

## Everyone's a Salesperson

Did you ever think of how many hundreds, thousands, even millions of sales you have made in your life? Think about it! We have to sell our families everyday on what is for dinner, what to wear, where we are going for the weekend, etc... It's no wonder there are so many salespeople out there.

How many of us are good at it? I mean really good at it? Not many of us. Just look at the divorce rate. Wasn't that one of the most important sales jobs you've pulled off? Well, I'm not here to discuss marriage, I'm here to talk about selling.

We all have a knack for selling. Some of us claim to be born with it. If you know what you want and you set it as your goal, I believe you can get anyone to buy. Yes, even your spouse.

It's kind of funny, Kim came home the other day and said she saw a beautiful German Shepherd puppy that looked similar to our Rascal when she was a pup. Kim said "I really think you ought to go check her out." Kim knew I was not going to bite. She tried and tried, but I really was not interested. At the same time, I convinced her that we needed a new laptop computer. I went out and researched on the web, several laptops. I settled on the one I wanted. (I'm typing on it write now) I was so confident that I said to Kim, "We need a new computer". Less than 24 hours later, we were heading the complete opposite direction of where her puppy was, to go buy this laptop.

Now, don't get me wrong, Kim and I have a great relationship and either of us can make a decision to buy something. But in this case, I made the sell. How did I achieve this sell? I believe that I filled a need that our family had. The pros far outweighed the cons in buying the laptop. Where as the cons for the puppy, well, I just kept throwing them up and she gave in.

When selling something, you must identify the pros, accept the cons, but always show the benefits to why the product will help the buyer become more effective. You must fill a need or want. Show the features and benefits and you will make the sell.

I always end my emails to my salesteam with "Great Selling!" I don't believe in Good Luck. If you believe it, you will achieve it and luck has nothing to do with it.

I look forward to helping you in future sales and hope that you enjoy what Kim and I have to write about. Any of these ideas can be used both professionally and personally.

Great Selling,

Mike Popella