

SESSION 3 — What is Selling:

What is your profession? **Sales professional**

The difference between failure and success comes down to what the salespeople **know** and how well they use their **knowledge**.

You will never lose a sale because you knew too much about **your product** or the **needs of your guest**.

What is the Definition of Selling? Selling is supplying your guest with the **information needed** to make the **best buying decision** in your store.

To be successful we need to have **skills and knowledge**, as well as an accurate **measuring system**.

Discipline will help you become better **today** than you were yesterday, better **tomorrow** than today, and better **next year** than you were this year.

Two key ingredients needed in any profession: **specialized knowledge** and **specialized skill**.

Plugging into the system to improve yourself will make selling easier. The easier it is for you to **sell**, the easier it is for your guest to **buy**.

Becoming a **specialist** in our field will bring more and more success.

When we have the skills and knowledge we will be more confident to sell. Knowledge produces **confidence**. Confidence produces **enthusiasm**. Enthusiasm has sold more than all other attributes combined.

It is important to have **current** and **accurate** information.