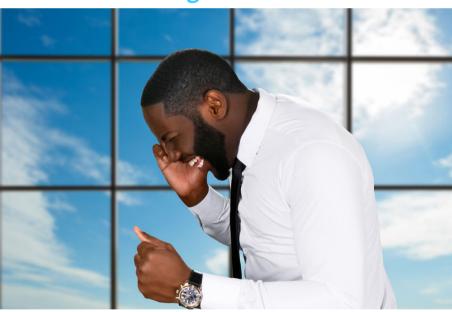


Creating Abundance



"You'll see it, when you believe it"

Dr Wayne W. Dyer

We spend an extraordinary amount of time planning, forecasting, strategising, assessing, evaluating, and critiquing our activities. In doing so, we have probably missed the most important part of creating success. This missing part has got to do with passionately believing that we all have the right to succeed and therefore, be successful in whatever our chosen field is. In a conversation with one of the institutes members this week we came to the inescapable conclusion that in the area of sales performance we have become professional administrators rather than leaders of the interpersonal relationship process. Using a sporting analogy we are spending all of our time watching the score board and missing the excitement, the passions, and the enjoyment of the game itself.

The buzz words today in the sales business revolve around **customer information systems** that assess how many calls have been made to what type of customers, how long we spend in each call etc etc. **We have lost, totally, the critical importance of what is actually being said in the calls** and how these can be better structured to communicate professional value propositions that inspire a buying response.

As a result of this massive preoccupation in administering the sales function we have completely lost the art of selling via the **buying processes relating to how people feel** which is rarely based on any form of logic, but **more importantly based on emotive buying responses**. Too many **sales executives have stopped selling and started to tell people why they should buy their products or services.** There is a significant difference between telling and selling. In order to understand the selling process better, a research document in our library entitled "What it takes to Make Successful Sales Calls" will help you understand the importance of excellent conversation with your customer/client.

A simple definition of selling:

A CONVERSATION WITH AGREEMENTS

Remember people are not interested in how much you know, they are far more interested in how much you care. Care is based on empathy, passion, love, compassion, excitement, enthusiasm, possibility and the list goes on. These are the things that people value most in a relationship and remember the words

"The relationship is more important than the sale."

We'd be delighted if you sent this amazing information on to your friends & colleagues.

One person at a time? Use the "Forward" link in the social media links section below.

Multiple people? (Recommended) Use the email forward button.

Member offer:

Sales Professionals & Sales Managers.

Purchase a copy of either the Professional Sales Skills Program or the Professional Sales Management Program and **receive 10 complimentary** Professional Sales Memberships, to gift to your colleagues.

This unique DIY program is job & industry specific, designed to complete one of the twelve sections each month, or, more quickly if you wish.

Professional Sales Skills Program - Digital Download - \$250AUD

Purchase NOW

Professional Sales Management Program



A proactive and instructive program for re-engineering your sales management practices.

A fraction of the cost of most

Purchase NOW





















Copyright © 2016 The International Sales Institute, All rights reserved.

You are receiving this email because you enthusiastically agreed to receive our amazing communications.

Our mailing address is:

The International Sales Institute
Registered Address:
Level 1, 250 Bay Street
Brighton, Victoria 3186
Australia

Add us to your address book

Want to change how you receive these emails? You can <u>update your preferences</u> or <u>unsubscribe from this list</u>

