


Selling Fundamentals

An Introduction to
Selling & Learning to Sell



Three Starting Points

- **Focus on Right – Awkward will go away**
 - Smooth is overrated, and smooth & wrong is dangerous! Learning always requires an awkward transition.
- **Focus on the Rule – Not the Exception**
 - No selling approach, no matter how good, will work every time, but it doesn't mean they don't work at all.
- **Focus on Organized – Some of it will happen**
 - Selling never goes exactly as planned. But that compels you to plan more, not less. If winging it is your idea of planning, you're planning to crash & burn.

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Three Words

- **Adaptive (The new Golden Rule)**
 - Altering your selling behaviors to best fit the selling situation. You must be adaptive to be great.
- **Relationship (Where the Real money is)**
 - Transactions won't make you successful, relationships will. Establish, grow and cherish these relationships and more then enough transactions will follow.
- **Persistence (but only the Smart kind)**
 - Use as much energy and conviction – just do so smartly. Otherwise you are just banging your head against a wall.
 - If I can leave you with just one piece of selling advice it is the application of smart persistence.

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Three Myths



- **You are born to sell**
 - Great salespeople develop. The “born” myth makes us lazy. Focus on developing your greatness!
- **Your personality determines your success**
 - All personality traits have good and bad impact on selling. Learn to maximize your natural advantages and overcome your natural disadvantages.
- **Experience makes you successful**
 - Great salespeople are great because they consistently do the right things. Experience can polish those things, but does not create them on its own.

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Three Keys



- **Learn to swim, don't just not drown**
 - Learn good technique before throwing yourself into the deep end and continue to focus on refining and improving that good technique through focused practice.
- **Don't try to swallow the fire hose!**
 - You can't learn to sell by blasting yourself with everything at once. Take your time and incrementally build your skills.
- **It's a marathon, not a sprint**
 - When should you stop learning to sell – as soon as you wish to be poor at it. The learning process needs to be continuous and life-long.

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