

Jaime Tardy and Claude Diamond

Jaime Tardy: Welcome to Eventual Millionaire. I'm Jaime Tardy and I'm really excited to have the enthusiastic Claude Diamond on the show. He's the author of The G.U.T.S. Sales Method, knows a ton about sales and has some crazy videos on YouTube. Thanks so much for coming on the show today, Claude.

Claude Diamond: Thank you for having me, Jaime. This is fun.

Jaime Tardy: You've already made me almost spit out my coffee so far this morning, so this will probably be fun, I'm assuming.

Claude Diamond: It's a gift I have; all the girls say that.

Jaime Tardy: Okay, I love that. So we're going to dive definitely into sales training and tactics and all that fun stuff. But when we were chatting earlier, like ooh, I like this question. So I want to ask you this one question. What's your definition of success?

Claude Diamond: Great question. I'm so glad I fed it to you earlier. Definition of success is when you reach a place – you know, this show is called the Eventual Millionaire and you become a millionaire because you worked very hard, you had some innovative and creative ideas. But success is really not the accumulation of wealth, of all the material things, it's the freedom to know that you could lose it all. You could take everything my wife and I have worked for all our lives; the houses, the savings, the assets and everything. Take it all away from me, leave me healthy and get me to a telephone and I will be on top of wage earnings in the next 30 days.

And when you have that, you're free the rest of your life. It's not the money that you save, it's the ability to know you could lose it and get it back all again because you have that confidence, you have those skillsets, sales skills, marketing skills. It's that energy, that DNA. And when you have that, you're just free. You can always lose stuff and if you've ever – you've interviewed great people and most of them, myself included, we've lost fortunes too. We've made boobos, you know? And the thing is, can you get back on the horse? And once you can do that, you've made it.

Jaime Tardy: So how do you know when you've gotten there, right? Because the thing is, let's say you start having success, but is it a fluke or is it not a fluke? Like how do you know when your skillset is like bam, I can do this no matter what?

Claude Diamond: It's such a long road, you know? I was – I'll be very – should I tell the truth or lie today?

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Jaime Tardy: Oh wait, what? No. Yes, I'm pretty sure truth is good; hashtag truth.

Claude Diamond: I always wanted to be financially free. I always wanted – you know, I've been broke in my life. There were times in my life I didn't have two nickels to rub together. I had great immigrant parents who worked really hard and everything like that and we lived a good, middle-class life. But I always wanted more. Because I always saw people around me who had more and I'm not ashamed to say that. And I did try different things like all of us did. I went to the guru of the week club and different seminars and I read all these wonderful books and everything and I always started things and they didn't work and the grass way greener and things like that.

But I really, I just wanted, I wanted to be wealthy. And by my definition of wealthy is going to bed and not thinking about money. Have you ever, Jaime, gone to bed 2:00 in the morning and say oh, damn, how am I going to pay the rent?

Jaime Tardy: Yeah. I remember when I was younger, oh my gosh, I was up all night. It wasn't just 2:00 a.m. It was like – I had to ask my Dad for money when I was in college. That was not fun.

Claude Diamond: I did too. My folks were great; they helped me out in a couple of businesses and things like that. They were always supportive and wonderful and positive and everything like that. Maybe that's part of my DNA to get where I wanted to be. But it was, it's a lot about self-esteem, confidence, going out there and hustling and saying this is my focus, this is what I want in my life. Not because I want a Lamborghini in the garage. I just don't, I just don't want to think about money all the time. And I think we're always overwhelmed by money, you know? And we're always struggling for it. And I was lucky; I found the system, I found the skillset and I found the people who could help me get to where I wanted to be.

Jaime Tardy: So that's the question then. Because as you were going through, you tried things, you failed things, all that fun stuff.

Claude Diamond: Yeah.

Jaime Tardy: So I was going to ask what's that pivotal moment and you said, I found this thing. So you're going to have to tell us what "this thing" was. Was that the pivotal moment that changed things for you?

Claude Diamond: I always had the desire. I always had the focus. I just didn't know which – I didn't know myself well enough to know what my

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strengths are. And if it's one thing people should take away – what are your strengths? You're great, you're a great interviewer, you're great on podcasting and you're a coach. You found what you love to do; I know that about you. And that first – you've got to have that passion for finding the thing that you're good at, the thing you enjoy. Because we've all had the corporate J-O-B. And I'm a horrible employee, Jaime. I mean, I always think I can do it better. I just don't play nice with others, you know?

I worked for corporations; I have a law degree, and all this stuff and I found I wasn't happy. And so sometimes even the money isn't enough. I always tell people if you could be a toll collector, and please, I don't want to offend the toll collectors out there, but if you tell me I'd be a toll collector and you'd pay me a million dollars a year, you know, what's the highlight of my day? Breaking a twenty? I mean, you know? You got to find the passion, what you love. And the pivotal moment, that was the question. I met this wonderful gentleman in New Jersey. I'm originally from New York, you know what I'm saying here?

And – you talking to me? And I met this wonderful gentleman. He was like a second father. It was just wonderful. He was very successful. I'd never met a millionaire before. And ooh, another tip. If you want to be a millionaire, hang around with millionaires. Socialize, network. Talk to them, try to be in their sphere of influence, their environment. And his name was Max and he was a – I've never met anybody like this. He was in real estate, which is where I kind of was my first business, real estate. And he would pick up the phone and he'd have this charisma, this natural salesman ability.

He'd close deals and make more money in one phone call than I would make in a whole year doing corporate America. And I said, oh my God, I've got to learn from this guy. What is he doing? Can I emulate, copy, plagiarize from this guy? And what I ended up doing with all my degrees and everything, and all my three-piece suit, my exploding rear-impact Pinto, was I became a gopher for this guy. I fetched him bagels, coffee, picked up his dry cleaning, picked up his wife at the airport. I wanted to be around a person and learn.

