



distinctions

More Sales Now

Selling isn't what it used to be.

Today's business environment has drastically changed over the years. So has selling. Being great at sales is often seen as a natural gift, a talent, a skill at convincing others, or a matter of learning special techniques. If we possess these gifts, we're lucky; if they elude us, we may try to develop our charm, wit, determination or other methods and strategies for achieving the outcome we seek. But even when we're at our best, these strategies offer little consistency or mastery of what works. The art of sales persuasion, negotiation and manipulation has rapidly become a stereotype of the past.

Sales in the 21st Century

If we observe people who have mastered sales, we see that they don't seem to be "stuck" with a particular strategy or technique. Instead, they have a wide range of possibilities available to them, and a freedom to express themselves in a sales interaction with enjoyment and spontaneity free of the self-concern and anxiety that we often associate with selling. Must this mastery of selling come from years of practice or from being born with this skill? Is it possible to bypass years of trial and error, or to avoid settling for a particular level of competence that we see as the limit of what we can do?

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*Transforming the
way businesses work!™*