



Myths & Truths of Selling

Born to Sell

“He could sell anything”

Being good at ANYTHING requires skills & dedication

Learn to Swim

Most people won't drown – but swimming requires great technique & focused practice

Personality Sells

“She's a people person”

All personalities have selling strengths & weaknesses

Know thy Self

Throughout the diversity of selling tasks know when you can be you, and when you can't!

Experience Sells

“He's been doing it forever”

Just because you have done it a lot, does not make you good

Always be...

Learning, developing, improving, changing, investing, building, growing, and of course closing!

Three words to live by...

ADAPTIVE

Alter your selling behaviors to fit the situation

RELATIONSHIPS

Don't sell transactions, create relationships. They are the real \$

PERSISTENT

Apply great energy & effort to being SMARTLY persistent



The Problem with Selling

Problems

Selling is
problem solving.
You must
embrace it

Take care of the
customer's problems
and yours will go
away

Influenced by You
Managed by You
Designed by You

People

Other people's
Problems.
You must care

You need to carry a
healthy amount of
optimism

Never About You!

Point

The problem
point can be a
great and awful
place to be

The good, bad, great
and ugly all flow
thru you