

Why Selling Will Pay You Better And More Diversly Than ANY Other Investment

What is Sales?

You want Person A to do Action B, you get Person A to do Action B.

You don't want Person A to do Action C, you get Person A to NOT do Action C.

Simple as that. It's the technique of convincing, getting people to do as you ask.

Why Sales?

No real reason. But if you want to succeed in life, you need the cooperation of people.

Whether it is to buy from you, to help you, to put in a good word for you, to pick you up from the airport or to donate to a project you have, or to start a relationship with you....

You will need to sell them to those these things. Sales Skills will do that for you.

You can't live life without interacting with other people. You can't succeed without the support of others.

To better interact with people influentially, selling is needed so you can get others to do what you want.

To get the support of others, selling is needed so they can cooperate with you by supporting what you want. Simple as that.

Let's take a look at what you need to start sales:

- No formal education or diploma needed
- No previous experience needed
- No 100 hours of training needed
- No upfront investment needed
- No network is needed
- You only need to be able to speak, smile and have a more or less likable personality

Lets take a look at what benefits does sales comes with when studied, practiced, applied and experience gathered:

- **Communication Skills**

In sales, you quickly learn how to speak effectively in a way that others understand what you mean, and others feel like you understand them. If you can't communicate properly, you can't sell, and you will fail. Luckily most sales trainings teach you the technology of effective communication quite quickly. And if not, you will still learn through repeated sales interactions. Better communication skills means you will perform much better socially and can enjoy close friendships with people that you can rely on.

- **Resilience**

Through sales, you will get rejected quite often. It is an excellent opportunity to practice your ability to tolerate and be persistent. Sales will improve your resilience so much, that you will feel like you can push any project through to the end, no matter what it is.

- **Control over mental state**

As mentioned above. You will encounter the best and worst humanity can provide. As long as you learn, practice and keep up your sales activities, you will soon find yourself being able to keep a cool head at any given situation. Even if people around you get sad, irritated or mad, you can be the sound of reason, being unaffected by your surrounding's negative mood, and come up with the best logical solutions to any situation, whether personal or business situation!

- **Influence skills**

In order to sell, you need to influence. When you learn how to sell, you learn how to change the state of the human mind on things. When you practice selling, you will get a skill that literally enables you to change people's opinion from negative to positive almost on any subject, idea or person! Even yourself ;)

- **Confidence**

When facing other people, and their objections. When facing other people getting mad that you called. When facing other people reject you. When facing other people, while you are bringing up your offer and speak about the price and money...

YOU ARE IMPROVING YOUR ABILITY TO BE SHAMELESS. That is the goal! When you become shameless, and been through rejections, discussions about money, speaking with strangers several times. You WILL KNOW that you can literally speak about anything in front of anyone. That is true, unfiltered confidence.

- **Negotiation skills**

Often times in sales you will need to find the right solution, and the right offer all the while the prospect is pressuring you to give a bigger discount, or add an extra bonus into the deal. Knowing how to get to a yes, and what to do with people that are hesitant to take your deal at the given price or offer is how you become better at negotiating. Sales is about negotiating whether a deal will get done or not and how. But the skill you gain from it can be used anywhere else in life. For example getting a better deal on a purchase you will make as a customer, as you know the techniques, tricks and know how customers who defeated you act and speak! Every loss is a victory too as you can see!

- **Dating skills**

Relationships are business transactions. Each side offers something in exchange for what the other side is offering (loyalty, love, compassion, empathy, cooperation etc). For a business transaction to take place, one has to sell the offer first. That is where sales comes in the picture. With sales you can sell yourself into relationships, just instead of selling a product, you are selling yourself as the product.

- **Psychology and Prediction**

In sales you will deal with people 24/7. One can't interact with something continuously without eventually getting a good grasp of how that thing works and why. In your sales activities you will interact with people so much that you will develop a certain 6th sense for people. You WILL know what each tiny body movement will mean, what each word actually represent in a sentence, whether the other person is telling you the whole story or not, and how each emotion shows itself and what it means. Use this skill in your daily life to better understand people, and how they ACTUALLY feel and think.

