

The Salesman's Secrets

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By Rich J. Tilley

This book is dedicated to:

My mother, who always believed in me and thought I
could do no wrong.

My father, who always thought I was a dreamer and
hates salespeople.

My three children, who are the reason I keep living and
breathing.

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Preface

Thank you for taking the time to read my book. As a first-time novelist, my command over the English language may not be at the expert level. However, I do try to write using simple vocabulary that everyone understands; therefore, making the book fast moving and easy to read. You will not need to have a thesaurus on standby to get through it, and my wish for you is to say that this is one of the best books you have ever had the pleasure to read.

My other desire is for this book to get every day, working people reading again. Not many of us read novels anymore. We live very busy lives. In our free time we are mostly consumed by the plethora of information we are bombarded with from our smart phones. Maybe, I can convince you to download a book for the first time or purchase your first book online to enjoy reading it in your favorite chair, by the pool, or in your bed. If I have done my job as the author, the moment you start reading the first few chapters, you will be so transfixed, committed, and curious that you will want to read more and finish the entire book.

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So, what is the book about?

The title of this book, *The Salesman's Secrets*, could project thoughts or preconceived notions that it is about salesmen and all the tricks they use on you to manipulate you into buying their products. Or, the title could indicate it is about an individual salesman that has a lot of secrets that he doesn't want anyone to find out about. Or, maybe the salesman that we follow in this book is not the person he appears to be. As you read through the chapters, you will find the answers to these questions, and the truth may surprise you.

We all have a certain stigma ingrained into our brains about how we feel about salespeople. Most of the time, our feelings are not in the most positive light. My goal is, after reading the entire book, you will have a new respect for what salespeople have to go through on a daily basis to get to their money to provide for their families. Without a doubt, there are too many sleazy bad apples in the sales profession that do us wrong and spoil it for all the decent, honest salespeople, right? These emotional scars are not erased from our memories very easily. After following our hero, Kip Stevens, throughout his journey, you might have a new-found respect for the sales profession itself and maybe, just maybe, you'll be a little nicer to the next salesperson you meet!

Why did I write this book?

I wanted to share with you some relatable and entertaining stories while introducing you to some interesting people that Kip Stevens meets in his travels. I

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wanted to cause a stir by bringing up the subject of three powerful forces that control our lives, which dictate most human behavior. These forces are the power of money, the power of sex, and the power of faith.

Money

- How money controls our lives and dictates our level of happiness.
- How spending money can be painful sometimes.
- How the lack of money can ruin our lives and cause us despair.

Sex

- How the desire for sex can make us question our own values sometimes.
- How sex can control and manipulate other people.

God

- The most powerful force of all.
- Faith in a God, our belief or nonbelief in a higher power determining how we think, who we associate with, how we obey laws in our culture, how we count our blessings, and who we think is control of our actions.

Is this book for salespeople?

The answer to this question is yes and no. I want this to be a reference manual to stand the test of time for anyone in the sales profession, business people and corporate leaders. However, this book is for everybody dealing with

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everything life throws at us on our journey. We can all relate to what Kip has to go through in our story.

Have you ever wondered why or if your spouse ever cheated on you? The answer might be in the “Trips and Tips” chapter. Have you ever worked really hard to save for a down payment on a new home? You will enjoy “The Hamster Wheel” and “The Joys of Home Ownership” chapters. Have you ever lost your job or tried to find a new one under immense pressure from your financial responsibilities? Read “Get a Real Job!” Has your boss ever driven you nuts to where you don’t feel like coming in to work anymore? You will love “Micro Management 101.” Do you like dealing with car salesman? Most people don’t. Enjoy the chapter “I am not a car salesman anymore!” Do you believe in God? Do you feel God is responsible for all your blessings? Do you not believe in anything? You will read “God Help Us” over and over. Have you ever lost a parent or loved one? Read “Mama! I am on my way!” Did you ever worry if a divorce affected the children? Has your teenager ever wrecked the family car? Have you ever been really lonely? Have you tried to cure your loneliness by dating in today’s online world? Did you ever have an affair and regret it? It is all in these fourteen amazing chapters!

Some of these stories and situations have been changed slightly or embellished for entertainment value to get the point across. Several tales may be of pure fiction, stemming from the author’s wild and creative imagination.

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Each chapter stands alone and is a story within itself that has a beginning and an end; however, the events in the book do take place in sequential order.

