



# **WORLD CLASS BUSINESS™**

**The Kick-Ass Sales Closing  
and Sales Machine**

**by David P. Mierswa, BBA, MBA, JD**

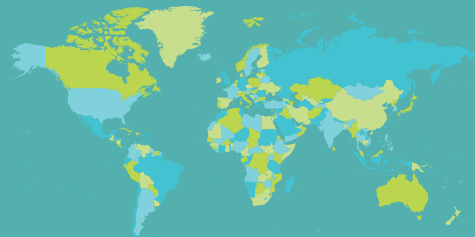
## Acknowledgments

I would like to thank my wife for her complete support and love in the creation and writing of this book. She continues to inspire me, believing in the vision and purpose of this book—assisting people in building business, wealth, and health. I would like to thank my close friends for their support. I want to thank my mother for all of the unconditional love and values she taught me growing up and showing me throughout my life. Thanks also to all of my professional colleagues for their support and advice during my career and while writing this book.



## Mission

The mission of author David P. Mierswa is to assist people in building a successful business, wealth, health, and above all, happiness.



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## Author's Note



David had his first business experience at the age of 9. He was too young to have a paper route, you were supposed to be 12 years old. He had his older brother sign up for the route and paid him a percent of what he made. And he had his first incorporated business at 18 years of age.

David was born and raised in Wisconsin where he learned the “Hard Midwestern Work Ethic.” He has earned several degrees, including but not limited to: Bachelor of Business Administration and Marketing from the University of Wisconsin; Master’s in Business Administration/Marketing and Tax Law, from Keller School of Management, Chicago, IL; and a Law Degree from the Law School of Thomas M. Cooley, Lansing MI.

David is a business and trial attorney for over 24 years, representing thousands of clients and businesses. He has been an entrepreneur and business owner for over 35 years. David is an acclaimed author, attorney, business owner, business coach, and business growth expert and has learned the secrets of getting the deal closed in business and in life.

David believes that his story of success rests in his strong work ethic; building a success team; being 300% committed to family, friends, business partners, and business clients. He has a strong belief and commitment to assisting others to obtain happiness, health, and wealth!

David is known in the business world as “*The Closer*.” David has spent over 35 years learning to perfect and close deals with thousands of clients. He brings a combination of academic and street smarts to explain the sales process and how to close. ***You cannot complete sales unless you close them.***

Above all, David believes that a person must be grateful for life and opportunities that are afforded to all of us!



## Thank you from the Author

Dear Friends,

Thank you for your recent purchase of “Kick-ass Sales Closing and Sales Machine.”

We appreciate your business. Please write to us to tell us about all of your successes and your products.

Part of the success process of maintaining, building, and protecting your wealth is the continued investment on your education and training. If you would like to find out more about our other training events please contact us at [A1investing@yahoo.com](mailto:A1investing@yahoo.com).

***We wish you great success on your journey!***

Yours Very Truly,  
David P. Mierswa, BBA, MBA, JD and  
Cruise Control II LLC Staff

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Cruise Control II, LLC, 5225 Old Orchard Rd., Suite 50, Skokie, IL 60077  
Tel: 847-566-6294 Fax: 847-388-4775  
Email: [A1investing@yahoo.com](mailto:A1investing@yahoo.com)

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### **Mission of Author**

The mission of author David P. Mierswa, is to assist people in building a successful business, wealth, health, and above all, happiness.

## Preface



*I follow three rules: Do the right thing, do the best you can,  
and always show people you care.  
~Lou Holtz*

**The world around us is made of rules.** Many, many rules. Rules in nature. Rules in school. Rules in social behavior. Rules in driving. Rules in raising a family. Rules in tax and income. Rules in international relations. Rules in politics. Rules in economics and investing. Rules in business. And, rules in success and happiness. Rules, rules, and more rules. This is the way of our world and universe. You can try to swim against the current in a fast moving river of life, or you can learn to swim with the current to get your defined destination. The choice is yours. I choose to swim with the current of rules most of the time to arrive at my well defined goals. There are times when you have to swim against the current of life, but it has to be well thought out and planned. I need to make this point vivid in your mind so that you do not take it lightly.