Jaime Tardy: How did you do that though? Because that's the thing. A lot of people are like how do I get a mentor?

Claude Diamond: I begged.

Jaime Tardy: You begged, okay.

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Claude Diamond: I begged. I basically, actually, I wrote about it in my book, *The Mentor Teaches Success*, one of my books. And I kept going – I called his secretary Broomhilda, because I couldn't get past the guardian at the gate. And I'd call and I'd call and I'd call. Almost like the movie, *Wall Street*, with Michael Douglas where he's trying to get to see Gordon Gecko. Same thing kind of for me. And one day I just said – I was tenacious, you know, I was very young. And I went to the parking lot real early and I met him there. Scared the "S" out of the guy. And he said, are you the guy who's been bothering my secretary, Broomhilda?

And I said, yeah. He says, I'll give you five minutes. Go down to the 7-Eleven, get me a bagel and a cup of coffee and get back here quick. And I was lucky. He was – I sold myself to him.

Jaime Tardy: Just because you're fast with a bagel and a coffee. That's really ridiculously impressive.

Claude Diamond: Maybe that's all you need. Maybe he just liked that I made the effort to see him. And I learned from this guy. And so I learned sales, which is kind of my passion now. How to communicate with people, how to talk with people, how to get them to like you. And he was brilliant on the phone. He'd get on the phone and with all this – all the competition in the world of real estate, people would work with this cute little man in New Jersey who worked out of an office. And he would just do – he was an immigrant, also, by the way.

And he'd make all this money by using the phone. Giving good phone. Which is one of my favorite expressions. I think we all have to learn how to give good phone; how to communicate.

Jaime Tardy: Well, one thing I noticed is that you have a corded phone, which I think is insane and crazy, right? Like, you didn't hold up your iPhone, you held up your corded phone.

Claude Diamond: I have a corded phone. I have a –

Jaime Tardy: Oh, and a cordless phone, ooh. Moving into the new century; that's awesome.

Claude Diamond: I have a landline still.

Jaime Tardy: I love that you care about the phone. I grew up – well, I learned business from my mentor, who was very old school. Who like made

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me cold call all the time. And I was scared as all heck to do 50 cold calls a day, right? He's like, you've got to get on the phone. And it helped me so much and learn sales and like get people to warm up really quickly and all that. So I want to dive in as deep as we can go in the timeframe that we have, to go into sales. Because most people either shy away from it – I was a Kirby vacuum cleaner salesman when I was 17.

Claude Diamond: That is brilliant, wow.

Jaime Tardy: No, it was horrible because I hated every second of it and I was a horrible salesperson, because I was too nice and I wouldn't do their tactics. And so I thought I just wasn't meant for sales. I was like nope, not my thing. Until I met my mentor quite a few years later. And he's like no, no, no, there's ethical selling too. And I was like, oh, who knew, right? Because I always thought it was bad. I thought I'd have to be a used car salesman in order to do. But I know you don't now and sales is one of the main skills and everybody that has a business needs.

So why don't we dive into that? Because I know you have your whole sales method. What's sort of that first step for people to know in sales?

Claude Diamond: First of all, sales is the million-dollar skill. I don't care what business you're in, what business you're starting, internet or whatever you sell, vacuum cleaners, real estate, life insurance, okay? You've got to give good phone. You've got to be a communicator. You've got to understand the art and the science of persuasion and influence, okay? Everything – and this goes back to my definition of success. Find me a good product; find me the passion for that product.

Give me some product knowledge about that product and teach me how to communicate with people so they don't pull up the drawbridge, so they don't get defensive, so they don't say – what's the stuff people say? Think about it, talk to my spouse, I'll get back to you, send me information and everything. Why do they do that, Jaime?

Jaime Tardy: To get you off their back.

Claude Diamond: Yeah. They're going oh, god, Martha, another salesperson. We're in the data by salesperson. So you don't want to come across as a salesperson. You need a system of sales. No matter what business you're going in, you're going to have to communicate with people.

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If you want money, you're going to have to get someone to trust you, the big T. Why would they give you – why are they going to hand you over money to start a new business? Why a people – you've got to get to trust with people so that they see that you're part of the solution, not part of the problem; so that you have something of value to offer.

And I'm really big on this. I think no matter – you could have the best business in the world, the best product, the best service. You can do all the things right. You can make 50 cold calls a day, but if you're not making quality calls where you're having good conversations with people, and having fun. By the way, I use three letters in sales that nobody else uses, okay? Fun. I have a lot of fun talking. I love people. And I think if I talk to enough people every day, you know, my tip to everyone is talk to people, pick up the phone, cold call. Do your warm call on the internet. Have enough leads and speak to people about your product or service.

Ask questions; get them involved in the process and the conversation and watch the magic happen. By the way, one of my rules of sales? No presentations. Never ask for the order.

Jaime Tardy: Hmm, what do you mean never ask for the order?

Claude Diamond: I make people want to buy because they like my product or service. I'm a sales coach, okay? Like I think you're a business mentor. And I talk to a lot of people all day. First thing I do is I ask them, well tell me – they come to me and say well, tell me about your sales training program. I say, I'd be glad to, but first, tell me why you think you need a sales trainer? What is your goals? What is your income goals? When do you want to see it happen? Okay. And what's your greatest challenge? Do you have enough leads? What's your conversations like with those leads? Are they, you know?

Most of people dread sales. They dread public speaking, they dread sales. Why do they hate sales, Jaime?

Jaime Tardy: Because they're not good at it? No.

Claude Diamond: Yeah, they're not good at it, you're right. They don't go to the bank, they're not making money and the big one is, it's humiliating, it's frustrating, a lot of rejection, and it affects their ego, their id, their super-ego. It affects how they feel about themselves. Who wants to go out all day – who wants to go out there all day long and bang their head on the wall? Okay. It's not fun for most people. But to me, sales in the million-dollar skill. And if you're having fun with

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sales and if you have a system, and if you're talking to people and having these delightful conversations – I even tell my customers – you're going to love this – you know what?

