



Get Clients Now Podcast



[Transcript: Episode #344](#)

“Coronavirus will shape the future of selling everything. Frank Somma reveals NLP sales and communication methods that can help your business survive and thrive in troubled times”

Ken Newhouse ([00:00:00](#)):

Hey everybody. Ken Newhouse here from KenNewhouse.com and I want to welcome you back to the guidelines now podcast or the one size fits all marketing model has done the client centric business model is King and top business owners share the strategies they use to gain acceptance, achieve significance and win in the marketplace so you can build your tribe with certainty. Now I want to remind you and we're not using MailChimp to support the get clients now podcast with MailChimp. You'll find all your marketing needs in one place. Bring your audience data, marketing channels and insights together so you can reach your goals faster. With MailChimp, you can promote your business across email, social landing pages, postcards, and more all from a single platform. Today's episode number 344 the get clients now podcast, and my guest today is Frank Somma. Frank's the author of the book.

Ken Newhouse ([00:00:36](#)):

B2B Is Really P2P: How To Win With High Touch In A High Tech World, which is an absolutely fabulous book. If you're a sales professional, a professional like a dentist, chiropractor or MD, a consultant, a coach, a small business owner, whatever, and you've got to sell your products and services or both. And especially during the recession. Now that was not the context of our discussion, but the information Frank gave during the interview was absolutely fabulous applicable and actually it was so relevant to the current situation we're facing right now with coven 19 and the Corona virus that actually moved the interview with Frank up in the schedule of shows that are going to be broadcast for the get clients now podcast. So we're in day five of the 15 day shelter and place recommendation. They quote unquote recommendation given by President Trump and Dr. Fauci.

Ken Newhouse ([00:01:13](#)):

Everybody knows Dr. Fauci and obviously right now most of us aren't selling a whole lot of anything, really nothing at all. And while I'm not a, not a world class or world leading biologist and I'm not on the front lines treating patients sick with coven 19 like my sister and I, both of my nieces are, I do have a graduate degree in chiropractic and one of my undergraduate degrees is in human biology. And as I look

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at what we're facing, I want to just say this, we're going to get through this and we're going to come out okay. When this is finally brought under control, now obviously most of us, if not all of us, have lost an enormous amount of investment in savings. Some of us had probably lost their business, which is just tragic. Other people have lost their jobs. And as I mentioned on the previous shows before, many, many years ago, back in 2004 I went through personal bankruptcy, personal and business bankruptcy after I was hit head on by a dump truck back in 2004 so while I'm not struggling even remotely close to what you might be going through, I've been down that road where literally I have lost [inaudible] everything.

Ken Newhouse ([00:02:02](#)):

So I'm hoping and I'm praying that you're not facing that, but I can say with a hundred percent sincerity, I can tell you truthfully and honestly and from my heart that I know the uncertainty and the angst that that situation could bring into your life. I want for yourself, for your family, and if you have employees and things like that, so I know it's really, really difficult, so I don't want to minimize that or overlook it because I know it's something a lot of us are facing, but I just want you to know I've been down that road. I have an understanding of what that's like and it's not fun. Now what I've said about the coronavirus and Cova 19 and getting through this faster than we think we're going to get through it, getting through it better off than we think we might be getting through it.

Ken Newhouse ([00:02:32](#)):

There's a good chance I'm right about this, but there's also the possibility that I could be wrong. I don't know. At this point, I'm giving you what I believe straight from my gut. You know, my faith and personal relationship and Jesus Christ is what carries me through every trouble, every trial that I go through. And whether you're person of faith or not, it is always good to have something to hold on to that simply cannot be moved. And so please consider what I said and please understand. Did I truly want what's best for you? I want what's best for my family, for my kids, for our nation, America and the world. And so in addition to sheltering in place, praying and putting my faith in God, I'm going to keep working. I'm going to invest the time that I have right now to work even harder on improving my business so that when we come out the other side of this thing, I can hit the ground running faster and farther than I was before this actually started.

Ken Newhouse ([00:03:10](#)):

And maybe you can do the same. Maybe you can, as Napoleon Hill said in the book, thinking, grow rich, realize that there is a seed of opportunity in the midst of every adversity. And that's what I'm gonna look for. And I would encourage you to look for that too. And whether you're a first time listener or whether you're a longtime member of the get clients now nation, you can count on me to keep bringing people on this show who have the skills, the knowhow, and the passion to share with you the things that work in the trenches. And if you're like me and if you're like my most successful members and clients, you're going to look for those quote unquote seeds of opportunity and what me and others are going to share with you. And you can use that to get past this and come out the other end better and stronger than you ever imagined possible.

Ken Newhouse ([00:03:42](#)):

Now my guest today, again is Frank Somma. And when I actually first book Frank as a guest on this show, we weren't actually going through this whole ordeal with the coronavirus, but we did the interview last week and that's when things really started to heat up and in spite of being very close to the epicenter of this in New York city, and in spite of the fact that his lovely and delightful daughter is

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fighting a very serious illness, she's only 35 but she's fighting for her life. This man showed tremendous courage and demonstrated his strength and character by actually coming through and doing the show and by sharing some of his absolute best stuff you can use to become a powerful communicator. These are methods. Listen, these are methods you can use to help you sell easier and faster as we come out of this current challenge and they continue to use this information and benefit from it for years and years to come.

Ken Newhouse ([00:04:19](#)):

Now, before we welcome Franken on the show today, I will actually address a question I recently received through the online portal and this is the question. It triggered the decision in my mind to move Frank's interview up because this is a question. It is absolutely relevant to what we're going through right now with the recession. We're now in a recession. Okay? We're going to continue in a recession for a little while, but the interview with Frank, it was this question that told me, Hey, listen, the interview Frank gave was so relevant and would be so helpful to people listening, so how they can actually be able to come out of this faster and easier and be able to sell more effectively, easier than ever before because of the communication methodology that he taught during this interview that he shared. This is high level stuff. That's what told me that I actually had to bring Frank's interview up to the forefront and release it now because it's relevant right now.

Ken Newhouse ([00:04:55](#)):

It needs to be heard right now. It needs to be acted on right now. This is really going to encourage you. It's going to help you, but let me read the question. Here it is. What do you do when you can't sell your products and services? Because the coronavirus has hit the economy hard and a lot of people, most people aren't spending money. Well that's a great question. And truth be told, that's a question that most of us are asking ourselves and we're asking each other. And unlike the typical recession, I think this is anything but typical, but when you really take a step back, when you get right down to it, it's very similar to what we faced before. Now, we haven't faced a Corona virus before, but we faced recessions before. And if you're like me and if you're like my most successful members and clients, and if you're over say 40 years old, you've been down this road before.

Ken Newhouse ([00:05:31](#)):

Now as everybody knows, a serious recession changes things for not just people in business changes it for everybody. You know, budgets are tight, uncertainty prevails, and certainly there's no lack of bad news. So how do you sell your products and services when nobody's buying? Well, no, this shelter in place is not going to continue for months on end. It's not. It's going to end and it's going to end not too far down the road. But even when the recommendation to shelter and places lifted and we start moving about again, some people because of their fear and uncertainty are simply not going to spend money on a lot of stuff. Yeah. But on the flip side of that, some people, we're gonna see this for what it is and they're gonna see that just like in business, there is inherent risk associated with all opportunity and they're going to see the opportunity to take action and get back in the game.

Ken Newhouse ([00:06:08](#)):

And these are the people, for the most part, we're going to come out of this much, much better off. Then most of the other people who hesitate or out of fear refuse to take any action. They just don't want to move forward because they're terrified or whatever it is. And I can't blame anyone for that. I can't, I'm not judging anyone. I'm just knowing how it's gonna work. And those are the people, the

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people that are willing to take action to people that are willing to take risks. Those are the people. Number one we want to be. And number two, and I'm not telling you to take crazy risks, nothing like that. And I'm speaking specifically in a business context here, but we want to be those kinds of people. We want to be the kind of people that take action. We want to take educated action, we want to make educated decisions, but we're not going to be controlled by fear.