This vision of mine has been cultivating for the last few decades, and this story is also my gift to Hollywood, which seems to be so starved for a good, original script these days.

Hollywood, you are welcome!

Regards,

RJT

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We would love to hear from you!

Preface

1

Meet Kip Stevens

Meet our protagonist and main character, Kip Stevens. Kip is a father of three: Jake, the eldest at sixteen; Luke, the middle child, age fourteen; and the youngest, a daughter, Emily, age twelve. He is married only once, but he would tell you he doesn't have much of a marriage. Over the years, there have been too many unresolved conflicts about raising children and managing finances that has caused the flame to burn out between two once best friends from college. Kip stays in the marriage for the sake of the children's fragile, adolescent state, and his wife stays for the security.

Kip's profession? Salesman. He is a former college athlete, now in his forties, who has never found his big break. He is a hard worker who never gives up on a goal. He is well read and has always been one of the top salespeople in every company he has ever worked for. His determination and competitive nature compliment the skills you need to be successful in the people business.

Meet Kip Stevens

He is blessed with youthful good looks and has a healthy head of light brown hair. His radiant attitude creates a positive aura around him and makes him approachable and easy to talk to. People that work for him respect him and customers love him. He is the type of salesman that sells the benefits of his products and does not have to stoop to telling white lies or stretching the truth to make a sale. He detests sleazy sales people himself and prides himself in his own integrity and honesty. He has no tolerance for any peer that sells unethically, but sometimes he knows he may have to tell a white lie in everyday life to protect human beings from themselves.

His amiability, positive drive, enthusiasm, and sales knowledge help him get results. He is currently working for The Cap & Gallo Co., a national demo company that showcases their products through a variety of retail store chains across the United States. He performs live demonstrations following the format of an infomercial. He has worked here for two years and is one of the top salespeople in the country for his company.

Kip has a way with people. He can instantly build rapport with almost anyone because of his vast experiences and being so well traveled. His charisma, handsome face, sexy brown eyes and friendly smile help him sell well but sometimes get him into precarious situations. It is not uncommon for both sexes to be attracted to him, as you will find out. Sometimes he can only say, "No, thank you," so many times, and he gets himself into trouble.

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Kip runs from misery and struggles with powerful negative forces coming from his own wife. What do you do when someone you love and care for constantly stresses you out and brings you down? Especially if you are in sales where “attitude is everything” and a poor attitude means a cut in pay?

This is Kip's daily dilemma.

His wife is a brunette and looks great for a woman in her forties that has birthed three children. She used to home school their children but now that all the kids are in school, she earns money babysitting five younger kids.

Her love for Kip has faded over the years but she still loves him. She is generally agitated with him and tired of his false promises for a better life. They do not see eye to eye on most things, especially on how to raise the children. When she speaks to other people, she is upbeat and bubbly but when she speaks to Kip, she comes across like she is nagging him. Kip feels like his hard work to provide for the family goes unappreciated by his wife. His wife feels like Kip does not appreciate all the things she does for him around the house.

He has tried to help his wife be more thankful, but the bottom line is they just think differently. She sees the glass half empty; he sees the glass half full. He has filled his brain with positive, uplifting reading material to counteract life's evil forces; his wife worries a lot. Kip worries about nothing, knowing everything will always work itself out. His wife, on the other hand, sees everything as gloom and doom and sometimes has him

Meet Kip Stevens

thinking the wrong way with her own persuasive sales skills.

Kip considers himself a fairly non-religious person but listens and studies both sides of the argument. Kip knows you have to “like everyone before you can sell anyone” and for that reason accepts all people for who they are, without prejudging. He is always respectful of what makes a human being tick and, because of this, is a master motivator and a great teacher. He has met thousands of people from all walks of life and gets along with almost everyone. Some religious friends, great salespeople in their own right, have caused him to question the existence of God by their intense conversations and own convictions. The older he gets, the more he wants to explore who is in control of our lives and feels like there might be something out there.

He lives for his children and loves them unconditionally. If he was a millionaire, he would not have to work all the time, but until that day comes, he works his tail off to provide for his family. Sometimes life is an endless battle between managing time and money. Some folks have all the time in the world yet no money. Others have a lot of money but no time to enjoy it. Kip gets a lot of heat on the home front for not being there for the children from his wife.

Our journey through a seven-year time span of Kip’s Stevens’s life begins...

It is early December 2012.