I'm the only salesman in the world who tells my prospects to say no to me. How about that?

Jaime Tardy: That's awesome. When do you tell them to say no? Not right before –

Claude Diamond: At the beginning. Let's role play.

Jaime Tardy: Ah see? No, I – you're just like my mentor. He used to make me role play too. I did the exact same thing. Okay.

Claude Diamond: What a great mentor you had because that's what – role playing – when I do sales, sales we practice, practice, practice. Because it's like, what's your favorite sport? What do you love to do?

Jaime Tardy: UFC? I love UFC. Do you like MMA?

Claude Diamond: What does that stand for?

Jaime Tardy: Mixed martial arts.

Claude Diamond: Oh, mixed martial. Okay, tae kwon. My kids did that. What happens if you stop doing your mixed martial arts?

Jaime Tardy: You stop getting good at it, yes.

Claude Diamond: You're not breaking those boards anymore or anything like that, right?

Jaime Tardy: Yeah.

Claude Diamond: Okay. You got – sales is the same way. You've got to be good at it, you've got to practice at it. You've got to – I don't believe in scripts either, by the way. No presentations. No asking for the order. Tell the prospect to say no. And no scripts.

Jaime Tardy: Okay, let me ask you about this. Because I saw a video – because he's got tons of YouTube videos; he even gives away his phone number, like all sorts of stuff. Everybody should check that out definitely, but when I was looking at this, I was like, okay, no scripts. I totally – you, stop. Not everybody's watching on video, so they can't see what you're doing.

- Claude Diamond: My little energizer bunny just ran across the screen.
- Jaime Tardy: I know. And now I'm distracted. Okay, so, the thing is that I started with a script. I remember starting with a script. My mentor printed it out for me in grayscale because I was going to people live. And of course I could barely read it. But it took me a long time to get comfortable saying about this stuff. And now I can do it in a second without anything and I can make it sound really natural and even people don't understand that I'm – it's a process, right? And it's a thing. How does somebody who's brand new not use a script or not have something like that?
- Claude Diamond: Good question. Learn a system. Talk to people. Jaime, when you go to your doctor and you walk in her office, okay? What does she say to you? What's the first thing she says to you?
- Jaime Tardy: What's wrong? Why are you here?
- Claude Diamond: What's wrong? Why are you here, right? Does she say hi, Jaime, how are you? Did you know, did you see our coupon in the paper, we're having a special on back surgery today? Hop on the table, honey. You know, and the price goes up on Friday. Does she say that to you, your doctor? Of course not, you'd never go to a doctor. Why do we sound like that when we sell? Why do we sound goofy? And why do we think the prospect is so – we think this prospect is a different species; a Cro-Magnon walking on their knuckles. They're just like you and me.
- They're the same as you and me. They want good value. They want to buy products and services that can solve their needs, their problems and things like that. They don't want to talk to a clown. And what do we do? We say – we all read the same script. Hello, Jaime, how are you today? I'd like to talk to you about life insurance. Did you know – and what do they do? They say oh god, it's another salesperson. You're dead. Most people shoot themselves in the foot in the first five seconds in sales because nobody woke up this morning and said, I want to talk to Jaime, the vacuum cleaning sales lady, okay?
- So we have to get their attention. You know what I give all my sales – the people I work with? I give them a three-minute timer, a three-minute timer. In three – you know where I got this idea from?
- Jaime Tardy: No.

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- Claude Diamond: On my honeymoon.
- Jaime Tardy: Okay, wait a minute. Okay?
- Claude Diamond: I took two of them; that's a bad joke. And my wife isn't here to hear it.
- Jaime Tardy: I know, I'm like, oh, this is – okay.
- Claude Diamond: I'll explain it to you later, you're too young.
- Jaime Tardy: Oh, I get it. So why a timer?
- Claude Diamond: The timer is, in three minutes, I'll have a good idea, is this a prospect or a waste of time? We have rights in the sales process, you know. We have a right to ask information to qualify the prospect; do they need what we're selling? Do they want what we're selling? Do they have the ability to make a decision or the authority? And do they have the character to give a commitment? And we ask a series of questions, then we tell them they can ask us questions. And I always tell everybody, once again, it's okay to say to no to me. I try to get a feeling.
- Do you ever get a feeling in sales where this is – I'm never going to do business with this person. Everybody is not a prospect, Jaime. Some people don't have the money to buy what you're selling. Some people don't need what you're selling. So should we find out in the first couple of minutes, or should we find out after we buy them lattes, dinner, get in their car, drive for a couple hours and give free consultations for hours at a time? We have rights and we can work smart and we can make sales a fun thing.
- And when sales is fun and you're selling a good product that gives you a reasonable profit – and life is so good. I love what I'm doing. I'm doing exactly what I should be doing. Talking to nice people every day. I schedule my appointments. We role play, we practice sales. I try to teach them all the stupid things I did. I'm the former world's worst salesman, did you know that?
- Jaime Tardy: No, I had no idea.
- Claude Diamond: I was – I would do any – if it was raining, I'd turn my car around from appointments and go home. Sales to me was like my pants falling around my ankles in front of Santa Claus in the shopping mall. Sales was so embarrassing and humiliating and rejection.

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Jaime Tardy: How did you get – so it was for me too. How did you get over that? Because a lot of people are in that space right now going, well, that's great for you, Claude, because you've been doing this for a long time or Jaime, you've been doing it for a while. Or maybe you came with – you guys are really awesome people persons, so therefore it's going to be easier for you. Tell me how that shifted for you.