Ken Newhouse ([00:06:40](#)):

And it's these people did we want to find and attract so we can sell them our products and services because these are going to be the people who buy our stuff. So one of the most important things we can understand is to understand how people spend money during periods of recession. And what I want to do now is I want to run through five quick points with you and then we'll bring our guests Frank Selma in on the show. Number one, during recession, people spend money less often. Now, this doesn't mean that they don't spend any money, but it does mean that they're much more careful with how they spend it. Okay? Number two, during recession, listen to this. Value is more important than price. The value proposition, your value proposition, not your price is the most important component for you to be able to sell stuff.

Ken Newhouse ([00:07:14](#)):

Because buyers are making fewer decisions to spend money. It's gotta be about value, not about price. Number three, I don't know who said this, but someone once said, a recession is a terrible thing to waste. Okay? Understand this, that they're going to be less people in the marketplace competing with you, right? A lot of people going to be closing down their businesses. Some people lose their business, other people out of fear aren't gonna move forward, but the competition you're going to be facing will be far less. It's going to be wild and wide open, not going to be easy, and the people that are going to win, the business owners, the professionals that come out of this, and they're going to do okay, are going to be the people who have invested the time to create a strategy to follow it and to take action.

Ken Newhouse ([00:07:46](#)):

These are the people that are gonna dominate and they're gonna win. Now, listen, most business owners are only gonna focus on expense reduction, not revenue production. They're gonna stop advertising. They're gonna stop all proactive activities and they're gonna look to cut, cut, cut, cut, cut costs at every possible corner. And if we look back at what Henry Ford said, I think he said it best, a man who stops advertising and marketing to save money. It's like a man who stops a clock to save time. Think about that and ponder it. Okay? I'm not telling you to be Renegade with your money. I'm telling you to formulate a strategy, develop a plan, and then go out and proactively attract business because there will be some people sooner than you can imagine who will be willing to invest in what it is that you have to sell. Number four, the business owner, the professional, the individual that's able to take the right amount of actions and persist with those actions through this time are going to be the people who win the lowest price.

Ken Newhouse ([00:08:28](#)):

Hear me very carefully. The people trying to slash the prices the people tried to offer the lowest price in order to generate business are not going to be the people who went here. It's the people that are taking right actions and they persist with those right actions over time. We're going to be the people who come out of this better off than everybody else. Number five, the last one, and I learned this from you know Dan many, many years ago, but money follows attention. And the seller that can get the most attention,

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we'll end up with the most money. This is why you don't want to stop advertising and promoting your business. This is why you don't want to stop reaching out, maybe not with a hard, but during this time. Don't stop reaching out to your clients, customers, and patients. I'm not telling you to try to sell them during this 15 day window, but reach out and touch them.

Ken Newhouse ([00:09:02](#)):

Send them something encouraging. Try to uplift them. Show them that you care. That is going to go a long way with your customers, clients, and patients that's gonna help your business. It's gonna help you so exerts in leadership. Lead your tribe and show them that you care. Because when you come out the other side of this and people start to spend money, they're gonna. Remember that now is the time to increase every possible opportunity you can reach out and touch the people who gave you money. So remember this, the business owner, the individual, the professional who can be top of mind in the decision maker's mind during this time. Those are the people who are gonna win during the recession. The individuals, the brands, the company that continually focus on ways they can improve their business. Use this time to your advantage, whether it's formulating new methodologies, new trainings, working on new ways to attract new clients, customers, or patients in your business or your practice, whatever it is.

Ken Newhouse ([00:09:42](#)):

Use this time. Invest this time wisely. And remember any goal, any target can be achieved regardless of the economy. I'm not talking about this 15 day window we're in, but eventually we're going to come out of this and we're gonna be in a recession. Any goal, any target can be achieved regardless of the economy with the right amount of actions, executed persistence, not just actions, right? Actions. Okay. All right. Keep that in mind. I'm gonna go ahead and read Frank's bio and then we're gonna bring Frank on. On the show. And I promise you guys, this is a really, really good show. It's one of the best interviews I've ever done and as it relates to the time and the challenges we're facing right now, you're absolutely going to love this. You're going to get so much out of it and it's so helpful. And Frank is such an amazing guy, but Frank showed up for this interview very graciously and very humbly.

Ken Newhouse ([00:10:19](#)):

He delivered. He delivered for you guys in a real big way. And I, uh, I know you're gonna love it. Frank Somma is a sales and communications expert, speaker, author, and lifelong charity fundraiser. His sales expertise is born from a very background. His discipline comes from courtesy of his time with the United States Navy's Presidential honor guard, where he served under President Jimmy Carter and Ronald Reagan. His heart comes from his lifelong devotion to charity work. Frank was one of the longest sitting national Presidents for the Cooley's anemia foundation. His sales leadership expertise was developed during his long tenure as a partner in sales VP with CVS and office automation company in New York and subsequently with Toshiba. In New York, in New Jersey. Frank took his NLP, neurolinguistic programming education at the New York Institute for NLP and earn his practitioner degree in that communication science. He's been speaking and training professionally for over 15 years winning accolades from such notable companies as DLL bank, GE, Xerox and K Hovnanian in his book, B2B Is Really P2P: how to win with high touch in a high tech world.

Ken Newhouse ([00:11:11](#)):

Just came out in January of this year and like I said, it's an absolutely phenomenal book. Frank lives in Homedale New Jersey with as long time love Debra and when he is an occupied with one of his

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businesses, he's either out running with his dog or in the kitchen cooking for his kids or grandkids. And something else that I know about Frank is that he loves to hunt and fish something we have in common among many things. So with that guys, let's go ahead and welcome Frank on the show. And like I said before, you're absolutely gonna love the show today. Okay everybody, this is a new house and I just want to welcome our guest, Ms. Frank. Somma. Frank is the author of B2B Is Really P2P: How To Win With High Touch In A High Tech World. And Frank, on behalf of myself and the members of the get clients nomination, I want to welcome you to the show. How are you doing today? I am fantastic. That's

Ken Newhouse ([00:11:54](#)):

awesome. So in light of all that's going on, Frank and I are both in our bunkers, safe and secure, I think, well I can't say that in more safe, but um, Frank is in Frankie, right outside of New York city, is that correct?

Frank Somma ([00:12:06](#)):

I am, yeah. And in central New Jersey.

Ken Newhouse ([00:12:08](#)):

Yup. And that's, uh, you know, I keep thinking of world war II that's almost like ground zero even though I know it started on the West coast. I actually came from both coasts actually, if I, if I know that correctly. But anyway, um, Frank, I appreciate you doing the show today. I know in spite of all the tension that's going on, we're going to have an awesome show today. And, um, if you're ready, let's go ahead and let's go and dive in. All right. Okay. So one of the first things I do, Frank, and we mentioned this just a few minutes ago, is I like to ask our guests, um, every guest, the first two questions are the same. So if you could give us a backstory, uh, take two or three minutes, if you could. How did Frank Somma get from psychology years or high school years or youth years or whenever it started to where you are now to becoming so, so popular? And so, um, I mean your book is, is, is it really? It's a, it's a great book, but you do a lot more than just write books. You actually train lots and lots of companies, big companies and people in communication and a whole bunch of other stuff. Uh, how'd you get to where you are now?

Frank Somma ([00:12:56](#)):

Well, it's interesting. I'll give you a couple of flash points. So I was not expected to do anything like I'm doing. I grew up, started life in a housing project in New York city and, and my neighborhood, you know, most, most people were laborers. I hadn't seen anybody in a suit and tie ever do it. You know, business people didn't exist when people told me as a kid, Hey, maybe you should be a sales guy. I thought, I don't want to be in Kennedy's and Tom McCann selling shoes. I didn't know there was any other kinds of stuff. I really didn't. I didn't know if there was a business world out there. It just wasn't part of my life. And, um, so what, what happened is I was kind of uninspired in, uh, around 18 years old and I joined the United States Navy and I was really blessed to be selected for the President .

Frank Somma ([00:13:30](#)):

And during my time at the guard, I served Carter and Reagan, both President s, Jimmy Carter and Rosalyn. That's awesome. You know, and I credit a lot of the discipline that has helped me to get to do things that I'm doing now from that time in the guard because it was a super prestigious, highly disciplined unit. So during that time, um, my godfather, who was a, a high school dropout Marine Corps enlistee wound up as an executive through just hard work and et cetera, in, um, with Western union

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Telegraph. And he convinced me not to take shop in New York city and rather to go for an interview for a sales job in Western union. I did. And I think what's important here is I was so filled with gratitude, like I couldn't believe that I got to put on a suit and tie and drive to people's businesses and that the more I did, the more they pay me.