When I was 9 years old, I learned about the power of working with others. I was told I could not have a paper route as I was too young. You had to be 12 years old. I was not going to take “no” for an answer. The newspaper kept telling me “no,” I was too young. Finally, I had enough and got my older brother involved. I sold him on the idea that he would make money without doing a thing other than signing his name to an application. A few weeks later, I worked hard to deliver newspapers seven days a week, to hundreds of people with the need to learn about the news, economic conditions, and laugh from the comics.

I collected payments from my newspaper clients every two weeks and paid a percent to my older brother for getting me the paper route. I was too young to have my own route, yet I found a win-win solution. I learned the rule, “If you help people get what they want, you can get whatever you want.” I was the only kid around that had a brand new 10-speed bike while carrying around hundreds of dollars. I went out to get pizza whenever I wanted. I bought the clothes and shoes I wanted. I bought the toys I wanted.

When I was in high school, I reached out to some teachers and an older friend in his 30’s. They taught me about the law, incorporation, business structure, costs, product development, and other aspects of business, including marketing and sales. When I was 16, I started my first company with the assistance of my older friend. I was not legally able to start and own a corporation as you had to be 18 years of age. We began making art supplies and selling them at the local high schools and colleges. We obtained our first investor who was the owner of a restaurant that I worked at five nights a week busing tables. We expanded our business and ran it for four years. Eventually, my business partner moved away from the area, and we sold it at a nice little profit. I got busy obtaining my education over the next few years.

The rules I learned during this time period I carried with me my whole life. 1) Find knowledgeable people to help you. Do not be afraid to ask for help. 2) Be a lifelong student of life and business. 3) If you help people get what they want, you can have whatever you want. 4) Learn the “in’s and out’s” of business structure, law, marketing, and sales. 5) Work hard. Plain and simple. Work hard. 6) Follow the rules.

After high school, I went on to obtain a Bachelor’s of Business Science in marketing and human resource management. Obtained a Master’s of Business Administration in tax and business operations management. After my MBA, I obtained a law degree with an emphasis on business law, tax, and being a trial attorney. More, and more rules. One of the main rules I learned during this time is that you have to be an excellent student and learn your craft and skills.

I have spent that last 25 years learning and applying my knowledge as a business owner, business attorney, and trial attorney. I have represented thousands of businesses and families for over 24 years. I have owned millions in real estate and businesses over the last 35 years. During this time period, I learned that business is a combo of science and art. To be a successful business owner and trial attorney, I had to learn and apply science and art to business clients, judges, attorneys, and juries.

The rule here is that it takes many years to master the science and art of any job, field, business, or industry and you are always a lifelong student.

Another rule in business success, you must write everything down and plan. You need to have a written plan with well-defined goals set in a time frame to be successful in business.

Turning to this book, “The Kick-Ass Sales Machine,” I am going to convey to you the rules of success in business and teach the science and art of business success. I have compressed what I have learned over a lifetime into a simple format that you can learn, create plans, and execute effectively in a short amount of time.

So, here we go...here are the facts on current market conditions:

- The average debt of a household is \$150,0000.
- The average credit card debt of a person is \$6,600.00.
- The US government debt is \$27 trillion.
- Total credit card debt in the USA is \$810 billion.
- Statistics show that 25% of businesses fail first year.
- Another 35% failed in their second year.
- By the fifth year, another 50% failed.
- By year ten, 97.5% of businesses fail.
- 6-10 business fails every hour.
- 30,000 new products are brought to market each year.
- Over 60% of people prefer price over quality and are not brand loyal.
- Statistics show that over 300 million people in the USA shop online at some point.



- Worldwide, 2 billion people purchase goods and services over the internet
- Worldwide, there are almost \$4 trillion of internet sales each year

What do all of these statistics show? How do these statistics affect your business? How do all of these statistics affect your revenue? How do these statistics affect how you conduct business? How are you going to survive? How are you not only going to survive, but thrive in these market conditions?

These are some of the many questions that come to mind. What are some of the answers to the above questions? First, the market data shows that an online presence is completely essential to conduct business today. Second, the pace of business today is ever

faster and faster. Buyers have the ability to do their own market research on what they want to buy. They can compare products and services without leaving their home. Third, many businesses are run out of homes, apartments, condos, etc. The “brick and mortar” concept of a business is near dead. Fourth, the market to conduct business has gone completely global. You are in competition with people all around the world, not just in the United States. Fifth, some basics in sales and closing sales will never change.