- **Networking skills**

In sales you not just meet a lot of people (which is pretty much the job). You will also learn and understand what makes people tick. What to say and ask from them to get a referral for your business. You will likely encounter people all the time. Keep a database for yourself. You will never know when you get into trouble or have a new business opportunity when you can use this database. Even if they don't remember you when you contact them again, you can just let them know about your first interaction with them, and propose a catch up or a new offer they might take from you. And you will have better chances at selling them again, as making a second sale to the same person is always easier than making a sale to someone who never bought from you before.

Other areas that benefit from your sales experience/skills:

- **Public Speaking**
Speaking to 1 person convincingly and with confidence or speaking to 100 people convincingly and with confidence is one and the same thing. Good advice: Speak to a 100 people as speaking to 1 person, it makes your public speaking that much more effective.
- **Marketing & Advertising**
From sales you will learn and understand what to say to people to take action, and how to present that. Marketing is the same thing, but instead of delivering your sales pitch to one person, you will be delivering it to thousands at a time through advertisements.
- **Public Relations (PR)**
In sales you get agreement. In Public Relations you get people to agree that the company or product is a cause to support and standby. When you can get people to agree, you can get people to support and cooperate. This is what sales does.
- **Recruitment**
Recruiting is the same as selling. But instead of selling a product or service you are selling someone to join your cause and your organization. Not all jobs are financially rewarding, but with a good recruiter, you can get people joining your staff even with low pay, just because they were sold on the future of the company, the cause of the organization or the feeling of working there and contributing.
- **Fundraising**
Getting donations is sales. Instead of a product or service. You are selling the idea of financially contributing to a charitable cause or sponsoring a start-up or project. In most sales situations, the customer gets a product in exchange. In fundraising you are giving the customer (donator) an experience and a feeling of doing something great and life changing with their money.
- **Management/Leadership**
Being the boss is great. But being the boss or the leader of a team or company and not being able to get cooperation from your team members is frustrating. Being a leader means to sell people on actions they need to take in order for the department and or company to operate and perform well. Employees will complain, you will have to sell them on solutions. Employees will be unmotivated, you have to sell them on doing their job. People might disagree with your ideas and approaches, through sales you can get agreement and organization wide support.
- **Job Interviews/Employment**
Job interviews are really just sales interactions. The potential employer is your potential buyer, and you are a service provider. All employees are essentially service providers. And all employers are essentially customers paying for the services employees provide them. You see how all job interview's successful outcome depends on whether the potential employer is sold on you or not. To keep your job? You have to keep selling your employer every day on

your worth and value. Keep a positive relationship and agreement going. If you got that covered, your employment is safe for sure!

Is the skill of selling really the number one top skill one needs to succeed in business and earn top money?

I'm not sure.. Lets take a few real life examples...

Grant Cardone

Worth: 2.6 Billion

Started as: A Car Sales Rep

Said:

"Nothing happens without sales people."

Sabri Suby

Worth: 26 Million

Started as: Cold Caller (selling through the phone to strangers)

Said:

"Selling is not an optional task for an entrepreneur – it's essential. And if selling is essential, then learning to sell is an obligation, not a choice."

Brad Lea

Worth: 8 Million

Started as: Car Sales Rep

Said:

"You can make millions of dollars just from the network that you build while you're meeting these people." (referring to potential clients in sales activities)

Gary Vee

Worth: 200 million

Started as: Sales Person

Said:

"The ability to sell something is absolutely necessary to knowing how to run a business at any stage. Whether you're starting out on the floor like I did,

selling a physical product, or you're the CEO of an agency placing talented employees, you need to know how to make a sale."

Where to go from here? www.competentskills.com

