



TriOpus Group

Shaping your company's talent



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Jeffrey Gitomer, author of *The Sales Bible*, said business until someone sells something. You sell so that the factory can produce the orders, so that the product can be delivered, so that the administrative salaries can be paid, and so that the new computer system needed for the bean counting department can be purchased. Selling even occurs when you want the bank to loan you money or extend your line of credit. You must sell your banker or vendor on your ability to perform and repay. And a sale is always made! Either you sell the customer on YES or he sells you on NO!" If you're in business, sales are fundamental to success. Even if you aren't considered a "sales agent", you are constantly selling – even if it's persuading others to buy into your ideas, or negotiating budgets or timelines, you're selling. If you're trying to advance within the organization, you're selling yourself on a daily basis. Did you know you were in sales? How good are you at it? If you and/or your team needs help with achieving superior sales results, give TriOpus Group a call at **1-800-864-2721**.

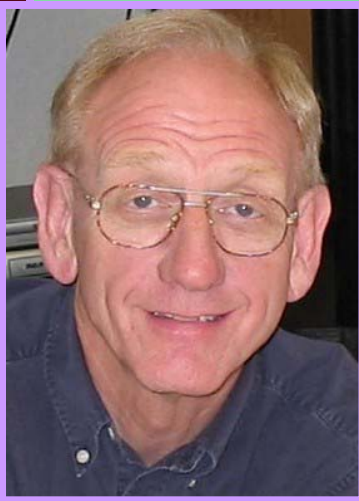
TRIOPLUS GROUP'S DAVID COLMAN WILL BE SPEAKING AT THIS YEAR'S 2006 NCBS RETAIL BANKING CONFERENCE TO BE HELD JULY 10 AND 11 AT THE FOUR SEASONS HOTEL IN CHICAGO. FOR FURTHER INFORMATION ABOUT THIS DYNAMIC CONFERENCE, VISIT WWW.NCBS.COM

IF YOUR COMPANY NEEDS A GUEST SPEAKER, GIVE TRIOPLUS GROUP A CALL AT 1-800-864-2721

EVEN THESE GUYS WERE IN SALES



Microsoft Corporation 1978



www.triopusgroup.com

I want to tell you a story. And the thing you need to know about this story is that it really never took place, as far as I know. Call it a myth, if you like. It goes something like this.

“Mum, dad, sit down a minute. I have some great news to share with you.”

You can see the trepidation coming over the faces of this teenager’s parents. What ‘s he going to tell us? A gender preference we didn’t know about, upcoming parenthood, joining the army, maybe? No such luck.

“I’ve finally decided on a career once I finish school.”

You can just see the relief come over mum and dad’s faces. Skippy hasn’t been very focused lately, showing little interest in anything. Mum and dad beam nervously.

“What are you going to do, son?”

“I’m going into sales. What do you think of that?”

Mum didn’t hear the question. She had already passed out on the floor and dad was trying to revive her.



“How could you do this to us, son? After all your mother and I have done for you. Sales. Why? You might as well stab us in the back.”

Now, like I said, this conversation never took place.

Of the thousands of people that I’ve met in business, though, not one that I know of has ever purposely chosen sales as a career. But the reality of it is that all of us in business are in sales.

No one understands this more than people who are in business for themselves. Sell your products and services and you eat. Sell nothing and Christmas may be a little leaner than usual. It’s basic Maslow. We get it.

And as discounted as salespeople may be in our work world, many of them are among the highest paid professionals in existence.

But why are ‘Sales Professionals’ looked down upon by so many? Does the image of the ‘Used Car Salesman’ keep getting in the way?

If you have contact with your customers but don’t get to know them, don’t find out what their needs really are, don’t know your products or services, tell people what you think they need, and discount their objections and concerns, then you are going to contribute to the world’s litany of bad sales experiences.

On the other hand, spend time getting to know your customers, find out exactly what they need, propose the right solutions, and handle their objections with respect and dignity, and you will turn sales experiences into positive occasions.