

# Who's the Sales Professional in Entrepreneurial Business? You Are!

(Part 2 of a Three Part Series)

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In Part One I explained the need for professional salesmanship. I made the point that “for the entrepreneur, selling is just as much an imperative as product development, back office operations, personnel and other management initiatives.” Explaining that “as with all business disciplines, the better you are at selling your products, the more success you will experience.” And in concluding, stating that “as the principle in your enterprise, it’s imperative that you embrace selling and learn to master it to grow your business.”

I also introduced two reasons why you, perhaps, haven’t embrace selling and learned to master it although it’s such a large part of the success of your business: Sales or selling has a negative connotation for you, and/or you don’t feel that you’re adequately equipped to do it.

In this part I’ll deal with sales or selling’s negative connotation by discussing what I call the “mystique of selling” and how to remove it.

## Removing the Mystique of Selling

For many people there is a mystique surrounding selling and professional salesmanship, an aura of mystery or reverence. But it’s really nothing more than misunderstanding. My purpose here is to remove some, if not all, of this mystique.

In the Preface of my book, *The Sales Mentor*, I site my most fundamental selling philosophy: Selling is instinctual to every human being. I believe that selling comes from our innermost being as does the need to survive and the will to thrive. Therefore the ability to sell is, in fact, at the core of human nature for each of us.

To understand this philosophy, you need to understand that selling is nothing more than persuading. As such, it is fundamentally the ability not only to draw attention, but also to incite to action. In other words, at its very essence, selling is the ability to persuade others to get what you need, want, or desire.

Let’s consider how each human being begins life persuading others. How does a newborn baby persuade to get what it needs—love, nourishment and comfort?

With one exception, the newborn is virtually helpless when it comes to meeting its own needs. This exception is a built-in mechanism to let a parent, guardian or caretaker know that it needs to be held, fed or changed. Therefore, it instinctually knows how to draw attention to itself and incite others to give it what it needs.

You know what I am alluding to, don't you? What is it? Crying! In fact, if no one comes to its attention, the "helpless" newborn will persistently cry louder and *louder* to the point of throwing fits until it eventually gets what it needs, wants or desires. Doesn't it?

If you've witness this even once you no doubt get my point. This is persuasion at its most rudimentary, or should I say instinctive, level and it is something we all possess. Put another way, this is the most basic form of selling. And selling is nothing more than the ability to persuade.

So if this is true, why is it that most people don't use this innate capability? Why do so many people shy away from selling and avoid it altogether? Simple. Most of us are trained or disciplined to suppress our persuasive capability, especially in its rawest form, early in our lives.

By age four we are instructed, encouraged, and, yes, scolded not to exhibit such demonstrative behavior. And we're taught not to completely rely on our parents, but rather to learn to do for ourselves. While our parents are completely responsive to our most demonstrative methods of persuasion during infancy, they soon begin the process of changing our habits. Therefore most of us are conditioned to grow out of our primal persuasive behavior, and this innate capability becomes dormant within us.

Not to worry however. This persuasion or selling power neatly tucked away in our psyches is still available to each of us when called upon. But our personal motivation must be strong enough to activate it.

Children and teenagers tap this source each time they want to convince mom or dad that they need a new toy or certain pair of shoes or want to borrow the car. College students tap the source when they are motivated to make new friends, join a fraternity or sorority and/or pursue dating someone special. Adults tap the source when motivated to attract a mate, secure employment or seek political and/or social gain.

We all use the power when it's to our advantage to do so. And, of course, there are some among us who make full use of the power throughout our lives and in our careers. Chief among these are the kids who were popular in school; the acquaintances, friends and relatives who seem to know everybody and can befriend anybody; entertainers, politicians, ministers. And yes, salespeople and entrepreneurs.

Regardless of the circumstances, the power to persuade is in each of us. Like the need to survive and the will to thrive, it is at the core of our nature. Therefore, we're all endowed with the ability to sell.

Now that I've dispelled the *fear, uncertainty and doubt* (or FUD) surrounding sales, I'll next (in Part Three) deal with how each of us can become highly effective sales professionals. I'll discuss the most important lesson you must learn in selling. I'll also explain the four core methods available to each of us to learn professional sales and salesmanship.

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