Claude Diamond: I had a great mentor who was financially successful. He did it honestly. He was accountable to me. He picked up the phone, which is a premise of my business. Getting back to people. I tell people, call me. I answer my own phone. How come nobody else does that? We say we're in a people business, we love people, but we won't give them our phone number, we won't talk to them, we won't get back to them. And so I had to – I learned from my mentor that sales could be fun. It could be relaxed. And we could – we have rights in the sale process, from watching him.

He was more of a natural, charismatic salesperson. I had to – I tried to systematize. I'm a psychobabbler a little. I studied a lot of psychology. And what I did is I quantified, how does he do this? And I tried to break it down into three simple steps. Should I share everything with your audience today?

Jaime Tardy: Everything, all of it. Hold nothing back.

Claude Diamond: God, commando style. I'm going to do agenda. First we set an agenda. Then we qualify. Next step, like a little staircase. And the third one is commitment close. Agenda, qualify, commitment close. Should I go over those real quickly?

Jaime Tardy: Yes, everything, please.

Claude Diamond: Okay. The agenda is basically, hi, Jaime, my name is Claude Diamond. I'm calling – I'm getting back to you or I'm calling you because I have your number here in front of me. I'd like to find out how we can do business today. I'm going to ask you some questions; you ask me some questions. If we can do business, wonderful. And I want you to feel comfortable enough to say no to me. Can you do that, Jaime?

Jaime Tardy: Of course.

Claude Diamond: Thank you. See, I told you, I have to role play. I told you in the beginning, I always tell people to say no. Why do I do that?

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Jaime Tardy: Well, it makes them feel better at the end and you're asking for them to specifically say yes or no at the end, right?

Claude Diamond: Yeah, yeah. You think I confuse the hell out – have you ever met a – I'm still waiting. I have never met a salesperson who said hello, Mr. Diamond, welcome to ABC Ford. And if you don't see what you like, just say no and go home and it was a pleasure to meet you and your lovely family. Have you ever met this person? I haven't.

Jaime Tardy: No, not at all.

Claude Diamond: Why do you think I do it, though? What's the underlying psychological value of telling people, let's relax, let's ask questions and have a dialogue. See if we're a good fit and you can say no to me. I say that because I want to very quickly go from likeability to trust. This is persuasion, the science of persuasion. Getting people to like you, to trust you and say hey, I've never met a person selling who told me he's going to get the hell out of here in five minutes or I can say no to him. And I think that changes the whole environment of sales.

And we all relax and we all take off our salesman prospect hat and we have a dialogue because I love what I sell. I believe in what I sell and I think it helps people. And if they come to realize how I can fulfill their emotional needs and greeds and whatever their problems are, occasionally they say the magic word.

Jaime Tardy: Yes.

Claude Diamond: Yes. And that's good. That makes Mrs. Diamond real happy and that gets us past the eventual millionaire to a real millionaire. To where we don't think about money all the time. So that's the agenda step. Then we have to qualify the prospect. Do they – and we try to find what I call the emotional trigger. The million-dollar rule in sales is that people buy emotionally but they justify everything academically, intellectually, logically later on. Have we all made a decision emotionally that we lived to regret the next day?

Jaime Tardy: Probably.

Claude Diamond: Okay, I'll stop right. I'll give you a great example, if I could.

Jaime Tardy: Yes.

Claude Diamond: I hope I'm not – we're – my wife are driving out of the Costco parking lot and there's this gentleman there with five little children

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behind him. It was the perfect stage. Right on the street there in San Diego. And the sign said, “lost my job, my children are hungry.”

Jaime Tardy: Wow.

Claude Diamond: Oh my God, Jaime. Jaime, I’d never get – I grew up in New York City, I can’t give to every street person, you know? But I saw this sign. My wife was driving. I said honey, pull over. You know, I don’t like children – I mean, think about a stage. I reached in my pocket, gave him money. And so, you know, feed these kids. And then we drove away. As we’re driving away, the blood pressure and the heart slows down and the emotions calm down. What do you think is going through my head as we’re driving down the road?

Jaime Tardy: Are those his kids?

Claude Diamond: Are those from rent-a-kid? Or was that a scam or whatever? How fast did I make that decision?

Jaime Tardy: Yeah, yeah, it was like this.

Claude Diamond: So if we can find by asking questions in the second step, okay? Getting the information, qualification, and we can find those by the way we ask questions. And that’s what I basically work on with people. How do we ask the right questions so people get emotionally involved? And then they make that decision and they say, you know, you’re right. I need it. I don’t like hungry children; whatever it is. And then we have to justify it in the very end with our presentation.

And we say to these people, how this is why – let’s justify it. This is really the – this is the intellectual part. Why you should buy my coaching services or my book or my life insurance or whatever I’m selling. So we start emotionally. We try to get intellectually through our questions and then we go to the commitment and a close.

Jaime Tardy: I have a few questions on the previous step.

Claude Diamond: Sure, I’m sorry.

Jaime Tardy: So how do we find out with the emotion – how do we get to those emotional triggers? Because as we’re asking questions, sometimes people won’t even notice that there’s emotional stuff with it. How do we figure that out?

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Claude Diamond: The same way your doctor does it. We ask questions, okay? We try to ask questions. This is where it gets a little tricky here. We ask questions that – with positive and negative redirection. We say, Jaime, what do you think is the biggest problem in your business in getting leads right now? Or Jaime, what do you think is your biggest challenge? Or Jaime, I don't suppose if we could solve your problem you'd want to start right away with my coaching program, would you? That would be a negative redirection.

So we learn to ask questions and this is where it takes a lot of practice, okay? But once you master the system, you're on automatic pilot. So you ask these questions. You get the prospect talking more than you, which is blasphemy in sales school.

Jaime Tardy: Really?

Claude Diamond: No presentations, A. Don't ask for the order. No scripts. You become Dr. Jaime. You ask questions. You get them emotionally involved with it and you get them telling you. They actually become the salesperson, okay? I told you I'm a little psychobabbler. And eventually, the prospect starts selling themselves. They sound like the salesperson. Well, maybe you're right, maybe I do need – do you think this would work? That would work? How much does it cost? Can we – can I – do you do financing? And they start interviewing me and asking me questions.

