



# The Don Hutson Report

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Global Expert on Sales & Negotiations

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## How Crystallized is your Vision?

**When I got out of college** and went to work for Dick Gardner selling enrollments in seminars, I began a truly enriching educational process. I had no idea how much I did NOT know!

**When he interviewed me** I will never forget him looking into my eyes and asking me penetrating questions! Are you *motivatable*? I'd say yes and he'd say, "Give me an example". Are you trainable? I answered in the affirmative and he said "Give me an example". Are you dedicated to success? Yes sir! "Give me an example."

**When he got through** asking me several such questions and I had provided examples I was sweating and nervous, but determined to make a positive impression so I could get the job.

**It worked** and I bought a new Grand Prix Pontiac (on time) and headed to St. Louis for my straight commission sales job. I was in for a rude awakening. After a brief orientation, I was in the field making sales calls on sales managers. It was tough and I was not prepared for the rejection I would experience.

**When Dick and I made calls** together during my training, he made it look so easy, and I did all I could to emulate his smooth and erudite presentation, but it wasn't in me.

**After a couple of weeks**, I had made very little progress and he said "Let's go to lunch, Hut". We did and he began to ask me some more questions that I found uncomfortable, but I answered as best I could.

**He reminded me of the goal** I had set and shared with him about monthly earnings and asked me... "Have you done the math? ... Are you on target to reach your goal? ... How are you handling rejection when you miss the sale? ... Have you got your written goals on you?" When I said NO to that last question, and I confessed that I didn't have my goals in writing,

he nailed me. “Hut, if you don’t have your goals in writing, you aren’t taking this job opportunity seriously enough!”

**That’s when he told me** that great sales people not only have their goals in writing, they have attached great detail to them – and they have 1-year, 2-year, and 5-year goals.

**One of his top people** called his goal his “Magnetic Compelling Purpose” and professed that he would not be denied it! He went on to tell me how he played the numbers game, ate rejection for breakfast and lunch, and never let anything slow him down in his quest for goal achievement. He was an animal! Determined! Inspired! When he told me how much money he made, I was astounded.

**I said, ok, Dick, he’s my new role model!** If he can do it I can do it – and I’m on it. I had just had a “That’s IT experience”! It was never the same after that. I went home late that afternoon, got me a legal pad and created an impressive set of goals, with details, that I was sure would impress anyone.

**The next morning when I got in,** I showed them to Dick Gardner. He said “You are off to a great start, Hut. I’m looking forward to seeing your sales performance increase now. Please do one more thing. When you get home tonight, write down exactly what you have to do to make these goals become a reality. I don’t want numbers alone; I want a list of behavior changes and strategies you plan to deploy to make this come together for you.”

**He kept pushing me,** and while I got off to a miserable start in a tough business, I progressed steadily, and hit my first-year goal. I never could have done it without the leadership, encouragement, and tutelage of Dick Gardner.

**Four questions:**

1. Do you have your “Magnetic Compelling Purpose” in writing?
2. Who has been your Dick Gardner? We grow strongest when challenged by a mentor or manager who will push us to be our best.
3. What behaviors do you need to change today to make your life a masterpiece?
4. Will you?

**Pardon the bold questions, but providing answers to each of them is the only way we will achieve bold results!**

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