

SIMPLE SELLING: COMMON SENSE THAT GUARANTEES YOUR SUCCESS

INTRODUCTION

People have bartered for goods and services since the beginning of human history. Much of the information I share in this book is not new. I hope, however, that I have presented it in a simple manner, one that will be a new perspective on a very old profession.

Information that can increase your knowledge and sharpen your selling skill is well worth the effort it takes to find. The selling process consists of many things, some of which can be taught, and some which can't. If you genuinely like talking (and listening) to people and believe your product fulfills a need in the marketplace, you are more than halfway down the road to success. Another important characteristic goes by many names. Some people call it common sense, or horse sense, or even mother wit.

In life, as well as sales, your common sense guides you to make the right decisions. But common sense makes sense only if you have the right information to guide you. In today's information world, knowledge is no longer optional; it is necessary.

My book is about you, the salesperson, and the many roles we play in today's marketplace. On any given day, we are both buyer and seller. In sales, the buyer and seller change roles many times. You must be the judge of how my examples apply to your career.

I have kept this book simple for two reasons. First, many times we overlook the important things in life. We remember a name, but forget what the person is about. Second, we all need to refresh our knowledge so we can stay on track.

For the already successful, seasoned salesperson, I do not intend to show you a different approach to selling. I do hope to remind you of what you already know. Reflect on your road to success. Refresh yourself.

For those of you who are just beginning, or need a helping hand at selling, my advice is to treat your customer as you would like to be treated. Be fair with your customers. Your reward will be both personal and profitable.

This book is a primer for the rookie and a diary for the pro. Simple selling uses common sense. I hope you enjoy reading and using this book. Good Luck!

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