Frank Somma ([00:14:14](#)):

Like it was mind blowing to me that I had business cards in my pocket, you know, with my name on them and a company name. I, you know, I was a kid that wasn't from this world. So I hustled. I did five times when my manager asked me to do every day because I couldn't believe that I had the opportunity to do this and that I got to show up and go to work every day. You know, all my friends, uh, had to go to work everyday and they did these crazy and labor intensive jobs. And here I was dressed up all clean in a suit and tie with cross Panama breast pocket and visiting business people. I w it was an absolutely amazing transition from the end. And I work real hard at, and I think the next flash point for me was in the middle nineties when I met a guy who I'm still a, I'm a business partner with today is still good friends with Jim Koehler. And Jimmy taught me goal setting and um, when I started goal setting in earnest and really sticking with it was in the middle nineties and it completely transformed the way that I lived in the things that I was able to accomplish. And I guess, you know, one other flashpoint might be my degree in NLP where I don't, you know, dove deeper into great communication and understanding the personality styles and the ways to communicate with people and taking the responsibility for that. And um, and here we are today.

Ken Newhouse ([00:15:20](#)):

Yeah, I know a lot of people who are quote unquote NL, they use NLP, but I haven't met that many people who've actually gone through the official training and have a degree in NLP. And so, uh, that's, uh, that's incredible. That's a lot of hard work. I know it is. To get, get through that. It has to be, it's a pretty intense, uh, format to go through, but it's, uh, it's incredible. I mean, the things you can achieve just utilizing that methodology. Who are your mentors? You have anybody that comes to mind? Anyone who really inspired you. I know you mentioned your godfather and some other people that anybody that really liked books you've read or even as a kid, you know, I've talked to people that said, you know, my second grade teacher really inspired me when no one else did. And that really, I'm serious. And um, and other people, you know, it's like, well, I hear a lot times it's like my dad or my mom or my parents, things like that, or a brother or something like that. Anybody comes to mind for you?

Frank Somma ([00:15:59](#)):

Well, in terms of, um, inspiration, you know, I said in the introduction, in my book, uh, the fact that I can write is really because my mom, uh, you know, she was, my mother believed in me when it just didn't make sense. You know, when I was a kid, I was a difficult kid. I probably would have been diagnosed with a couple of these acronym kinds of things that kids are, I have noticed with today. But back then I was just a bad kid. So, but my mom, my mom never thought that she had this Wayne smile on her face whenever I did anything goofy and Adeline and just told me how great I was all the time. So I think my number one greatest influence in my life is my mom. And, uh, but going on to mentors, I would say Jimmy who I just mentioned who taught me goal setting, he's a real, real good friend still. And a, and another guy, Dr. Rob Gilbert, uh, Rob is a professor at Montclair state. And when I hired him to talk to my sales team back when I was at VP sales with Toshiba, I brought Robin to talk to the sales team. And I was so enamored with what he did. I asked him if he would come out to dinner with me one night and tell me how to do what he was doing. And that was the beginning of me becoming a professional speaker was through his tutelage. And we're still really good friends today.

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Ken Newhouse ([00:16:58](#)):

That's awesome. So just one question, and this is not in my list of questions, but I, and I'm very open about this on my show. I've never, other than my time in the military, I've never had a job. I've always either, well, I worked for my parents for a little while. My parents just recently, last year after 45 years, um, retired and sold their glass company. My dad still wanted to work. I'm like, dad, you really need, just because he enjoyed it. He liked, my dad loves to, you know, one of the things I appreciate about your book are the stories, but my dad loves to tell people stories. And then I figured, you know, these people have heard the same stories now a couple dozen times. I think it's time and, and so, uh, finally got them settled down. But with, with respect to that, Frank, um, you know, the, one of the things that I was gonna mention to you or ask you is how did you go from corporate life into like being an entrepreneur?

Ken Newhouse ([00:17:42](#)):

Because I've never, I don't know what it's like other than through like vicariously through my wife, the beautiful, talented Lisa to work in a corporate setting. I, there's a lot of frustrations that go on with that. And me being a person who likes, I won't say autonomy because I'm a, I'm a devout Christian person and so I know that the Lord controls my life, but I do like the freedom, freedom of being responsible for the choices I make and if I want to do something quickly, but just if you could just for a minute or two, talk about the difference from going from that environment, even as a VP, which is a significant accomplishment and a huge, I mean, I don't know if that's a fortune 500 or fortune 100 company or fortune 100 but that's a huge company to be in, you know, doing your own kid. What are some of the primary differences that you, that you notice?

Frank Somma ([00:18:18](#)):

Well, I mean there's, there's things to be said on both sides of that ledger. So the ability to communicate well and convince other people of what your vision is as a leader is super important. And I, I find that many of the people I have a private coaching practice and most of the people that come to me are very high achievers. You know, it's, it's interesting, it just as a side note that most of the people looking for help are people who people believe I've already achieved everything. And I think that's, that's a significant piece of life's puzzle is that the best out there looking to get better. And I find that intriguing. But anyway, some of these folks come to me and what they're missing mostly is communication. It's about understanding that people want FaceTime with you. It's management by walking around, it's paying attention and understanding that, you know, letting people know that you care about them in a position of leadership.

Frank Somma ([00:18:59](#)):

That's what I learned on the corporate side is that I watched people whose teams didn't do well or whose employees would leave for 50 cent an hour raise. And then others who could keep people employed through lean times without raises because those people would run through walls for that leader. And the difference was the accessibility and the obvious show of care that that leader brought to the marketplace. And as a, as a solo practitioner, you know, as a speaker and a coach, now the biggest difference is I had great support in corporate America and the system. I had a team of people I could call somebody and say, Hey, could you do this spreadsheet now? You know, I have some help. My, my, uh, I have a wonderful, talented graphic designer, uh, little girl who's now not so little anymore. She's 39 and she does all of my presentation work for me.

Frank Somma ([00:19:40](#)):

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I have a, um, a great web designer who does a lot of work for me, Brian. And so I have people that I can go to, to job out stuff. But in the end, every, the biggest difference is I've got to decide the direction and then I've got to learn things and take the steps and be super uncomfortable. Like trying to figure out Amazon advertising. It's, it's harder than what I remember. High school calculus debate. I'll try and work my way through that. But you have to learn if you want to sell books, you've got to understand what, what that means and how they work and look at the analytics and figure it out. So I think it's getting comfortable with things that I used to have other folks do for me. I now have to do for myself.

Ken Newhouse ([00:20:13](#)):

You know, I think that's one of the reasons in addition to the fact that you're just able to help people really rise to that next level. I think of professional athletes, um, you know, it's one of the analogies I like to give when people, I, I just hammer people and not beating them over the head, but I just want to continually reinforce to people that training is critically important. If you look at professional athletes and from my time when I was younger and not, not really young but younger, you know, you look at Mark McGuire, you look at, you know Ozzie Smith, all these people that I don't, I don't think McGuire, I'll ever make the hall of fame. Maybe he will, but Ozzie Smith, all these people, they still went out and took ground balls and I remember I was talking about this the other day when Ozzie Smith got \$1 million a year contract, he was the highest paid baseball player when he got that contract and now people would be offended at a contract like that.

Ken Newhouse ([00:20:50](#)):

But he still went out and trained over and over. They took infield practice, ground balls, batting practice. Just because you're reached the level, you still have to stay sharp. You still have to train and you should always, and I, that's one of the things you just mentioned that I noticed is that people who are really successful got there for a reason. It's for them. It's because one of the reasons that their desire to want to see what they're capable of and to serve other people. And that's, that was the second point I was gonna make. Not only do you deliver in your country program, um, you know, superior results. Your clients are just knocking it out of the park with your help, but you really care about the people, really care about the people that, uh, that you're serving. And so I think that that, uh, that really says a lot about you as an individual about your character.