“The Kick-Ass Sales Closing and Sales Machine” will teach you how to deal with the changing global economy. This book will teach you the basics of sales; how to kick ass at closing sales; and how to build a kick-ass sales machine.

# Creating Your Own Economy



So many people get freaked out about a bad economy. Time and time again, I have heard this over my 37 years in business and sales: “I can’t start a business right now, the economy is so bad.” I cannot afford to quit my job, it is such a bad economy. “I do not have the resources to start a business. “I do not have the cash to start a business.” People tell this to themselves and other people that it becomes their story, “I can’t because . . . [fill in the blank].”

One thing that I have learned to be highly successful and a Kick-ass Sales Person, I create my own economy. Regardless of the macroeconomic conditions, interest rates, unemployment, inflation rate, and your pile of savings or more directly, you lack cash, you can create your own economy through hard

work and closing sales no matter what field, business, or industry you are in.

Once you realize that conditions are never going to be 100% perfect to accomplish any task or goal, you gather info, analyze, and make a decision. Regardless of what they say in the news and what other people say or tell you. If you decide that the time is right, then the time is right!

You have taken a huge step forward in the purchase of this book. You are off to your education and journey of becoming a Kick-ass Sales Person closing tons of deals and creating your economy.

## Your Team



*“Teamwork: Simply stated, it is less me and more we.”*

*The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it.*

*~Theodore Roosevelt*

As a your business becomes more successful and you build clients for life, not customers (this will be discussed later on in detail), the need to develop your team around you becomes more and more important.

You must have your team in place before you begin, re-invent, or want exponential business growth. I am a believer in the saying, “the less you do, the more you make.” The actions that you take as a sole business owner moving toward a \$1 million to \$100 million business are completely opposite. When you are a solo – small business owner, the mindset is to control expenses by doing a lot of the business functions yourself. There are only 24 hours in a day, 7 days in a week, and 365 days in a year. During our life time, we sleep for about 1/3 of our time, so that leaves about 12 – 14 hours to eat, work out, spend time with family, commute, meeting, and work. At some point, you cannot do anymore, and you max out your time. Some people work 2 months, 4, months, 12 months for 16 – 20 hour days to “get ahead” in life. At some

point, your body will break down, you will get sick, or go to the emergency room from exhaustion. How do you think I know this? Been down that road too many times to count.

At some point, you need to delegate actions to other people, and rely on your team. Yes, it costs you money, but the money is the “expense of doing business.” The secret is to lead a balanced life between your health, making cash, and spending time with your loved ones and family. Why the hell else are you working so hard for? I have included the essential team players that you might need, depending on your business model and industry that you are in.

I only want loyal, respectful, and hard-working team players on my team. The team players should match your personal and business values as much as they can. Spend some time to evaluate who you want on your team. They reflect you and your business rep, and are key to making cash. I move at a slow speed

and only let team players in my business circle until they prove their loyalty, respect, and hard work ethic. You have to weed out the bad seeds up front. They waste your money, and worse, your time. Don't be afraid to let people go. Business is business. You will hear me say that a lot throughout this book. So let's review some "A" team players.

**Mortgage Broker/Lenders** – A lender of money is important to the world of business and real estate. The mortgage broker must be a commercial lender or retail lender. A lender may bail you out when cash flow is low.

**Attorney at Law** – An attorney at law is essential for your business, your investing and wealth building. Make sure that your attorney is experienced in areas and industries of your business. He/she should be highly familiar with local, county, state and federal law. He/she must be familiar with all of the aspects of business, transactions, and contracts. Hire the best attorney you can afford. You get what you pay for.

**Accountant** – The right accountant is a must. Make sure that they are business accountants and also, tax accountants. Many accountants are not tax accountants. Filing taxes, payroll taxes, and paying taxes are a real pain time-consuming event. So hire an experienced tax accountant.

**Inspectors** – The use of an inspector is essential to purchasing and maintaining property. Make sure that your inspector has been trained on commercial property. Also, business inspectors and auditors are

essential if you are looking to purchase a business, leasing, or purchasing real estate.

