

# SESSION 3 — What is Selling:

What is your profession? \_\_\_\_\_

The difference between failure and success comes down to what the salespeople \_\_\_\_\_ and how well they use their \_\_\_\_\_.

You will never lose a sale because you knew too much about \_\_\_\_\_ or the \_\_\_\_\_

What is the Definition of Selling? Selling is supplying your guest with the \_\_\_\_\_ to make the \_\_\_\_\_ in your store.

To be successful we need to have \_\_\_\_\_, as well as an accurate \_\_\_\_\_

Discipline will help your become better \_\_\_\_\_ than you were yesterday, better \_\_\_\_\_ than today, and better \_\_\_\_\_ than you were this year.

Two key ingredients needed in any profession: \_\_\_\_\_ and \_\_\_\_\_

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

Becoming a \_\_\_\_\_ 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 produces \_\_\_\_\_. Enthusiasm has sold more than all other attributes combined.

It is important to have \_\_\_\_\_ and \_\_\_\_\_ information.