Ken Newhouse ([00:21:25](#)):

So if you could take a couple of minutes and what I want to do first we're going to talk about your book, just a brief overview and then we're going to kind of dig down into some specifics. But if you could take a couple of minutes and why did you write the book? Who's it for, who could benefit from the book kind of in a 30,000 foot view. And then from there we'll dig it in some really bulleted points that I think are important that are important, that are gonna really benefit people today if they can. At least hear these and then implement them.

Frank Somma ([00:21:45](#)):

Well, you know, it's interesting because what I found in my selling life is that people are focused on the wrong thing. And the reason I wrote the book is because I wanted to put out there a view that if you look out for people, if you learn to communicate better, if you look for what people really need and decided to be helpful and, and, and without getting a rule on you, you know, the world just lines up to help you. And you know, the, the, the book was written because I want salespeople to focus on the things that will help them to get ahead and help them to feel better. I did a LinkedIn post yesterday.

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Again, you know, to remind salespeople, I say this in the book, but you know, if you have the superpower, if you've got the sales gene, if you're very good at convincing other people to your point of view, you owe it to the world to use that power for good.

Frank Somma ([00:22:24](#)):

I mean, Superman could've broken walls and Rob banks, but he didn't. So I implore salespeople to get out and join a charity organization, something that they care about, do some fundraising, use your skills for good. And the reason that I mentioned that right now as as risk speaking 10 is because that's what the book is about. It's about how to help other people. And it works for salespeople. It works for business leaders, entrepreneurs, managers, team leaders. It's about how to relate to other people, how to size up their communication style and help to facilitate the communication. It's not the label somebody and say he's this kind of communicator and therefore I'm going to impose this on investment nebulous if this is about understanding how somebody sees the world and helping the team, you and them to get to a place that's productive to both of you because you understand the communication and you know how to facilitate it. And those are the kinds of things I've, I've attempted to teach in the book.

Ken Newhouse ([00:23:11](#)):

Okay. And so you said you wrote the book for salespeople. Now here's what we, here's what we can dig into the weeds just a little bit. Um, some people are gonna be listening to this podcast. Probably half the people that listen are either dentists or in the dental profession, they sell to dentists. Huge amount of the audience is in the dental industry. Probably 45% or so. I write for downtown, um, got about 1,000,007 views or articles, not views, but article views on um, on dental town. Um, which really isn't that many over the last 10 years. It's really not that many. But having said that, you wrote it for sales people and I know people are going to be listening to this, the members that get clients on nation and they're going to say to themselves, but I'm not a salesperson, but Frank, there's something I know when my son at five years old convinced me, dad, we need to go get an ice cream sign, runaway home from school and it's going to be dinner.

Ken Newhouse ([00:23:54](#)):

But dad, you promise me an ice cream. And so at that point my son became a salesman and I don't care what business you're in, whether you're in the profession of dentistry, chiropractic medicine, you're a coach, consultant. It doesn't matter. We are all in life and in business. We're all salespeople. And so if you could dive into that a little deeper and give me your, give me your thoughts on that and run with it and take as much time as you need. Because this book really I felt was, is for, is for everybody really. I don't want to just pigeonhole down and like you mentioned earlier, Tom McCann shoes, I don't even know if that place exists anymore, but it rung a bell from when I was a kid. Um, but having said that, run with that.

Frank Somma ([00:24:29](#)):

Well, I mean that's, that's a great question. And the feedback I've gotten from so many people that have read the book has said, you know, Oh my goodness, I have to give this to my wife, to my cousin me because it's convinced her strategies. It's ways to understand communication and facilitate the communication between human beings. It's kind of like learning a little bit of Mandarin just before your trip to China, you know, you're going to make out better. And that's what this book does. It helps you to facilitate communication with other people. And the truth of what you just said is where else? I mean, this is called get clients nation know. How do you get clients? It's you can convince people that yeah,

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that you're the best place for them to go. I went to the vet the other day. The vet has a, a jar on the desk with a, with a infected heart from a dog and, and the, and the clerk says, Hey, are you giving your dog heartworm meds?

Frank Somma ([00:25:09](#)):

Well it costs this much. What are they doing this selling me on the idea that my dog needs heartworm meds. They have a display, they have a convincing tool and then they ask. So that's selling. You know, one of the things that really bugs me is that sales has gotten such a bad name in society and it comes back and this is rooted way back snake oil salesman and this kind of stuff. And the truth is that salespeople are some of the highest paid people in the country, hands down. And it's because they have a skill set that helps their business to go forward. And without those folks, there is no business. Now are there people who abuse this? Are there people who, you know, run wild with it and maybe aren't as honest as they could be or sure. And that's where the reputation comes in.

Frank Somma ([00:25:45](#)):

But I'm not, you know, Brian Dennehy and Tommy boy and I'm not, um, what's his name? Danny DeVito and 10 men. I'm a professional. I'm a skilled as I, I believe that my communication skills are just as well honed and just as difficult to arrive at. And I've studied just as much as my accountant and my doctor. And if the three of us go to a hockey game and we want to sit closer to the ice, we're not sending the doctor and we're not sending the accountant to talk to the usher. What's sending Frank? Because Frank's got a better shot at convincing the usher that we should go down closer to the ice. So we all have our own skills and when I'm, you know, I just dropped off my taxes yesterday to my accountant. I wouldn't have anybody, but Rick, look at it. He's a genius. He knows the law. But I feel the same way about our profession and selling. And I think selling includes any manager that has to communicate with his team that wants to retain good talent. Selling means recruiting good talent from outside of your organization. Selling means convincing your customers that you're the best place to do business with is convincing your employees that you're still the best place to work. There's a million applications for entrepreneurs, business managers, and people who are classically labeled salespeople as well.

Ken Newhouse ([00:26:43](#)):

And so you just touched on something, and again, this is not one of my questions, but I like to ad lib as we go. I'm gonna run with this one. So you mentioned your staff and so in the business environment, and obviously being that this is the get clients now podcast and we're talking about business and we're talking about communication, it's important that people realize that not only is the business owner, so let's say you're in a dental practice or a chiropractic practice, or let's say you have a brick and mortar business, but you've got people working for you. Every one of those people, if you're smart, is going to know how to communicate at a high level. They would benefit from this book and also they're going to know how to sell. So if you could respond to that, what are your thoughts on making sure that not only the person running the business, but every member of that person's team?

Ken Newhouse ([00:27:20](#)):

And I'll take it even a step further. I'm a, I'm a person who, you know, I had six clinics when I retired from the chiropractic profession. I had associate doctors, radiographic techs, chiropractic assistants, management team, administrative team, a marketing team. I had all these different people working for me and I literally, I'm burnt. I don't want to do that anymore. I outsource. And so I have a trusted team of people that I work with. I work with a select group of clients. But having said that, I still train the

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people that I work with, my vendors to be able to communicate and to quote unquote sell on my behalf so that their radar is always up. So if somebody comes along who would be a good client for me, someone who would benefit from say marketing automation or a really strong direct response copy, they're going to turn those people onto me. And so talk about that in the, in the light, in light of not only your staff, but maybe your vendors as well, making sure that they can communicate and that they, they're trained to quote unquote sell, persuade, communicate, convince.

Frank Somma ([00:28:10](#)):

Well Ken, I mean that's really interesting, the training aspect and to me it's the most important part is when you're in the lead position in business is to share the vision. If people don't know what it is and how you do it and why you do it, they're not going to be invested in the company. And that's a super important thing. Not only for retention but for gaining new clients outside. If I, you know, I used to be in the, in the photocopy of leasing and repair business. So if, if we were instilling pride in the company and I'm sharing the vision with the person who answers the phone, who's only been there for six months and there they see the passion and they hear how much we care about the customers and I'm sharing that vision. I'm walking around, I'm asking her how she's doing and when she gets a phone call from the difficult customer, I happen to be standing and I say, Hey, let me handle that, send that to me and she sees that I'm handling problems and carry about people.