**Sales** – A sales team is an integral part of your team. They should pay for themselves. They are essential to your marketing and sales of your services and products. Probably the most important function of your business, as it directly translate into cash. The Kick-ass Sales Machine will go way deep into this subject.

**Computer Repair/IT** – A specialist trained in computers and software is essential to running your business. Most, if not all businesses, use computers in some form or fashion. You could get a virus and wipe out your database or keep your business down for days, costing you tens of thousands of dollars. Backing up your business files and software is essential to surviving. It is not a matter of if, it is a matter of when you will get a virus on your system. Make sure you IT person is experienced in this area. Also, note, they should be available 24/7. If they are not, do not waste your time working with them.

**Website, Website Optimization, Social Media** – You MUST have a website presence!! Billions and billions of dollars are transacted on the net. Most people go to the net to seek information about your company. Being in the top 10 websites when a person goes to do a search can be worth millions of dollars to you. Social media marketing has not topped website based marketing by billion and billions of dollars.

**Banking and Credit** – Choose an international and/or national bank such as Chase, Bank of America, etc.

They have offices throughout the United States and the world. Also, you are going to need a merchant account to take credit cards or prepaid money cards. Many smart phones have apps on them. Make sure you review the fine print on the contracts. Bankers can get you a fair return on your cash reserves.

**Business Coach** – This team player is near and dear to my heart and passion. For 23 years, I worked behind the scenes as a business and trial attorney assisting business owners through the legal “minefield.” I have witnessed the “ups and downs” of the emotions of being sued, suing someone, and going to trial. As I assisted my clients through the legal wars, I spent a lot of time preparing my clients emotionally for the process. My passion for business owners turned towards coaching and advising them to prevent, manage, and solve business issues, including laws and litigation, and protecting their cash and assets. This includes how to build a Kick-ass Sales Machine as you will discover. A business coach sees many things, events, systems, and risks that you do not see or choose not to see and deal with. A business coach will assist you to set systems in place to deal with all areas of business so you can have a balanced life while having tons of business success and cash.

**Graphic design** – a graphic team player is essential for a crisp and sharp design of your logo, website, business cards, letterhead, and flyers.

**Marketing** – a marketing team player is a must to have a successful business and making tons of cash.

They can target niche clients. They manage and complete marketing campaigns. “The Kick-ass Sales Machine” will go deep into this subject.

**Assistant** – as I explained early, you only have so much time each day. To have a well-balanced life and business, you should have an assistant to help you with tasks that do not go towards the bottom line. The bottom line is cash. If you have minor children, get a nanny. An assistant can be virtual or in person, a combo of both. I have an assistant that I delegate tasks to, including taking care of real estate grounds, real estate repairs, cleaning, laundry, going to the store, etc., etc., etc. They are worth their weight in gold.

**General manager** – at some point, not if, when you obtain business success, you will need to hire a business manager to run the day-to-day operations. This frees you up to be the CEO of your business, to focus on the business, not working in the business. You can start by having a part-time GM until they are fully trained. Be very selective as to who you bring on board as a GM. They are taking over the reins of your baby.

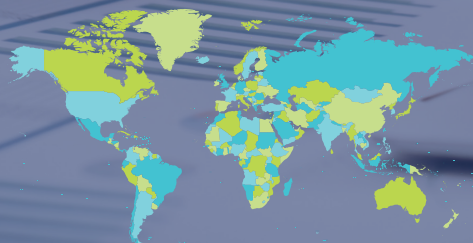
**Clients** – clients are not “customers” – Clients, not customers, are a must if you are going to stay in business. A customer is a person who purchases products or services from a business. A client is a person that wants (and needs) professional support, products, and services from a business. Never refer to your client as a customer ever again. You and all of your team members from now on, refer to all of

the people and businesses that you do business with as clients! Your customer service people are now referred to as client technicians or client managers.

The Kick-Ass Sales Closing and Sales Machine will dive deep into getting, managing, and retaining clients

over a lifetime. It has been said, “if you assist others to get what they want, you can have whatever you want.”

Buckle up, let’s start your journey into making a “Kick-Ass Sales Machine!”



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Cruise Control II, LLC | 5225 Old Orchard Road, Suite 50 | Skokie, IL 60077

Tel: 847-899-8734 | Fax: 847-388-4775 | Email: [A1investing@yahoo.com](mailto:A1investing@yahoo.com)

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