



**HOW MEMORABLE ARE YOU?** On standing apart from the sales dogs hounding buyers all day long

Business networking is about BUZZ. You want to create that constant sound in the ears and minds of prospects so that they make a mental connection between what you offer and what they need. The best way to do that is through telling stories. After all, isn't each of our introductions simply a mini-tale, told in rhyme?

At SalesAutopsy.com we collect entrepreneurs' and sales professionals' most embarrassing selling memories. Each story is a building block to improvement toward closing more business. When you can expand your story into a narrative that blends both success and humor, you will have a winning, memorable combination that becomes buzz. This means the listener tells others and the beat (the word) goes on. What follows is one of our most popular stories - an insurance rep who creates tremendous buzz in her world by telling a most unforgettable anecdote.

**Disappearing Client, Hiding or Dead? Brandy recounts how a client crashed far from home**

When I landed the life policy on a hotshot entrepreneur, it was a huge boost to my selling career. The five-million-dollar policy was great for my bank account. It was even better for my credibility in the office. In an industry where women are selling in much smaller numbers than men, it was nice to see my reputation on the rise.

Shortly after he passed his medical exams and was approved, the entrepreneur began to struggle with his business. While on an unexplained trip to Eastern Europe, he was killed in a bizarre plane accident. While walking across a runway, he was sucked into an engine of the jet he was about to board.

Our firm was concerned about verifying the death in order to pay on the claim. Unlike the United States, many countries don't issue death certificates, so we hired investigators who flew across the world to interview "witnesses" to the awful scene. Some of their stories didn't quite match.

The final fishy clue proved the whole incident was a fraud perpetrated by the near-bankrupt businessman. The blood on the plane's engine belonged to a cow.

That guy still hasn't arrived back in the U.S. I guess prison is much worse than bankruptcy. And my growing reputation has been temporarily arrested, while I listen to mumbled "moos" behind my back at the office.

What is your best story? Can you captivate your listeners by sharing an experience that generates an ooh, aha or oh no!? Work on crafting your buzz. It's good for business.

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Dan Seidman's new book, *The Death of 20th Century Selling; 50 Hilarious Sales Blunders and How You can Profit from Them* is available toll-free at 1-877-613-7355 or at [www.salesautopsy.com/book.html](http://www.salesautopsy.com/book.html). Get the book and give the gift of laughter and learning to someone who sells today! Dan can be reached at [dan@salesautopsy.com](mailto:dan@salesautopsy.com). He is also available to speak at your sales conference or trade show on these very funny stories and very innovative selling strategies. Contact Dan today for open dates.

Dr. Ivan Misner, founder of Business Network International has contributed to Dan's book on additional methods for being perceived as unique.

