

What is Selling?

The technical basis of selling is supplying the information the guest needs to make the best buying decision at your store.

Selling is a Learned Profession!

The **only** reason there is a need for salespeople is to provide information. If salespeople do not have the information and the skills to communicate it to the guest, they cannot be successful in their chosen career.

Selling is:

- The most difficult job in your company.
- The most difficult job to fill in your company.

Through proper direction and discipline, sales people can become top producers in their chosen field. Management and owners that can set high standards aid in the improvement of their sales force.

Discipline plays the most important role.



There are two key ingredients in any job, trade or profession:

- Specialized knowledge and information; and
- Specialized skills (to use the knowledge).

There is no such thing as a "born" salesperson. Selling is not an art requiring natural talent; selling is a discipline and a learned profession. There is no magic to it and most people can learn the knowledge and skills to become top sales professionals.

Enthusiasm has sold more than any other attributes combined. You will find that the salesperson who has confidence can sell with the enthusiasm needed to close the deal and make the sale.

Knowledge will breed confidence.

Confidence will breed enthusiasm.

The more knowledge you acquire the more sales you will make. To learn more about this I highly recommend reading John Lawhon's book, "Selling Retail".