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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Stop Being a Salesperson

By Jim Logan

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There is absolutely nothing wrong or immoral about being a salesperson. That being said, we have too many salespeople in sales organizations and not enough businesspeople.

Salespeople tend to focus on themselves and the products and services they sell. Businesspeople focus on solving business problems and opening new opportunities, focusing on the outcome of the solutions they employ rather than the technical details of the products and services they offer.

Stop being a salesperson and become a businessperson when you engage with your prospective and existing customers. Place emphasis and communicate with your customers on the benefits they will realize from use of your products or services. Add value by solving business problems and creating new opportunities.

Corporate executives, business owners, investors, and senior management rarely have time for sales people; they always have time for businesspeople. The reason is businesspeople address issues of their primary concern - enabling business. Salespeople generally want to just talk about their products and services.

As a business owner or executive, which meeting would you welcome most: a conversation with a businessperson regarding growth and opportunity in your business or a features and functionality presentation about a product or service?

Jim Logan is founder of Accelerate Business Group, LLC, a revenue growth company. Accelerate Business Group partners with their customers to build revenue the only three ways possible – getting more new customers, increasing the value of your average sale, and getting more repeat business. Jim can be reached at <http://www.jslogan.com>.

Are You Achieving Your Potential?

By Martin Avis

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Sometimes I think that we have our priorities back to front. Achievement is seen as the pinnacle to aim for.

I have come to think that this is wrong.

My 12-year old daughter, Lauren, came home from school yesterday, proudly waving her grade book. She had been awarded A-1 in most subjects – a great achievement!

Then she sadly pointed out that her perfect score was marred by a B-1 in French and a C-1 in physical education.

I asked her what the scores meant. She said that the letter denotes achievement and the number, effort.

That was when it struck me that the grades were misleading. Surely the most important score is effort? Yet it is shown last.

I gave her a big hug and told her that in my book, she had a perfect score. It didn't matter that her achievement grade in French was a 'B' – the '1' showed that she had tried her hardest. That is something to make any parent proud.

Everybody is different. Everybody has a different potential. Like Lauren, we are not all destined to be fluent linguists or future track stars.

But without 100% effort no potential can be achieved – and that is a real waste.

Our programming to think in terms of A-1 extends way beyond the classroom. That is where the seed is sown, but the real effect is felt in business.

If I see a salesperson under-delivering, the first thing I want to examine is the effort being put in. If there is a problem with effort, the salesperson probably has no future. It is impossible to turn round

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someone who just wants an easy way out.

But, if I see 100% effort, but a lack of success, the salesperson is worth my effort in helping along. Maybe a bit of training will help, or a few pointers from a more successful colleague. I know that 100% effort, focused in the right direction, will always bring results – and that salesperson will fulfill their own potential. Whether that is an 'A' or a 'C'.

And who can ask more than that?

Martin Avis is a management and training consultant. To get your unfair advantage in Internet marketing, business and personal success, (and 6 free gifts), subscribe free to his weekly newsletter, BizE-zine. <mailto:subscribe5@BizE-zine.com> or visit his information-packed website at <http://www.BizE-zine.com>



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