

**Fundamentals Of Sales**

Selling is a way of life

Got to know how to negotiate

Got to get others to like you

Getting others to know you is selling.

Selling is…

-Convincing

-Persuading

-Negotiating

-Debating

**The inability to sell products/services**

-In great quantities

-Drives a business out of business

Volume & Profit

Pay Plan:

1. Number of Units
2. Volume Produced



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Each transaction has too generate profit.

Security is in production.

* Create more action
* Improve
* Have a great attitude
* Learn your trade
* Master It
* Keep learning it

**Amateur Vs. Professional**

Learn how to sell if you want to get rich.

The success you will experience in your life will come from selling.

Two things to keep in mind:

1. Selling is critical to your survival
2. Decide to become a pro

**Be Committed!**

* Be committed to your profession
* Have a desire to be great
* Have the dedication and willingness to learn



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* You are only limited by your imagination

-Become great and fill the shortage

**Commit**!

Commit- To devote oneself completely to something and eliminate any other options.

Commitment cannot take place without any action to follow!

**The Reason People Don’t Like Selling**

They don’t know what they are doing!

Lack of understanding> No Control> Undesirable Results > Dislike

**You have to sell yourself 1st!**

**3 Things You Need To Put In Place To Be GREAT At Sales!**

1. **Commitment**
2. **Observation**
3. **Intense Training**