Frank Somma ([00:28:51](#)):

What do you think happens when she's at the family barbecue and somebody mentions their law firm, accounting firm, whatever. Oh you should deal with my company. They're the best. They're fantastic. She's going to be selling for me cause she believes in me because I took her into my circle because I shared my vision and this happens no matter how big your organization is, you've got to make sure that in position of leadership, you're sharing the vision and you're convincing the folks that work for you every day, that this is still a great place to work and that your company has, has the lead in your sector. And I think training them on what you do and them understanding the process rather than assuming that they get it. You've got to show them the inner workings and how things go and then it becomes part of their consciousness.

Frank Somma ([00:29:26](#)):

Right. So like you were saying, when they're outside and they hear an opportunity, they recognize it. You know, this idea of um, of being conscious of what's going on and selective attention. If I know about something, let's say I'm an eye doctor and I have somebody who in my organization that's answering the phone and I show them that I just got new machine that helps people with dry eyes and I teach them about that. You know, this is called selective attention. If she were out in the marketplace and just walking around and somebody took a bottle of tears and gave themselves eyedrops, she would just walk by and not notice it. But if she knew that you had a treatment for dry eyes in that moment, selective attention kicks, then you just taught them about this concept. Therefore they're going to see these things more clearly in their vision. Therefore they're going to mention something to that person.

Ken Newhouse ([00:30:04](#)):

I just want to follow that up. I just, something I learned from Meenal Dan a long time ago, Frank, you bringing up a great point about teaching and training, but also, and you can give me your thoughts on this if you want. Um, what about up? So once I would, so as an example, when I had my, my, uh, my practices, I would do team training and so every week on a Monday morning, everybody from every

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location would meet in my office and I would do a team training for that particular, for that particular group. When I say everybody, not all the employees, all of the leaders of each particular facility. And then they would disseminate that information and then we would follow up. So at the beginning of the following week's training, we would always follow up and verify or check or like Dan used to say, people will not respect what you don't inspect. So I wanna follow up to make sure that they got the training. So I just wanted to, now that I have the opportunity to throw that in, what are your thoughts on that?

Frank Somma ([00:30:50](#)):

Yeah, I think that the followup is super important. You know, you see so many things in companies that they start off on a particular Avenue and then it doesn't get followed up on, like you're saying, so it doesn't get enforced. Um, there was, I don't know if you, years ago, um, the former mayor of New York city, Rudy Giuliani, wrote a fantastic book. And in the book he mentioned that he came up with a system, uh, of meeting with the leaders in the various districts of the city. And crime went down markedly and this, this was called comstat. And they would talk about their objectives and then they would put the results on the board publicly. Now, these guys didn't get paid any more money of crime went down in the district. This was not a commission based a system, but what it was, it was an awareness system. And when you tell people about something that is a betterment of your company and better yet, you ask them what they think will be the ideas that better your company and then as a group you will have buy in. And then you publicize that the KPIs or, or whatever way that you can so that everyone is aware of the objectives and the results. It becomes part of the collective consciousness. And you're all working toward the same thing. And that's, that's the followup that you need.

Ken Newhouse ([00:31:48](#)):

That's awesome. So let's dive in. If you, uh, if we can, I want to talk about communication and let's talk about this in the context of selling. And so whether you're again, a dentists chiropractor, a coach, consultant, and whether you see yourself as a salesperson or not, um, the fact is you have to be able to communicate. And so let's clarify a few terms and definitions for communication and then move into some strategies people can use. And so I don't know who I heard this from and I know you've heard it as well. You'd be, you're much more involved and you've been doing this much longer than I have, but the term verbal vomit. And you and I discussed this briefly before we get started. What's the difference between, we talk about communication, communication is that's bi-directional, that's not monologue, that's called dialogue. Correct. It talk about that and talk about some of the common mistakes you see people making or some of the misconceptions they have about effective communication.

Frank Somma ([00:32:33](#)):

Well, boy that, that leads me in so many different directions that a couple of things that jumped to mind right away are, uh, you know, there's a wonderful old expression. Nobody ever said, I hate that guy. All he ever does is listen to me. You know, it's, it's the people that are constantly talking and you know, sometimes salespeople believe that because they may have this, um, mythical gift of gab as they say, you know, believe that there's something that they say the things that they say are going to convince people. But really, you know, in, in the game of gaining customers and gaining more clients, what you need to do is listen and ask more questions and then listen further and ask more questions. And active listening means being active. It means putting in a grunt where grunt would be expected and a nod. We're not what we expected.

Frank Somma ([00:33:13](#)):

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And a smile where a smile would be expected. Active listening doesn't necessarily mean you're speaking. It means that you're showing clear interest. In NLP, we call it uptime. And when you're looking at somebody and you're communicating non-verbally and it's things like eyebrow pops, you know, what does that mean? When somebody pops up, Hey, they're happy about that. They're surprised. This is wonderful. So there's so many of these little things that happen when you're really into the communication. And it means you're not looking over somebody's shoulder at the next person coming. And that means you're not looking down at your phone and you're not looking at the ubiquitous television set that populate our world. Now, you know, all of these distractions that take you away from listening to somebody will take your relationship, uh, further, further, further away from being really intertwined and what you want.

Frank Somma ([00:33:51](#)):

If you're gonna gain clients and you're going to, uh, in order to gain clients, you've got to gain trust in order to gain trust. People need to like you. And when do people like you when they're speaking about their favorite subject themselves? So ask questions. And listen, Dale Carnegie taught us about this back in the 30s and forties, how to win friends and influence people. The great quote from that book that I remember is don't forget that that man you're speaking to cares more about his own two feet than he does about a famine that just killed 10,000 people in China. And you know, that's what, what Gail, what Dale Carnegie was on too, is that if, if you want to be an effective communicator and you want to move somebody from point A to point B for the betterment of you and them, what you need to do is actively listen and kinda hold back your tongue.

Frank Somma ([00:34:29](#)):

Think about some of the things that you've had with folks when they're speaking. And if you ever talked to somebody and their lips are moving while you're talking, like that's maddening, you know, you know, they're just waiting for you to stop. So they can say the next thing that they want to say, you know, um, these are the kinds of things that we've got to pay attention to and realize that as an active listener, we're completely engaged in what's going on. And, and I think the leads will all this kind of sincerity. If you're not sincerely interested in other people, you know, kinky Freedman, a wonderful low world-class wise guy in one of his novels said, you can't fake sincerity, which is kind of funny. You know, it's faking and sincerity are opposite ends of the spectrum. I always found that to be a wonderful little comment, but the truth is you've got to decide to be sincerely interested in the person you're talking to and when you're sincerely interested, that comes across. And if you're not, you're fraudulent. You're gonna fill these stereotypes that, you know, people that are out trying to get business without being sincere, have created throughout our media and movies and things we've talked about before. So lead with some Saturday and listen really, really well and with purpose.

Ken Newhouse ([00:35:25](#)):

Okay. And so let's dive into this a little bit more and if you could, hopefully you're comfortable sharing it. And you talked in the, in the book about some different strategies we could use. You talked about, um, I mean, just a whole variety of, you know, let's talk about mirroring and modeling and all these different things that are, I mean, you talked about a lot of spaces we can obviously cannot cover. And let me guys, let me just say this. Um, I'm not an NLP practitioner, but I do understand that there are a lot of, um, high level strategies and methodologies within NLP that will help you become an imminently better communicator. Having said that, you're not going to go through most likely the training like Frank did and get certified in NLP at that level, but a really good place to start that would give you a tremendous benefit.

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Ken Newhouse ([00:36:05](#)):

Literally take you many levels higher than where you are now. And your communication skills is to buy Frank's book. And I'll go so far as to say this, you will buy Frank's book, read it, implement what he's got in there. And if, if you can't say, you'll either be able to say that this has really revolutionized your ability to communicate your understanding of communication, your ability to be more persuasive. Um, and we're talking about ethical persuasion. Obviously if you, you'll be able to say that. And if you can't email me@customerserviceatkenyonhouse.com and I'll buy the book from you. The book is that good? Um, folded. Now, full disclosure, I didn't finish reading all of your book with all that's going on. I got through quite a bit of your book but I didn't get all of it done. But I got enough to realize that Hey, this is really good stuff.