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Kip's eldest son, Jake, has just wrecked the family minivan two months into acquiring his driver's license. For that reason, Kip and his wife have to go to juvenile court and sit in front of a judge with their son.

For this court date, Kip had to take off work for the day and is losing money because of it.

Jake had already been suspended from school a few months earlier for getting into a fist fight in the hallway. Jake's tooth was knocked out and cost Kip almost \$700 out of pocket.

While waiting to see the judge, Kip and his wife get into an embarrassing loud argument outside the court room and have to be separated by two security guards. The stress level is high and sixteen-year-old Jake has been a big reason for the stress lately.

They meet the judge and then have to go down a few levels in the building to pay their fine. The court costs today were another ninety dollars. They leave the courthouse and head back home.

Kip is agitated and disappointed with his teenage son's behavior. It wasn't just this unfortunate accident; Jake's grades have been lousy at school lately and Kip has found out recently that he has been smoking marijuana with his buddies at school.

Nevertheless, with the insurance money from the wrecked minivan, Kip purchases Jake a new car and instructs him to find a job immediately. He helps Jake buy a 1996 Honda Accord.

Meet Kip Stevens

With one car down in the family now, due to the totaled minivan, Kip's one and only brother, Keith, is generous enough to lend out his 2001 Toyota 4-Runner until things settle down a bit in the Stevens' household.

Kip's life is a constant whirlwind, and even though his wife needs him home for support, he likes to get away and be alone sometimes. It is the only way he keeps his sanity.

Kip is offered an opportunity to get away on a working trip to Florida by one of the owners of The Cap & Gallo Co., Lou Capella and takes him up on it. He figures it might be a good time to go make some money and clear his mind.

2

Trips and Tips

Kip wakes up at 5 a.m., preparing for his two-week trip to Florida. He is the National Sales Trainer for the Cap & Gallo Company. He has been offered a guaranteed \$1,000 per week in salary, plus all his commission, by the co-owners Lou Capella and Vince Gallo, to save the Florida region from going under and increase sales numbers and morale. Most of the employees are getting ready to quit or already have done so, and the manager of the region is in jail for his third DUI. The territory is in a mess and the sales manager has been fired.

Kip jumps in the shower and is excited to be taking a flight to Florida in the month of December. The weather in Tampa-St. Pete, last time he checked, was sunny and in the eighties. In contrast, there was snow on the ground outside his bedroom window and it was thirty-seven degrees.

Kip finishes throwing the final odds and ends into his half-packed suitcase. He pulls his phone charger out of the wall and throws it in the suitcase with his toiletry bag. He picks up his wallet and one of his favorite sales books to read on the flight, *The Magic of Thinking Big* by David J. Schwartz.

He goes downstairs into the kitchen of his rented home and makes himself a cup of coffee. The kitchen area is a

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disaster, as usual. Dirty plates are piled high in the sink and two-day-old pans with caked-on tomato soup leftovers sit on the top of the stove.

Sleeping on the couch in the family room is his wife. The TV is still on and has been on all night.

Kip slides out the front door, trying to not disturb his wife, and turns off all the lights in the kitchen. He is excited to go help the folks in Florida and enjoy the weather but more excited for the opportunity to get away for a few weeks to run from the stress in the household.

He gets in his car and starts driving to the airport to make his 7:44 a.m. flight to Tampa, FL.

As he is getting close to the airport, he sees a flight coming in to land and thinks about the responsibility the highly trained pilot has on his shoulders every day to land all those folks with families safely.

That pilot has a job to do, too, he thinks.

Most people have the utmost respect for an airline pilot but show little respect for a salesperson. It is a stigma Kip has learned to live with, but he knows, without him, the wheels of industry do not turn. Kip's mission to Florida is an important one, especially for his bosses, Lou and Vince.

He pulls into the parking lot he needs and notices a sign that reads:

DEPARTURE PARKING LOT – LONG-TERM PARKING

Kip finds a spot and leaves his car in the lot.

He grabs his suitcase and jumps on the airport shuttle going to the departures area. He goes inside and stands in

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line for about twenty minutes, checks in his one suitcase, and validates his ticket. He carries his cell phone and book and heads to the gate through security. As he is walking through the airport terminal, he checks the departing flight information on the monitors. He sees his flight number. The flight data reads:

AMER 611 CMH to TPL – ON TIME – Gate 26

He finds his gate and sits down in the waiting area.

