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REFERENCE MANUAL • GETTING STARTED

SUMMARY:

This chapter introduces you to some of the fundamental, underlying principles of human behavior on which the Solomon Method selling system is based. These underlying principles make the Solomon Method a very effective, yet comfortable approach to acquiring new business. The chapter also covers some of the inherent beliefs that most professionals have about selling that make it much more difficult for them to succeed. As you begin to recognize and let go of these "selling myths," your natural ability to communicate your value, from a place of integrity and authenticity, will begin to emerge. Several exercises are provided to help guide you through this process.

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Chapter 1 – Getting Started



OPPORTUNITY

Preface

By joining RAN ONE you became capable of providing a great deal more value to clients than conventional accounting firms. Your investment of time, money, and energy in becoming part of an international network will help you provide significantly more effective and highly relevant solutions to business owners.

Having worked for many years with thousands of professionals, we at the Solomon Company assure you that what you can offer is truly unique and very much needed in the marketplace.

The purpose of this sales training program is to provide RAN ONE members like you with communication and relationship building skills, integrated with a proven sales process that will maximize your income and success. This will happen as you develop your ability to communicate your value to clients - both existing and prospective, and referral sources.

Your ultimate success as a RAN ONE member depends upon two critical factors. The first is your ability to apply the RAN ONE tools and resources to produce a significant result for the clients you serve. The second is your ability to communicate your value in such a way that the person you are meeting with will quickly and powerfully experience the value of who you are and what you offer.

As you will learn, creating a compelling experience for the client is not a matter of chance or luck, but rather is a reflection of your ability to conduct a clear and focused meeting, and behave in such a way that clients experience your value directly rather than you having to deliver an advertisement.

There are thousands upon thousands of business owners struggling to achieve their dream who have yet to do so. You already have excellent tools and resources to give them the solutions they need. Your opportunity is truly unlimited.

The question is, "How successful do you really want to be?" By creating a successful, rewarding and well run practice you demonstrate your true capabilities to current and prospective clients as well as potential referral sources. Make your firm a living example of how a business can be transformed.

As a RAN ONE member you have a truly extraordinary opportunity for success in your practice that is far beyond that of most other practitioners.



THINK ABOUT THIS

Your ultimate success as a RAN ONE member will depend upon two critical factors: Your ability to produce results, and your ability to communicate your value.