Ken Newhouse ([00:36:41](#)):

And so, um, I have no reservations at all. I don't guarantee everybody's work. I don't guarantee everybody's book. But when I come across a resource, again this is, this is one of those books that in my opinion is not something you just want to read like a novel and you should be reading fiction from time to time. Read your Bible as well. But having said that, this is a resource book. I mean I've got books like breakthrough advertising by Eugene Schwartz. It's a resource. It's one of my favorite. That is my favorite book when it comes to marketing and advertising that I have in all of the books that I had at Frank's books or resource. And he was up at Frank. If we could, let's dive into some specifics. Um, bite sized chunks that people can take today and start implementing tomorrow. And I know guys a lot of the time, obviously we're in the midst of this whole ordeal with the coronavirus. We're going to get through it, but these are things you can use. Like Frank and I are online right now. We're a video on a video call. These are things you can use, whether you're in person, face to face or whether you're over the internet, wherever on the phone. This stuff works. So Frank, if you're ready, go ahead and

Frank Somma ([00:37:34](#)):

yeah, sure. I mean, one of the styles that I most most of us can identify with, um, is what we refer to as a view. I refer in the book as a view from the air and a view from the ground. And it's really interesting. So Ken, if you know by way of a really brief example, uh, if I went downstairs after our call and I talked to my wife and she said, well, you know, w how's it going? Weren't you on a podcast? I say, sure. I was on with Ken Newhouse, you know, he's a, he's a chiropractor and he's got a bunch of professionals on the line in dentistry. And chiropractory and et cetera. And you know, we went over some stuff in the book and wow, what a great guy. He actually endorsed the book and said that he guaranteed the purchase of it.

Frank Somma ([00:38:06](#)):

It was fantastic. You know, my wife is not a view from the air and what I just gave you is a view from the air. So a view from the air person thinks they're answering the question by giving huge chunks of information and they believe that that's satisfying. But if you from the ground person in the same situation would say, so I went on the zoom call, you know, with Kennan, you know, I clicked on the link earlier and it was a, I thought the thing was at nine o'clock and it turned out it was nine 30 so I made that mistake. But then it went back and I got on the link at nine 30 and Ken came on and you know, he really liked the fish and pictures of the girls behind me because he's a fisherman. In fact, he just went on this trip and he told me he could see 13 States from this one point that he was up high on this mountain.

Frank Somma ([00:38:40](#)):

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So the view from the ground person is going to give you all of these details and the information in their mind is absolutely essential for you understanding what just happened. So each person thinks that they've delivered the essential information, but both of you from the ground person is speaking to a view from the air person. The view from the air person is rolling their eyes, tapping their foot, pointing the feet away from the conversation and giving all of these nonverbal signals that say, Hey, land this plant already. Well, you know, we're going on and on. Um, and the reverse is also true of you from the ground person says, well obviously you don't think I'm important enough to tell me what just went on. Obviously you don't think that you can talk to me about your life and you don't respect me enough to give me the details when none of the, neither of those use are true.

Frank Somma ([00:39:20](#)):

They just communicate differently. So what I would say to the folks that are listening is just recognize this. I'm not asking you to change your style. Just recognize this. If you have a view from the air, as I said I do, and my wife who has a view from the ground, what I should do is can I give a little more color commentary? Can I throw in some more details? So that understanding that her style requires a little bit more, I could certainly do that. And when she's speaking to me, can I understand that she wants to give me more detail and can I focus on her eyes and smile a little bit and understand that she's doing the best she can to give me the information in the best way that she knows how to sure I can get in rapport well enough and actually move that conversation along if I want to. But first I've got to get in rapport. And I do that by listening well and recognizing the style instead of trying to truncate her sentences and, and lead her to someplace more quickly, which results only in in insults and broken communication.

Ken Newhouse ([00:40:07](#)):

So I think a really good example of the wrong way to do the complete opposite of what Frank said. If you're listening to a perspective, um, a client, customer or patient, think of a medical doctor and I'm not here to bash you guys. Fear MDs. Um, some of my best friends were MDs, not many. Um, but the typical scenario where you go into the medical doctor's office, they don't look at you when you talk to them. They cut you off before they can, you know. And I know they're trying to do their job, they're trying to get the information. But you know, this goes back to active listening. And so give Frank, if I understand you correctly and you go into this in a lot of detail in the book, give the person you're talking with a little bit of space, a little bit of time.

Ken Newhouse ([00:40:43](#)):

So you can come to a clear understanding of the type of communicator and the communication style they have. Correct. And then, you know, just one thing I want to quickly have you just touch on, cause I picked up on it, but I'm thinking probably most people didn't position in their feet. So if someone's feet are pointing this way or that way, talk about that for just a second. Cause that's a, that's a real subtle thing that most people, I guarantee, well I don't want guarantee you, you won't know. You know more about the something that I do. But I would assume based on my limited experience, and I've dealt with a lot of people, but really in the big macrocosm of the world, I mean it's, it's very limited. Most people aren't gonna pick up on that. They're not gonna see the importance of noticing things like that.

Frank Somma ([00:41:18](#)):

No. You know, Ken, what's really interesting about all of this stuff is, you know, the levels of learning that we have, right? So we go from being unconsciously incompetent. We don't know what we don't know to being constantly competent. Okay. We recognize that we don't know this to be unconsciously

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competent. We learned about the feed and we're paying attention to them to being unconsciously competent. When I learned about body movement and feet, um, I'll tell you a quick story. I was at a, uh, a business networking event and I was speaking to a lovely woman who I had known for a long time. She was a lifelong sales professional, really up effervescent, full of life, love to talk. And I had just learned this thing about the feet and, and what I learned was that people don't cross their feet when they're uncomfortable. So if you're in an elevator and somebody standing in the middle of the elevator will not cross their feet, this goes back to your caveman brain where you want them to have both feet firmly planted because you don't know who you're encountering.

Frank Somma ([00:42:01](#)):

In a strange situation, there were strangers they could attack you. So you're, you're kind of DNA predisposed to keeping your feet firmly on the ground starting. I'm talking to this one, then we'll call her Susan and um, and, and she crossed her feet in the middle of conversation. I had just learned this. I'm looking to see the CrossFit, like, Oh well, isn't that interesting? Susan's really comfortable with me. So I turned my feet toward the door indicating subconsciously that I was out of this conversation. Susan picked that up in her subconscious as we do as human beings and uncross her feet becoming uncomfortable, planted firmly on the floor. And I thought, well, isn't that interesting? I point away, she of course. So then I turned my feedback. I made strong eye contact. I softened up my eyes and I really started listening and Susan crossed her feet again.

Frank Somma ([00:42:41](#)):

I said, well, isn't that something? So I turned my feet away to make her uncomfortable and started looking over her shoulder and she uncrossed her feet. You know, to this day I could not tell you what Susan, I spoke about no idea because I was consciously competent. I knew what I knew, but I wasn't good enough to pick it up in the periphery. So I mentioned that because as we learn these things, like when somebody's feet point away from a conversation, they are about to exit the conversation. And this, the idea of being comfortable across feet, we have to get to the point as communicators that we pick up these things peripherally without losing the thread of the conversation, which I was unable to do when I first learned this. And hopefully I'm getting a little bit better at now.

Ken Newhouse ([00:43:15](#)):

Okay. And so some of it, some of the questions that I want to ask you and I've, I've kind of re retrace my thoughts here and my steps. So I think it might be a little too much for some people listening and I want to try to talk to as many people as I can today during the podcast and give them the information it's gonna help them the most. What would you say are three of the best strategies or methods we can implement now and then obviously go buy your book and read it and study it and implement and then test and study and implement and test and get better at it. But right now, for right now, what are like three things you can think of? Individual recommendations. I'll just throw some things out there like mirroring and modeling, leading and pacing, just different. And those are technical terms obviously that you're very familiar with. But give us three, whether it's those three or whatever it is, give us three things we can run with now. We can utilize it in order of importance at, at the level that I would say most people are consciously or unconscious competent, unconscious competence. I don't think most people are really skilled communicators, at least in my world.

Frank Somma ([00:44:08](#)):

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Um, a couple of things that I'll lead with. I think the first one is to meet somebody where they are. So especially in this time, right? Where we have people that have different levels of anxiety, for example, right now, right? So if I'm a person who's cavalier about covert 19 and think that it's all overplayed and you're a person who's staying home with a mask and gloves on in your own house where we're coming from different places, if I want to you to lessen your anxiety, I can't say, Oh, come on, this is nothing. But you remember mad cow disease, nothing came about to take off the gloves already. Well, how's that working? I've got to meet you where you are. Right. So I would say the most important thing as a communicator is to meet, meet people where they are, understand where that person's coming from, understand what their objection is, what their discomfort is, what their fears are, and then go with that.

