



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."

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