While we're doing this process, we do something also very important in the science of persuasion. We do something called stroking, nurturing and empathy. I hope I'm not getting too technical. But basically my job – I think people buy from me because they feel good. My job is to make people feel good. Not to pressure them, not to bully them, but to say – a lot of times, I'll say to people, good question. Thank you for asking. I wish more people would ask that. Jaime, that necklace is – where – my grandmother's 97th birthday is coming up soon, she'd love – where would I buy something like that? That's beautiful.

See? That's a stroke.

Jaime Tardy: Best job in the world. You just get to help, make people feel good? That sounds awesome, okay.

Claude Diamond: You make people feel good. But do it sincerely.

Jaime Tardy: Yeah, of course.

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Claude Diamond: Because people will see a phony [snaps] like that. And you know, when we meet people, do you ever notice that some people can go into a room or a party and right away meet strangers? Meet new people or start – you're probably great at that. That's why you're doing what you're doing. See? That's a stroke just now.

Jaime Tardy: Good job.

Claude Diamond: Okay. You do it in such a way that most people won't see it. I'm telling you while I'm doing it. When you're stroking, nurturing and you're empathetic, what does that person feel? Do they see me as someone who wants to put my hand on their wallet or someone they like? Someone they want to talk to? Someone they want to get information from? Someone maybe we're getting – are we going to get closer and closer together or am I pushing them away because I'm a jerk sales guy who's, you know, well, the price goes up on Friday and press hard here, three copies.

Nobody wants to – you can't sell like it's 1975 because it's 2015, Jaime. It's a different world. People are more sophisticated. They want to buy things but they want value, they want trust. And you got to learn how to speak to people. You go to a restaurant today, what do you see? What do you see a couple doing a lot of times now? They're texting. They're doing – they don't communicate anymore. They're texting each other, right? I learned this from my kids. Oh, texting, we can't talk anymore? We got to learn how to speak to people and create the environment and adapt to the needs of – that's why I believe in strategies not scripts. Okay?

Because some people are introverts, some are extrovert, some are what is it? **Atouvert**, that's the new term that came out in the Wall Street Journal. What is this person like? Do they need what I'm selling? Can they afford it? Are they willing to finance it? How do they make decisions? And do they have the character to keep a commitment? My nickname is one-call close Claude.

Jaime Tardy: Wow, nice.

Claude Diamond: Yeah. Because I get right to the heart of the situation. And I tell them – I'm totally transparent. I tell them what I'm doing while I'm doing it. I tell them it's okay to say no to me. And there's a term I invented. It's called firing the prospect. Do you think we can sell everybody?

Jaime Tardy: No.

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- Claude Diamond: Of course not. But there's still gurus out there in sales trying to say everyone's a prospect. That's a lie. That's not true, okay? So I tell – I fire prospects. If they don't have the money, I'll say, gee, Jaime, it was great to talk with you and when your budget allows you to buy my vacuum cleaner, here's my card. Please call me back. Maybe I'll follow up in 60 to 90 days when you win the lottery, okay? But boom, I'm done, I'm out of there.
- Jaime Tardy: How short do you make that? Like when you know that they don't have enough money?
- Claude Diamond: You know, Jaime, it doesn't sound like – let's role play. Jaime, it doesn't sound like we're going to do business today. I know you want my vacuum cleaner and everything, your house sure needs it. No, I wouldn't say that.
- Jaime Tardy: That wasn't a stroke at all! That just made me – no.
- Claude Diamond: I told you, I have a lot of fun. Oh, ask me – tell me you need to talk to your husband before you make a decision.
- Jaime Tardy: Oh, I just need to check with my husband, I mean, to make sure that it –
- Claude Diamond: You know, that's a good idea. Let me check with my wife if it's okay to sell you first. And then I'll go, hey honey, is it okay to sell to Jaime? And my wife's sometimes in the other office because she helps me with the business and she's like, yeah, go ahead and sell. And the prospect hears this and they're – what's going on here, you know? And they either laugh or they get mad at me, which either way I can fix.
- Jaime Tardy: Okay, how do you fix it? So I deal with that quite a bit. I like letting them talk to their significant others.
- Claude Diamond: You ask – what's your greatest gift? You smile a lot.
- Jaime Tardy: I do.
- Claude Diamond: You're a natural happy person, okay? So that's your gift. Use it. Make them laugh, make them smile, you know? Part of persuasion is likeability. If they like you, guess what? They're going to – there's a million people there that do what you and I do. Why are they going to pick Jaime or Claude to do business with today when there's all this competition. They have bigger advertising budgets. They have 100 employees, fancy offices all over. Why are they

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going to – why are they going to give their hard-earned money to Jaime the business coach?

Jaime Tardy: Yeah, it's funny. People will – when I get on sales calls will be like, you're like a celebrity, I love you. I'm like, and I don't even have to do anything right now. That's so amazing, right? So they let, they now they can trust me already before I even hop on the phone with them.

Claude Diamond: Yeah, because you're in the media, you give great information for people. You do a great job entertaining for free, okay? And they've already said gee, it's a privilege to see you. I have 200 videos on YouTube. I am very non-commercial. I don't say give me, give me, buy, buy, buy.

Jaime Tardy: You're like, call me! I'm like, what?

Claude Diamond: I answer my own phone. I want to talk to people. Guess what? This is a big revelation I'm going to share with your audience. Guess what happens when you talk to enough prospects on a daily basis, Jaime?

Jaime Tardy: Some of them will say yes.