Frank Somma ([00:44:53](#)):

So, Hey, I understand that this has got you really spooked. I can see that you're really bothered about this. Talk to me. Well, you know, if I get it, my kid will get it and my father's 85 and he's coming over and what if he gets it and he can't fight it off and blah, blah, whatever it is. I want to suss that out first. I want to ask you questions and I want to meet you where you are and I don't have to agree with it, but I can certainly understand it. So I can say I can, I really understand why you feel the way you do about that. That makes a lot of sense to me. You know, it could be that if you wash your hands frequently and you were in your own home, you probably not going to encounter that many germs outside.

Frank Somma ([00:45:27](#)):

So it might be that the mask is in an essential part of what you need while you're in the house. You know what I'm saying? Like I'm making this up as we go along because of what's happening in our environment today. But the idea of, I can't just say take off your mask and gloves, I've got to meet you where you are and I've got to understand and truly feel what you're feeling and feel sympathetic and empathetic toward what you're feeling. So I would say number one thing is meet people where they are. And I think the number two thing that that will change your life entirely is to really understand what listening means to pay attention to someone and make strong eye contact and not deviate to not take out your phone and look at it. I don't care if it buzzes rings, whatever.

Frank Somma ([00:46:00](#)):

It stays in your pocket. You know, when I was in my office, I made a habit. I've always worked on a laptop and I made a habit when someone walked into the office to close the laptop screen and turn my chair and face them square up. I didn't do this always, but when I learned it, I began that practice and the conversations changed entirely as opposed to, you know, the email flying across the screen in the background and to take your attention for a second, your eyes dart over to the screen, then back to the person you're talking to. All of that stuff is an interruption to great communication. So I would say meet people where they are, don't judge people where they are and active listening to really, really dig in and listen and, and, and if you're a person that's trying to get clients, um, I can, I can tell you that if you had, you know, one of these, let's say a, you have a 20 minute talk with somebody, the mic should be something like four minutes you and 16 minutes. Then if you're asking good questions and listening and that's what will bring you clients much more than if you tell them all the reasons they should be your client.

Ken Newhouse ([00:46:53](#)):

So now Frank, I'm running through my head. You know you're talking about, you know I'm not, I don't have any emails or anything open, but I do have my questions. I've got the, I've got the camera. And my

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dilemma is before when I had a smaller screen, my camera was mounted right on my monitor. But now my screen in front of me is almost 50 inches. I have this giant television screen [inaudible] screen. And so I don't have a place, if I put my webcam on top of my monitor slash TV size monitor, it's like looking down. I mean it looks weird. It's like on top of my head cause it's so big. So I've got, I've got you and myself on the video here on the left side, the cameras like two inches to the left of that on a stand and then over here to the right of your video.

Ken Newhouse ([00:47:31](#)):

And my natural tendency is to look at your face, which is not in line with my camera. Same with me to the right over here. I've got my question. So when you see my eyes start over, and I know that wasn't for me, but when I'm darting over here, I'm reading my next question to make sure I'm staying in order. And sometimes, well most of the time I just add limit as I go. But there are certain questions that I definitely wanna ask particular people. But what's the one question, and let me just, let me just say this, cause I think you hit on something really, really important. We don't have to agree necessarily with a prospect or a client or customer or patient, but we do have to understand them if we want to make that connection, that connection that it's going to, even if it's not at the conscious level where they're going to be able to understand, Hey, this person really values me because they're giving me their focused attention on me and what's important to me. And they're not just trying to pull me over and sell, sell, sell or convince, convince, convince, or persuade, persuade, persuade. They're actually investing time, understanding who I am. And I think that's a point that we really want to pay attention to and not let it just fly by. With all the other great information you've given us. If you will invest the time to pay attention, focused attention, and understand the people you're talking to, that's going to go a long way to your success. What do you think about that?

Frank Somma ([00:48:43](#)):

I think more than anything else that you can do as a sales professional or as a business owner, entrepreneur, if you want to bring more clients into your business and continue to grow your business and continue to thrive, you've got to listen well. And that goes with prospective clients as well as your employees. It's, it's the number one skill that will help to advance your business. And, and I think that it's also, um, being deteriorated at, at a really great rate and, and it's kinda natural, you know, in the world that we live in with the interruptions that we have right now, um, that, that this would happen. But I believe that we're losing this ability to invest time, you know, we live in these snippets of moments, uh, as opposed to taking the time to really listen to somebody. So it goes a long way if you do invest that time.

Ken Newhouse ([00:49:24](#)):

And I think it makes it a lot, I think that makes that particular skill much, much more valuable in the eyes of your prospective client, customer, patient, because of the fact they're conditioned to be dealing with people today who can't. I mean, I remember way back when smart phones really didn't exist, but people were still checking their pagers or whatever else. And I'm like, eh, so it was a policy, Hey, that, that, that, that goes in your purse or it doesn't come out. I'm not going to sit here while you check messages or answer your phone that we don't do that here. And are you expecting an emergency call? No. So in, in light of the fact that we live in a world where everybody is checking their phone constantly, which is incredibly rude in the middle of the conversation, you become much more credible, I, in my opinion, when you don't do those and you give the focused attention like you said and you cover this, like I said in great detail in the book, guys buy the book. It's that important. So Frank, I'm gonna ask you two questions. The first question is a question that I ask everyone you have time for two. And then the

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second question is, um, we need to know more about you, your work, how to get in touch with you, how to access the stuff you're doing, how to, you know, more about your coaching, things like that. So here's the first question. What's the one question today that I should've asked you that I didn't?

Frank Somma ([00:50:31](#)):

Uh, boy, that's a tough one. Can, um,

Ken Newhouse ([00:50:33](#)):

in light of what we've been talking about, communication. And I know obviously, again, the caveat is this is a such a huge, huge topic. I mean, you've given so many pearls today, which I appreciate. I'd really do. Uh, cause I know it's gonna benefit people. Um, and you cover a lot of this and just intimate detail hold you by the hand, walk you through step by step by step in the book and you get great stories. Which stories really help? I mean it's not just dumping information like a textbook. The stories really help and make a huge difference. But what's the one thing I should have asked you in light of our conversation?

Frank Somma ([00:50:59](#)):

How, how the stuff doesn't work. So I've given you a bunch of techniques here and you know, uh, they don't, they don't work all the time. And when they don't work is when they're overused and too obvious. So this is not something that's contrived. It's something that needs to be, uh, you know, come into your bones first of all, in order to, in order to do it well, you got to have it in your bones to do it well. And that only comes from being genuinely interested in Dodd's greatest creation. Other people be genuinely interested. Everyone's got something to share. And when you walk into a conversation being supremely interested in what that person is saying, it comes across in your eyes and your facial tones and people are picking up, you know, I mean what trained in NLP to look at things like breathing patterns and color fluctuations.

Frank Somma ([00:51:45](#)):

And you know, this, this part of your, I can, I'm pointing to the, the um, the little place where you would dig asleep or out of your eye. For those of you that are listening, um, that's called the inner campus and you know, we look for that to disappear and there's all these things that they teach you and you know, people that read body language like, uh, FBI, great Joe Navarro, who I learned so much from and Pam Barnum who does a lot on trust and body language and [inaudible] and all of this stuff people do. Naturally, when someone's talking to you and you're speaking to somebody else, you're picking up all of these signs and you don't even know it. You're not saying, Oh, I just saw some color come up in that cheek. But, but you picked it up and you sense that someone was either angry or embarrassed and you adjusted the way that you spoke because of that.

