



# **JIM HARSHAW JR**

*Revealing Failure as the Path to Success*

## **Success Through Failure Podcast**

Action Plan Episode #83

Dan Tudor

His company, Tudor Collegiate Strategies, is the nation's leading consulting service for college athletic departments and coaches.

Their focus is developing winning recruiting strategies for their clients, who range from some of the nation's high profile athletic programs to small, private colleges. The President and Founder of Tudor Collegiate Strategies and the popular "Selling for Coaches" training program, Dan is a regular speaker at coaches conventions around the country. We're going to talk today about how non-business people can apply business skills, like selling, to their profession to improve outcomes and performance.

### **About Selling**

"Everything in life revolves around selling."

### **About Facing Criticism and Negativity**

"If you're going to be afraid of negativity in any way, shape or form and if you're in business or if you're in coaching or just in life, if you're so sensitive to somebody saying, 'I don't agree with you,' or 'Are you really as good as you say you are? Do I really need to work with you?', if you're afraid of that, you are not going to be successful."

### **About Overcoming Objection**

"If you're not hearing an objection from your prospect, then they're not seriously interested in you. They're not even thinking about you."

"Why do we bring up an objection? We're going to bring up an objection because we want somebody to help us answer the question. They're begging you to say, 'Look, I don't understand this but I think this is why I shouldn't do it. But I'm going to bring it up to you in case you can convince me otherwise.'"

### **About Giving Things for Free**

"Every time you give yourself away for free, you make the case that, 'Here's why you should have a relationship with me professionally as a consultant.' You could be listening to this and you could be a coach. What are you sending your recruits on a weekly basis to prove that you're the program that they should choose? Or if you're starting a business, what is it that you're doing on a weekly, consistent, regular basis that says 'Here's why you should do business with me?' It's critical."

### **Recommended Books:**

Anything by Seth Godin and Jeffrey Gitomer

### **Websites and Social:**

<http://dantudor.com/>

<http://dantudor.com/blog/>

<http://dantudor.com/category/podcast/>

<https://twitter.com/dantudor>

<https://goo.gl/msjeme>