# $ELLING...
# The World's GREATEST OPPORTUNITY!

Newsletter Number One
March 6, 2007

Paul J. Meyer - in 1949

If you desire to become a "Pro" in selling, these newsletters will give you the fundamentals of success in the selling profession.
Written by a Master Salesman with over 50 years experience in personal sales, Paul J. Meyer wants to help wake up the Sleeping Giant that is within **YOU** to achieve more success than you ever dreamed possible!

## HOW TO BE A "PRO" IN SELLING ...

### 1. BECOME PROFESSIONAL:

This can only be achieved if you set a goal

- ✔ to be a professional
- ✔ to read books on selling,
- ✔ to take a course on selling,
- ✔ to attend seminars on selling, and
- ✔ to experience lots and lots of trial and error in selling.

**You have to WANT all of this passionately, until it's intuitive, instinctive, and automatic.**

### 2. KNOW WHAT TO DO AND WHEN:

**A professional salesperson is one who knows how to set up an appointment, when to call on a client, what to say in a presentation, and how to handle every conceivable objection!**

### 3. SELF CONFIDENCE:

**Suffice to say, self confidence is an IMPERATIVE.**

- ✔ **Confidence** comes from *know-how*,
- ✔ **Know-how** comes from *experience*,
- ✔ **Experience** comes from *being on the phone, or out on Main Street making presentations.*

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## 4. TOP PROFESSIONAL SALESPEOPLE HAVE KNOWLEDGE:

- ✔ Knowledge of the industry they are working in.
- ✔ Knowledge of the company they work for.
- ✔ Knowledge of the product they are selling.
- ✔ Knowledge of selling skills.
- ✔ Knowledge of human nature.

## 5. SELLING PROFESSIONALS HAVE A POSITIVE ATTITUDE:

- ★ **They know the value of visualization, taking action, and courage.**
- ★ **They never argue with the prospect.** They listen with their ears, but they also listen with their eyes.
- ★ **Professional salespeople read between the lines**, watch the body language. They always "follow the ball."
- ★ **PROS never get in a rut.** They know *a rut is a grave with the ends kicked out!*
- ★ **Professionals look the part, talk the part, and act the part.**
- ★ **A real professional is prepared to the "N$^{TH}$ degree"** as if he or she were on a Broadway stage, and every sales presentation was a masterpiece.

## BECOMING A PROFESSIONAL SALESPERSON IS A GROWING PROCESS:

- ✓ Some days you add more than the next.
- ✓ Some days there is disappointment.
- ✓ Some days there is incredible victory.

**Whatever happens, always remember:**

***The highest price paid for any form of ability in the world is a master salesperson with a creative imagination!*** – Paul J. Meyer

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