Claude Diamond: Yes, yes. And your bills are paid, your rent is paid. You accumulate wealth, you accumulate money while you're having fun. And you can eventually – I could've retired 15 years ago, okay? On my real estate, on our savings. My wife and I are very conservative. We've always lived beneath our means and we don't have Lamborghinis but we lease our cars. We like driving nice big, safe cars and things. We like having no mortgages and things like that. We've invested in real estate. But we did it through something – we just did it by giving people good value, good service, and the secret is, I love what I'm doing.

And that's all I need. I don't need all the big fancy stuff. I don't need a corporate – I have a corporation but I don't need 50 employees in giant office buildings and stuff because the technology today allowed my business to grow spectacularly. We used to spend – I'm not kidding you, over \$10,000.00 a month in marketing costs. With this wonder – with everything we have today, anybody can start a business, anybody can grow a business using social media, using podcasts, using YouTube. I have 200 videos on YouTube where I give tons of free information to people because they don't know who I am.

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They didn't wake up this morning and say gee, I'm going to call Claude Diamond and give him a lot of money, but maybe they said you know, sales is not easy for me. I need more leads. I need to get more comfortable on the phone. I need a system. They go on Google, they search for sales training. They see all my videos about how to qualify, how to overcome objections, how to feel comfortable and confident and have fun again in sales. And they watch it and some of them go to my webpage, claudediamond.com. See how I slid that in there? And this is how I get all the leads I need. And I talk to nice people.

Some say yes, many say no. But the business grows and grows because we have the passion, we have the knowledge and we have a sales system.

Jaime Tardy: Okay, so I have a ton of questions. I want you to finish out the sales system that we have. And then I want to transition a little into the amount of leads and stuff like that. So I know, what step were we on so we can finish that train of thought.

Claude Diamond: We did agenda, we did qualification, learning how to ask questions, interview the prospect. And then we go to the commitment close. Say, and I'm basically, will do a summary and I will get a commitment and then I will give the presentation and then I will say, say Jaime, I understand you have a problem in sales, you need more leads. You want to be more comfortable on the phone. If I can help you solve that in the next 30 days that fits within your budget, how would you feel about that? Say yes.

Jaime Tardy: I'd feel great, yeah.

Claude Diamond: Well, Jaime, I'd love to work with you. My card's on the table. We can start next week. We can work out the financing or whatever I charge so it fits comfortably in your budget, so you're making more money so you can afford to pay me. And what would you like to do next, Jaime? And it's still okay to say no to me.

Jaime Tardy: That was good.

Claude Diamond: You love me now.

Jaime Tardy: I love you. Let's get started next week.

Claude Diamond: Yeah, and boom. That's the commitment close. And if you say no

—

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Jaime Tardy: Because if I can trust you that you are going to deliver more value than I'm paying you, it's a no-brainer in that sense, right?

Claude Diamond: What a shock. If we find people that we – it's like today, word of mouth is so big on the internet and stuff. When you have a favorite restaurant and I say to you, Jaime, I'm new in town. You're in Austin?

Jaime Tardy: Austin, yes.

Claude Diamond: You're in Austin. Jaime, I love Italian food. Is there a good Italian – I'm a New Yorker – what's your favorite Italian food in Austin? And you say Giuseppe's down the street or something.

Jaime Tardy: I was going to say, I don't know what good –

Claude Diamond: I love pizza. It's my biggest challenge in Colorado is finding good pizza.

Jaime Tardy: Come to Austin.

Claude Diamond: Come to Austin. But the thing is, word of mouth, you're going to now tell me about your place and the thing about it is, I get a lot of word of mouth or referrals also from the people I work with. Who doesn't love referrals from your pre-existing client base? So now we have the internet giving me leads and everything. So three steps: agenda, qualification, commitment close. Having fun in sales, synthesizing it so we're not wasting a lot of time getting in our car, driving through traffic, buying people lattes who will never buy from us. Working ultra smart and having fun on the way to the bank. That's what the G.U.T.S. system is about.

Three steps. Takes a little work, takes some study, takes some practice. But is it worth it? You bet, because sales is the million-dollar skill, Jaime.

Jaime Tardy: I agree with you 1000 percent. Tell me this though. Because a lot of people will be oh, I am calling, I am talking to people. And then when you look at their numbers; I've asked before. They're like oh, so I feel like I've done so many of these and I'm like how many? And they're like five. And I'm like, well, you probably need to do a lot more than talking to five people or however, you know what I mean? So give me some numbers or give me some idea of what this looks like for somebody who's hustling, who's like really hustling.

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- Claude Diamond: I keep it real simple. I call it Claude's rule of five. Have you spoken to five new prospects a day?
- Jaime Tardy: Every day?
- Claude Diamond: Okay? Every day. Can you just talk to five new people? I don't care if it's warm, lukewarm or cold calls. If you've got to set up a marketing system, got to love the warm calls, who doesn't? We have the follow-up calls, which are lukewarm. And we have the cold calls. I'm a big believer in cold calling.
- Jaime Tardy: You are? Good.
- Claude Diamond: I can convert any cold call; you could go to a phone book right now, pick out a phone number and I could call that person without my pants falling around my ankles.
- Jaime Tardy: I want you to – I want to like, we should've set that up. That would've been really fun.
- Claude Diamond: Let's do it. Say hello. Real quick.
- Jaime Tardy: Hi.
- Claude Diamond: Hi. Is this 123-4567?
- Jaime Tardy: Yes.
- Claude Diamond: Hi, my name's Claude Diamond. I've got your number in front of me. You are?
- Jaime Tardy: I'm Jaime; who's this?
- Claude Diamond: Claude Diamond, Jaime. And this – why am I calling you, Jaime? I apologize, I'm a little embarrassed. Why do I have your number in front of me?
- Jaime Tardy: That, I have no idea. Why do you have your number –
- Claude Diamond: You didn't call me up about sales training. You're not in business, are you?
- Jaime Tardy: Well, I am but.

