



The Circle of Success



"Do unto others as you would have them do unto you"
Forget about selling and go buy something

WE MUST ALL BE PART OF THE SALES GAME

Now that we are all proud members of The International Sales Institute **we must never forget how important it is for all of us to be vibrant and enthusiastic members of the "buying institute!"**

We all know that without a sale taking place, nothing much happens in the business world, and **unless there are exciting and passionate buyers for us to deal with then the best products and services in the world go unused and un-purchased.** If you don't participate in the buying process, you can't expect people to buy from you. If you'd like to

participate in the buying process, you can't expect people to buy from you. If you'd like to know more about how this circle can impact on your life read an amazing document ["Think & Grow Rich"](#) from a book by Napoleon Hill.

There are probably some members of TISI who are much more skilled at writing this article than I am. You may say they are **"born to shop"**. Rather than being a bad thing, **this is in fact a great attribute** to have because it **supports the total reason why we have a career.**

Regardless of what you may think about the American culture, it is unquestionably a consumer culture. You can buy most likely anything because there's always a buyer for it, and that's how products get manufactured. **Without demand, you might say as sales people, we are all dressed up with nowhere to go. So we must play our part as consumers in order to make the world go round.**

It's often said, that the easiest people in the world to sell to, are sales people. **This is primarily because we enjoy the sales process and respect those who are part of it.** In the Australian culture, we have to have an equal and balanced process in terms of buying and selling our products. **If we don't buy them, we will be forced to sell them offshore. Thus, some of the great innovations of Australian business will travel to parts unknown, be remarketed and repositioned into consumer based cultures, who will leverage profit from our inventions.**

So, the next time you meet a sales person, regardless of their product, **listen to what they have to say**, encourage them to overcome adversity, and thank them by participating in the trading activity that turns a presentation into a sale. **If you have no need for their product then refer them to those who do.** This is how we can ensure that the **"cycle of success" keeps moving forward to the benefit of all.** From today onwards, participate in the buying process, because **you are critically responsible for it.** Remember, everyone is allowed to make profit, and **profit cannot be made without investors and passionate buyers believing in our dreams.** We therefore, must believe in the dreams of others. **Today, go and buy something you've been thinking of - stop putting it off, and someone might also call you to purchase one of your products from you.**

So slip on your comfy shopping shoes, turn your mobile phone off, get your cash & credit cards ready, and head for your local shopping centre.

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