narrow down and say what is the thing you've been most successful, that you

really enjoy helping people with? And that's where the Sales Champion came from. I've had extremely -- I've been blessed with great successes in sales. I have a great way of helping people understand how to become successful in sales and that's where that was fostered. What you'll find on there is a brief five-step program. That if you go there you'll see a free five-step e-course, which goes through the five steps that helped me rise to the top in all those unrelated fields. And they're universal principles. You can apply them to any sales organization. You can apply them to any situation that you're going through with your life. Those same five steps will help you get through and become one of the best in your chosen field. You'll also find a great source of resources that have been helpful to me through my, let's see, fifteen year of success studies I've narrowed it down to the most vital and important things that I feel can help people who are also searching to become successful, particularly successful in sales.

So, I'd definitely recommend going to www.thesaleschampion.com. Sign up for the free five-step e-course and then you'll see what type of value is there. And then for the people who are really searching to make a move in their life and get from where they are to where they want to be you'd want to tie into to what I just mentioned, my friend Mike Litman. The reason we're such good friends is because I hired him to be my personal coach. You'll notice in my five-step e-course the third step of rising to the top is to identify and align. You'll find somebody who's doing what you want to do already. You can team up with them as fast as possible and they will help pull you through the ranks in a record amount of time.

I've accomplished more with Mike -- for instance in thirty days I accomplished more in thirty days with Mike Litman helping me that I had in the previous two years.

Andy: Wow.

Tom: It's that type of action. That's what I'm helping people do with my coaching as well.

Andy: That is so powerful. This whole interview has been just so beneficial. Not just for sales people but for everybody. I mean, you know, the life lessons that people can pick up from the things that you had to say, and your site, and the things that you offer is just phenomenal and I appreciate you coming on with us today Tom.

Tom: Andy, I appreciate the offer. And let me know how else I can help down the road.

Andy: All right.