Frank Somma ([00:52:22](#)):

So, you know, in NLP and in my book, I teach you how to look for these kinds of things and facilitate better communications and how to assume rapport before rapport is actually established so that you can get in quicker rapport with people. But my caveat is it can't be contrived. You can't use these things without sincerity. You know, if you try, like I teach a technique in the book called backtracking, where when someone says a statement, if you, if you have someone who's reticent to speak, you wait for them. When they say something, you gently repeat the last couple of words they said with a little question at the end. And, uh, you know, so, so what should you have asked me, Ken, if I said that you would elaborate and it's a way to get people to talk. Well, I had a woman in a seminar that I taught this

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to who came back to the next session. I was training her company and she said, you know, that backtracking doesn't work. I went home and I did it with my husband over dinner and he said, why the hell are you repeating everything? I said, you know, well because you're in a comfortable communication pattern with your, with your husband. And what you just did was what we call a pattern interrupt. They severe pattern interrupt, which he went, what the heck is going on here? So all these things have to become natural and gentle and they don't work.

Ken Newhouse ([00:53:27](#)):

And just real quick guys in a pattern interrupt you, I'll leave it up to Frank spoke to teach you that if you don't know it, it's a tremendous skill to have is very simple, many different ways to deploy it. Um, if you got a person who's rambling, he asked a question because as an example being in the setting of asking a patient a question, sometimes the patient doesn't know what you're looking for and they'll just keep rambling and rambling and rambling. And so that's where a pattern interrupt can really say, you save you time and embarrassment and save the patient embarrassment. And things like that. I just inhaled my coffee a minute ago, Frank. That's what I kept doing, pushing, pushing my microphone back in. I'm having allergies. The allergy season is just now starting, so hopefully it's not, I don't think it's the other thing. I think it's my allergies. But anyway. Okay, so how can we learn about Frank som? How do we get in touch with Frank, Somma, Frank, Somma.com Somma has two atoms. Tell us what we need to know guys by the book. Frank tells the title your book and we'll talk about your coaching.

Frank Somma ([00:54:12](#)):

Sure. So the book is called B to B is really P2P, which means business to business is really person to person. Uh, how to be high touch in a high tech world, which is just my way of saying that to get more personal people to do business with people they like and people they trust. And my book aims to help people to become more likable and more trustworthy. You know, what is, what is this wonderful thing we all know as charisma? Well, break it down and figure it out. And that's what I tried to do in the book is to teach people how to be that more charismatic, more likable person so that they can advance their business career. And again, to do it with sincerity, the book's available on Amazon. Um, it's available in, uh, in, in paperback as well as digitally. Uh, you can also get it on my website and for the folks that are listening now, if you do go to the website, it's, um, less expensive because I, and I'll, I'll give you a coupon code, which is success. So on checkout, just put in the coupon code success.

Ken Newhouse ([00:55:04](#)):

Does it matter if the, if it's capitalized or small lowercase or just [inaudible]

Frank Somma ([00:55:07](#)):

no success. And um, and that'll take \$5 off the cover price and there'll be free shipping. So I'm sweet. You can get it on my website, just go to the store on my website and I come, you know, I mean I spend a lot of my time, one on one coaching or speaking to groups, whether they be, I'm talking to 'em for example, a lobbying firm and down in D C teaching their folks to get clients more easily. I'm talking to a law firm to help their folks be better on the phone up. So it depends on, you know, it kind of communication crosses basically every business. So I'm in big conferences. I was just in big I in New Jersey where I was the keynote speaker at the end of their conference. So if you're listening and you're intrigued by anything that you've heard here, uh, you can reach out to me for things like speaking at a meeting or training at a company or one on one or group coaching.

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Ken Newhouse ([00:55:53](#)):

Frank, I think I'm going to try to connect you and I'm not sure how many dentists you've worked with or people who sell to dentists, but if not, try to brush up on that. Cause I'm gonna try to connect you with um, with Howard. Howard, Fran. He's the CEO and founder of dental town dental town. Downtown is the largest platform in the world online for dentists and dental professionals. But he's also the CEO and founder of ortho town hygiene town. And he's also, um, in private practice. He's got an MDA. His podcast is dentistry uncensored. He's got 6 million downloads. Yeah. So he is like the premier guy in the dental industry. Some people, most people love them, some people don't like him. Um, but that comes with the territory. But, uh, I really think, um, if we can get your exposure to the, to the dental industry a little bit so that you can be a little more familiar.

Ken Newhouse ([00:56:40](#)):

And I know you've probably got a ton of friends that are dentists and professionals that can get you to right. And I'm sure you've probably been work with people in this setting, but I'm going to go ahead and email his son and recommend I'm recommending he be on the show. Um, and then at some point, um, I'm gonna take this and turn it into an article and when I say some point like two weeks after the show comes live, but, um, I'm going to put this on dental town as well because I think, like you said, this would benefit any person who's in business and really whether you're business or not, if you want to be a better communicator and, um, I just really want to do that. But I wanna introduce you to, to, uh, to Howard. I don't know what your thoughts are on that, but I think this would, this would resonate well, he's kind of a, I'm going to edit this part out.

Ken Newhouse ([00:57:15](#)):

He's a bit crass. He's a very smart guy, but he's a bit crass. You'll pick that up immediately. Um, that kind of a, I won't say weird sense of humor, but off-color sense of humor, but the guy knows everybody who knows everybody. And the reason I would like to try to get you on his show, I had to wait three months to get on his show and he's been on my show, but he, he's connected with everyone. And this could lead to which I'm hoping getting you, um, keynotes in front of, and some of these conventions where there could be an, and right now in the foreseeable future, those aren't happening. But at some point they're going to start again. And you know, dental conventions, you could have, you know, three, 10, 15, 20,000 people. Like when I spoke at the ADA conference, I don't know when that was, like 10 years ago maybe with the beautiful, talented Lisa.

Ken Newhouse ([00:57:54](#)):

I was in Vegas like 75,000 dentists and dental people there. Yeah, yeah. The whole strip was like people from the dental industry. And so, yeah, unless you're a, I don't know if I should, I'll cut this part out. And unless you're a dentist over in Europe, uh, it's amazing to me. Some of these people that are dentists in Europe have like, we call them Euro teeth, but you know, obviously I'll let this off. And then one last thing I want to say, um, and then I'll cut this part out and put the other party band again. It really is a pleasure for me to listen to a master communicator because like in that last segment you just gave, um, obviously I probably missed most of it, but some of the stuff I did pick up on you were really, really good. And so I, I did, I did appreciate, well, I mean, who am I to say to you that you're really good? I'm just a regular Joe, but, um, I, I know I know enough a little bit.

Frank Somma ([00:58:36](#)):

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Yeah, you do. You do. And I, and I appreciate the introduction to the, to the dental world. You know, it's really funny because I attend, um, the, um, American society of hematology convention every year because of my involvement with the clues, anemia foundation and, and, and that charity. And, um, and I'm always amazed at the presentations that I see and part of me, you know, I just wished that I could slip myself, you know, another piece of me off and create another business because I just see this need, uh, of teaching these professional scientists where the smartest people I've ever met, how to get their point across because it doesn't matter how much, you know, if nobody's listening, they're not going to learn and these guys don't know how to be listened to. And I watch presentation after presentation, I say, boy, I wish I could coach this guy on how to do this better.

Frank Somma ([00:59:17](#)):

And I think that translates really well to, in the offices, you know, on people with patient care. You know, like you were talking about before, it's, it's hard. You know, you've got to see what, let's say you're, you're, you're working for an organization and you're a medical professional and you're seeing somebody every 15 minutes or whatever, you've got to get it done. Your book is filled, you're backed up if you don't get this guy. And the next is 10 minutes later and later and later. And before you know it, you know, you're an hour behind and people are angry and so on and so forth. Um, but the idea of being able to communicate effectively and to, and to connect with somebody so that you get the good information that you need in the time that you needed is super important. And I, and I, I fear that most are not trained in that element of life. And, and I, and I think it's super important.

Ken Newhouse ([00:59:57](#)):

They're not, and it is important. It is critically important because I, like I tell people before, I've never met a dentist or a chiropractor or like an MD, like, you know, a lot of these professional people that are dummies, I mean, these are highly intelligent, highly educated people, but they're missing key components or elements of the framework for success. And success is making sure your patients get well. But if you don't have patients or if you don't have clients or customers, I don't care how good you are, you're not going to succeed in business. All right, we'll be in touch. I'm gonna wrap it up. All right, man. That's great. Thank you.