Boarding for his flight will not take place for another hour, so he opens his book and begins to read, helping him get into the right mindset to perform his important mission.

The female gate agent at the podium finally calls his rows for boarding. All the other passengers just hand her their boarding pass without speaking to her. They look miserable, tired, and are being unfriendly.

When it is Kip's turn in line, he does something different from all the other passengers. He notices the gate agent's name tag on her vest and speaks to her as he turns in his boarding pass.

"Good morning, Paula! How is your day going so far?"

"Oh! Very well thank you," she replies, perking up.

"I appreciate the job you do."

"You have a real nice flight Mr. Stevens!" she answers with a big smile.

Kip knew that to influence human behavior, all you have to do is smile, use another person's favorite word, their own name, and make them feel important. It works every time.

Trips and Tips

Kip goes down the tunnel and finds his seat on the airplane. He is fortunate to have a window seat by the wing and settles into his seat. With his almost six-foot frame, he is thankful to have a little leg room.

The aircraft takes off smoothly and they should be landing in Florida in just over three hours.

During the flight, a pretty blonde flight attendant comes by offering coffee and tea for the passengers. She approaches Kip, who is sitting in a row all by himself. Kip looks at her and smiles.

“Coffee, please!”

She pours him a cup of hot coffee.

“Could I grab some cream and sugar? Two and two if you don’t mind.”

The pretty flight attendant hands him the packets.

“Thank you! I guess it’s a requirement to be beautiful to work for American, huh?”

“Oh, you’re too kind! Can I get you anything to make your flight more comfortable today?”

Kip notices her name tag. “What’s the chances of me getting a little Danish back there, Kelli?”

She answers. “I think it might be your lucky day!”

Kelli returns a few minutes later with a cheese Danish. She pulls it out of her left pocket where the other passengers couldn’t see it and hands it to Kip.

“Thank you, Kelli. Much appreciated!”

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The flight touches down in Tampa three and half hours later and Kip waits in line to exit the plane. On the way out, Kelli is saying goodbye to all the passengers. When she comes to Kip, Kelli looks at him in a very flirty way with a full smile and asks, "You fly this flight often?"

"I wish!" says Kip. "It was nice to meet you!"

He leaves the airplane wishing he had more time to get to know this beautiful lady.

Kip heads towards baggage claim in the elegant Tampa International Airport. He waits for his suitcase to come off the conveyor belt and heads outside to find a shuttle bus to take him to the rental cars.

As he walks outside, he feels the late morning Florida sunshine hit him in the face and feels the warmth of another gorgeous Florida day. There are several palm trees all around and across the street he sees a sign with a big yellow sun on it that reads:

WELCOME TO FLORIDA. The Sunshine State.

It was great to be back in Florida. Kip had not been there for over fifteen years. Florida was one of his favorite states and if he ever does retire, he will probably end up there.

Kip takes the airport shuttle to the Budget Rent-A-Car location and drives away with a blue, 2012 Dodge Neon. He finds the address of the store he is supposed to go to and figures it is about two hours away. He pulls out his GPS and sticks it in the window for navigation.

As he is driving through Tampa and down the beautiful Florida Gulf Coast, he sees waterways with boats, bridges, and beaches. People are on the docks fishing and sitting on

Trips and Tips

outdoor decks, soaking up the sun. Folks are water skiing and jet skiing in the ocean. The atmosphere is casual and vacation like.

Don't any of these people have to work? he asks himself, jealous of the Florida lifestyle.

He eventually starts to see signs with his destination on them. One of them reads:

CAPE CORAL 11 mi

Kip arrives to his store around 2 p.m. The parking lot is busy, and people are flowing in and out of the store. He gets out of his car, stretches his legs, and checks his appearance in the passenger side window. Admiring himself, he whispers, "It is show time!"

He knows people are waiting to meet him inside.

He walks through the door of the store with a brisk stride, acting like he owns the place. He carries an aura of extreme confidence, giving the impression that "he has arrived." People look at him when he walks by, wondering who he is and why he is here. He is noticed by men and women of all ages.

As he walks by the customer service desk, Kip immediately notices a very attractive girl at the service desk. She notices him, too, at the exact same time and their eyes lock on to each other's. He gives her a friendly nod with his head and keeps moving like he has some place to be.

She smiles back at him.

Even though Kip observes the girl for just a few seconds, he observes enough to be intrigued. The young girl