

Know It All!

We all know someone in our company, group, or family that seems to think they know everything. Usually we call that person a “Know it all”! Mr. Know It All knows facts about everything. But is typically a mediocre performer in their company and life. You may even be that person. If so, I sincerely hope that this affects you in a positive manner and helps you apply what you know.

Since this is an article about sales, let’s use the comparison of a sales person that has been in the business for over 20 years and a rookie. The experienced “Know it all” sales person thinks he understands the business better than the management team. But applies very little of this knowledge, refuses to adapt to the current industry methods and customers expectations, and just goes through the day waiting for it to end. The rookie is like a sponge. Learning the good sales techniques, thinking of new ways to do the job, and applies the knowledge learned. The rookie is making sales that the experience person could not achieve. Customers that never would buy from the company are now great accounts.

The reason: Mr. Know It All only cares about himself. He overlooks the customer’s needs and forces his knowledge trying to lead them down a path he wants for them rather than listening to their needs. He goes on trying to sell the customer because he has predetermined their needs. He enjoys hearing himself talk while the customer sits back and loses their consciousness and interest.

Kim uses a tool in training that she offered to me for this article:

Powerful (Accountable)
Make things happen
Find solutions
Own it
Acknowledge reality

Powerless (Victim)
Wait and Hope
I can’t excuse
Blame others
Unaware – unconscious

Sounds like the “Know it all” is a victim. He blames everyone else for his failures. They do not practice the knowledge that is available or even stored in their head.

Now, let’s talk about life in general. It’s amazing how much we do already know about many things. In fact, most of us have all the tools of success already planted within us. But are we applying these tools? I’ve been told many times that the average Millionaire reads a minimum of 1 book a month. They learn from others on how to prosper and put that knowledge to work for them. Are you reading a book a month and clearly understanding its purpose?

You see, just knowing a lot does not insist that you will prosper! Practicing and putting it to use in everyday life and work will lead you to success. Don’t sit back and let this world pass you by!

A final thought. Over 15 years ago when Kim accepted my marriage proposal, people thought it would never last. In fact, several folks had bet that we would not last 2 years. Many of those folks have failed at marriage and their jobs. Just think, what if Kim or I had listened to the naysayer and the so called “know it all’s”? We’d be just like 50% of the failed marriages. We had strong minds, parents that succeeded, and a respect for each other that has helped us grow and love one another.

Happy 15th Anniversary Kim!

Great Selling,

Mike Popella