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Claude Diamond: Yeah, you're not in sales – you don't ever have issues with sales training where you need more leads and you need to qualify people in the first three minutes, do you?

Jaime Tardy: Well, I kind of, but like what? Okay, so how did you get –

Claude Diamond: So, off the role play. There's many different way to do this.

Jaime Tardy: That was awesome though. Because I didn't, I did not give you an easy time, either. That's really awesome.

Claude Diamond: Yeah, we could do a – let's do another segment someday of just role playing and do that.

Jaime Tardy: I would love that. Oh my gosh. I would love that. So it's so funny because my mentor used to do the exact same thing. He'd put me on the spot as hard and I'd be like uh, uh, uh. And I was horrible at first. I was like, I don't know what I'm going to say. But then I got better and better and better and better.

Claude Diamond: You've got that natural, you got to relax. What you want to do is absolutely the opposite of the other 99 percent who is your competition. They're going to call up and say hi, I want to talk to you today about and right away you're saying click, take me off your list. You have to ask a question or act confused or do some – all I said to you was is this 123-4567? You said yes. Hi, my name is Claude Diamond. Why am I calling you?

Jaime Tardy: Yeah, I'm like wait, what **[inaudible] [00:45:44]** is that?

Claude Diamond: And there's so many other variables to this way to do this. Just to get my foot in the door to have a conversation with people, to ask a question. Would you like more leads? What is your biggest challenge in business? Can I send you my book for free? Something to get a dialogue with people because we never – and for a lot of people getting started in business, it takes a little time and money sometimes to get enough leads in your marketing plan.

Jaime Tardy: Yeah, definitely.

Claude Diamond: So how do you fill the gap? You fill the gap with cold calls, reasonable cold calls.

Jaime Tardy: So why do – because a lot of people come to me and they're like, because I like cold calling. I tell people to cold call. I feel like it just makes them get outside their comfort zone a lot quicker. But a

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lot of people come to me and they're like, I just want to email a bunch of people first and see if I can get them on the phone so it's warmer. So what do you say in regards to that?

Claude Diamond: What happens – email is the same as like doing postal mailing. What's your ROI on that? I mean, what do you do – we are inundated with email. Remember when emails were cool? You know, 15 years – you've got mail, you know? Oh boy. Today, you're going oh, delete, delete, delete, spam filter, whatever. Okay? We get up, I get up in the morning and I see – after the filter kicks in and I see 75 emails, I'm going oh boy, there's an hour and a half of my day shot to hell.

Your email, for marketing and prospecting, it is lost, it is dead. You're doing yellow letters or mailers and things to people from an obscure mail list that is not a dedicated list is a waste of thousands of dollars. We have – this is the best time in the world to start a business. We have social media! We can give people content, awesome content. And they'll say, you know, I never heard of Jaime or Claude, but I like the information. I like it, it's entertaining, it's humorous, it's informative. Maybe I should go to their webpage. Maybe I should sign up for their newsletter. Maybe I should, God forbid, call them up. Okay?

So why can't we do all that? So that old school marketing, it's crazy. And there's so many gurus out there and they're still teaching it. And there's a lot of people my age saying oh, I don't want Facebook, I don't want to do Facebook. Hey genius, 1.4 billion people a month are going on this and you're not going, and you're not marketing on there? Are you insane? Okay?

Jaime Tardy: What are your best marketing tactics? Because that's a thing too. People are always like, okay, great, I need leads. Which I love cold calling because it's like you could have them right this second if you really want to. Or you can go more of an inbound strategy. So like your YouTube videos. What are, if you could sort of give us a list of the top three marketing tactics that you use, what's working?

Claude Diamond: It's a great question, thank you. God, we could do a seminar on that too.

Jaime Tardy: We just need to talk all the time, Claude, that's all.

Claude Diamond: Oh, God, I love talking about marketing because I love warm leads because then – warm leads are so much easier than cold calls, truth be told. We have to convert the cold calls to warm calls like we

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were just discussing, but in terms of marketing, my premise, and I think everybody starting a new business right on the kitchen table, your premise is that you are a secret. Okay? So how do we get people to discover you? Without being commercial, without being schlocky. You've got to first be honest with yourself. What is your strength? Your strength is an interviewer, as a podcaster. My strength is I like video. Okay?

I'm a nut, I'm a goofy guy. I love to entertain and have fun with people. To all things to thine ownself be true. So I go on YouTube. Every week, I do one, two, three videos. I try to pick the topics with the sexy title. And I try to give really good information in a three to five minute context and then I hope people will click on the subscribe or call me up and I give them stuff for free so they learn more and more and more about me. So we can't just go into – we have to use our strength and my media is YouTube.

After YouTube, I link, I'll make a video of a good topic and then I will link it to Twitter, to Facebook, to Instagram, to LinkedIn; whatever's out there. All I've got to do is click little buttons, send out my little video all over the place. While I'm doing that, I will live – a lot of times when I'm doing recordings, like I will do Pinterest, excuse me. I will do Periscope and Meerkat, live streams.

Jaime Tardy: So while you're videoing the regular video. See, I've been thinking about doing that too. I've been doing a lot of Periscope lately. It's been so fun. And I've been thinking about while I'm videoing regular, because otherwise it has to be like a long form, which is annoying. Periscope only saves it portrait, which is a pain in the butt, right?

Claude Diamond: Yeah. I love the livestreaming is the biggest technological change. It only happened about 90 days ago. I have my own NBC now – Nothing But Claude. I'm – I can broadcast when I'm doing phone calls, when I'm doing training, when I'm doing podcast interviews. Whatever I'm doing, I can broadcast. Now, all of a sudden, 200, 300 people come on Meerkat or Periscope and they say, who is this nutty guy? What is this sales system? What is this about? I'm not a secret anymore.

Jaime Tardy: That makes me want to Periscope right now while we're doing this. That's the thing that's so crazy that while you're doing things, really.

