

SELLING...

Newsletter Number Two

April 6, 2007

The World's GREATEST OPPORTUNITY!



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!

WE ARE ALL SALESPEOPLE

In a sense, we are all salespeople! So, what's my definition of selling? If you really think about it, selling is actually:

**"Applied Psychology,
As APPLIED to
HUMAN RELATIONSHIPS and COMMUNICATION"**

For that matter, we would have fuller and happier lives if we **understood** this psychology and **applied** it in all of our dealings with all the people we know in every encounter.

In the very simplest form, it means you are "selling service or a product."

A professional salesperson does this by taking time to understand the prospective customer, or the existing customer, and the **selling part** comes in when they are persuaded of the benefits they will gain by purchasing the service that his or her company offers.

In a broader sense, a professional salesperson is simply **winning the confidence of the customer or the people he wishes to sell**. And when their confidence is gained, they will want to associate with him (or her) because they know they will benefit.

Frankly, this works in your home with your spouse and children, and with your friends and your business associates ... EVERYONE ... this means a manager working with employees, a foreman and working crew, a doctor and his patients, and on and on!

The success you will achieve in your work as a salesperson depends on the trust that you gain, the assurance that you create, and the confidence that you prospect places in your judgment by taking your advice and your suggestion and then buying.

***“What people buy of you
is the image you have of yourself
which you convey to their subconscious minds.”***

Thus, you turn your personal power into selling power.

All professional salespeople are empathetic. A better word here would be “**perceptive**” which is simply the ability to put yourself into another person’s shoes and see them as they see themselves. This is your ability to see other’s personal reactions, anticipate their desires, and think the same thoughts, side by side, along with them.

Yours for More Sales

A handwritten signature in black ink, appearing to read "Paul J. Meyer". The signature is fluid and cursive, with a long horizontal stroke extending to the right.