Claude Diamond: All the time. I use this wonderful technology. Everybody's got an iPhone. Everybody can broadcast on Meerkat and Periscope. Everybody can record on Google Live Events and then upload to

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YouTube. But it's got to be – here's the thing. You can't just sit on the camera and read a script. Hello, my – you can't do that. It's got to be interesting. How about that? How about entertaining? Make them laugh, make them cry, inform them, and by no means make it commercial. People, especially your generation. You're a millennial, right?

Jaime Tardy: Yes, I am.

Claude Diamond: Okay, millennials hate commercials.

Jaime Tardy: Yes, they do.

Claude Diamond: You invented Netflix and Hulu and all this. You don't like commercials. You're much smarter than my generation, okay?

Jaime Tardy: Stroke. Okay, thanks.

Claude Diamond: See, you know it now? The thing is, if it's non-commercial. You can't just say, give me, give me, trust me, trust me. You've got to earn the right when you're selling people to gain that likeability, to gain that trust. And you have to give good produce and service and guess what happens? The magic always happens, Jaime.

Jaime Tardy: It always happens. I love that. Always. And I don't use absolutes all that much. But I know if you keep moving forward and you keep moving forward, it adds up and it will eventually come to fruition. You'll get better, things will happen, as long as you keep moving forward on those things.

Claude Diamond: Yeah, have some passion about your business, your product, your service, what you're selling, okay? It doesn't have to be death of a salesman, okay? It can be so much fun. And I'm an introvert. I know you –

Jaime Tardy: Really? What?

Claude Diamond: I sat in the back of the room and never raised my hand, never asked pretty girls like you to dance and stuff like that. Very shy, horribly shy.

Jaime Tardy: Me too, actually. That's kind of funny.

Claude Diamond: Yeah. And I found out that maybe I can flip a switch once in a while and be the extrovert or the **amovert** they call it now. Where sometimes I can listen and learn and sometimes I can give

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information, share information, be entertaining, put the lampshade on my head. And that, the thing about it is, we can change, we can learn, we can adapt. And these are all the things that make a person an eventual millionaire into a real millionaire.

Jaime Tardy:

I love this and I know you have to run soon because we should totally do another one. We should totally do one that's actually like role play, because I really feel like people need to hear that stuff and not enough people do. I'm sure you have someone who will link up to videos and all that fun stuff. But I ask the same last question and it's, what's one action this week – and I specifically want to know about this week because we're actually running a challenge right now.

If you go to eventualmillionaire.com/challenge, it's a seven-day sales challenge, making \$1,000.00 in seven days. Seven days to 1k, okay? So I'd figured you'd like this. This is perfect to have you on. So what can they do this week that will move them forward towards their goal of a million?

Claude Diamond:

Okay. Do something – first of all, do something you love, something you believe in. Okay? If you love waterskiing, write a book about waterskiing. Make a video about waterskiing. Interview a great – do something you have a passion or an interest in because it can't – I know we all want the money, okay? But we want to do something that has legs and longevity. So do something you're passionate about, something you believe in. Study that thing. Read everything you can on it. Talk to people. Get mentors in that field. Talk to people who are successful, knowledgeable, who did it honestly.

And then, give good phone. Learn how – learn a sales system. Learn how to talk to enough people and you will make as much money as you want if the product or the service is reasonable and you have enthusiasm about it. You can change your DNA, you know? You can change the spots. And do – life is too short to drink cheap wine and drive a Yugo, okay? Let's do something we love that's practical. Let's call five prospects, new prospects a day. Let's ask questions and not give presentations and not sound like a used car salesman and the magic will always happen and you will make your \$1,000.00 that week, that day, that hour.

Jaime Tardy:

Ah, consistency and keep moving and getting better and better and better. I love this. And tell us where we can find more from you, where your videos are. Maybe how we can follow you on Periscope, all that fun stuff.

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- Claude Diamond: Yeah, just claudediamond.com is my webpage. I've got videos there. Go to [YouTube.com/CDmentor](https://www.youtube.com/CDmentor) or just type in Claude Diamond. I have a free newsletter. Oh, I have a free book. Can I give anybody something for free?
- Jaime Tardy: Yes – who says no to that? You're great with these questions.
- Claude Diamond: Anybody who goes to my web or calls me 970-726-7979 or goes to my webpage and puts in, and just types in on the form there, I'll send you my free book. It's a Horatio Alger story about a guy who couldn't sell and then he learns from the mentor how to sell and it's a happy ending. I love happy endings.
- Jaime Tardy: Perfect. Make sure it –
- Claude Diamond: And it's free. I sell it on Amazon all day long. Your viewers get it all for free.
- Jaime Tardy: So what's the link again? Say it one more time.
- Claude Diamond: [Clauddiamond.com](http://claudediamond.com).
- Jaime Tardy: Okay, and they can just go on there.
- Claude Diamond: **[Inaudible] [00:56:03]** there subscription form, fill it out. We'll send you the, we'll send a pdf book to you right away. And this has been so much fun. It went too fast.
- Jaime Tardy: I know, I know! Thank you so much for coming on the show today, Claude. I extremely appreciate it. It was so much fun. Thanks for putting me on the spot and making me laugh. I really appreciate it. I hope you have an awesome day.
- Claude Diamond: You too; thank you.
- Jaime Tardy: I hope you enjoyed that interview with Claude and I hope you are pumped up and ready to go to go out and make some money, because I want you to join me on my challenge. It's seven days to \$1k. We've already got a ton of people in the Facebook group. If you go to eventualmillionaire.com/challenge, you'll be able to sign up. It's all free. There's going to be content every single day and a Facebook group where you can ask me and my team questions. So I am so excited! We're going to have a leaderboard and prizes, and it's going to be super amazing.

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So kick your butt this week into gear and let's do this together. It's eventualmillionaire.com/challenge. I cannot wait to see you there. Bye.