

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

(Part 3 of a Three Part Series)

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In Part One I explained the need for professional salesmanship: “As the principle in your enterprise, it’s imperative that you embrace selling and learn to master it to grow your business.”

In Part Two I dispelled the mystery surrounding sales by clearing up the misunderstanding. I explained why we are all endowed with the instinctive ability to sell: “...selling comes from our innermost being as does the need to survive and the will to thrive. Therefore, the ability to sell is at the core of human nature for each of us.” I also pointed out that “...selling is nothing more than persuading” (i.e., ability to draw attention and incite to action), and that “regardless of circumstance, the power to persuade is in each of us.”

In this third and final part, I explain how to overcome professional selling inadequacies by learning the craft.

## How to Become an Effective Sales Professional

While there is a multitude of things I could speak to here, I’ll err on the side of brevity and instead provide you with simple, straightforward and useful advice.

Let me first expand upon the statement made in Part Two about selling by putting it in the context of the profession. Whereas selling at its most instinctual level is the ability to persuade others to get what you need, want, or desire, *professional selling* is the highly evolved craft where you engage with others in persuasive interactions to help them get what they need, want, or desire while also getting what you need, want, or desire.

In the final chapter of my book, *The Sales Mentor*, I share my second most basic sales philosophy: The Three Way Win. This philosophy “...is predicated on the premise that in sales interactions, the sales professional not only wins, but as importantly, so must his or her clients and employer.” Further, it is “...incumbent upon the sales professional to ensure that each of the principal parties engaged in his or her sales interactions win.”

I make this point here because I want to ensure you fully appreciate what I consider to be the most important lesson that anyone in a selling capacity must learn first—“*The Golden Rule*.” I believe that unless you practice it (doing unto others...) in all of your sales interactions, no amount of learning otherwise can ever make you as effective a sales professional.

Now that I’ve explained the virtue of *The Golden Rule* in selling, I’ll conclude by discussing a few of the many tools available to you to learn the other important lessons of the profession. As I see it, there are four core methods available to learn selling: books, seminars, coaches and exploration.

**Sales books:** Certainly there are a multitude of them available. Essentially, they fall into three categories: sales fundamentals, tactical sales skills and sales strategies. Books on sales fundamentals deal with the basics. Anyone with little to no experience in the profession should start here. Books on tactical sales skills deal with techniques or systems. These resources should be read by those who already understand the fundamentals and want to develop their selling skills. Books on sales strategies are written for the more advanced sales professional and should be read by those who sell in sophisticated sales environments. Here are a few examples:

#### Sales fundamentals

- *The Sales Mentor*, by Bobby L. Butler
- *Your 1<sup>st</sup> Year in Sales*, by Tim Connor
- *Professional Selling*, by Ingram, LaForge, Avila, et al.

#### Sales tactics

- *The Sales Mentor*, by Bobby L. Butler
- *Action Selling*, by Duane Sparks
- *Your 1<sup>st</sup> Year in Sales*, by Tim Conner
- *Selling 101*, by Michael T. McGaulley
- *Spin Selling*, by Neil Rackham

#### Sales strategies

- *The Sales Mentor*, by Bobby L. Butler
- *Action Selling*, by Duane Sparks
- *Spin Selling*, by Neil Rackham
- *Selling to VITO*, by Anthony Parinello
- *Customer Centered Selling*, by Robert L. Jolles
- *Solutions Selling*, by Michael T. Bosworth

**Sales seminars:** As with books, there are numerous seminars. They also generally fall into the three categories listed previously and serve very similar purposes. Below are examples of these training programs:

### Sales fundamentals

- *Building A Winning Time Management Plan* – developed & offered by **Sales Mentoring Solutions™**, LLC
- *Understanding Sales Performance Productivity* – developed & offered by **Sales Mentoring Solutions™**, LLC
- *Action Selling* – developed & offered by The Sales Board, Inc. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *Sell With Distinction* – developed and offered by Think Training, Inc. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC

### Sales tactics

- *Action Selling* – developed & offered by The Sales Board. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *Sell With Distinction* – developed and offered by Think Training, Inc. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *ACE Teleselling* – developed and offered by Sales Training International. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *Selling to Business Needs* – developed and offered by Think Training, Inc. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *Consultative Selling Skills* – developed and offered by Sterling Institute, Inc. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *Value Selling Strategies* – developed and offered by Sales Training International. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC

### Sales strategies

- *Value Selling Strategies* – developed and offered by Sales Training International. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *Building Customer Partnerships* – developed and offered by Think Training, Inc. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *Advance Selling Strategies* – developed and offered by Sterling Institute, Inc. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC
- *Strategic Sales Plan* – developed and offered by Sales Training International. Additionally, offered in partnership by **Sales Mentoring Solutions™**, LLC

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**Sales coaches:** Coaching is both paid and unpaid. The coaching you pay for consists principally of systems or plans that are purchased from consulting/training organizations, and used as coaching models or guidelines. Also, fee-based coaching may come from organizations or individuals who provide hands-on, or in-the-field, tutelage as either a specialty offering (training organizations) or as the principal method for offering services (individual coaching professionals).

Unpaid coaching comes from business associates, friends or acquaintances who are traditional top notch sales professionals or entrepreneurs who have demonstrated top notch salesmanship. If done right, this can be a very rewarding and beneficial situation for both parties. The caution however, is that you must select someone who is really tops in his or her field and who is both willing and capable of committing the time necessary to work effectively with you.

The best sources for locating a sales coach are online, using key word searches, direct contact with servicing organizations and your business and professional contacts.

**Sales exploration:** This is simply another way of saying trial-and-error selling. In other words, this is where you elect to “go it on your own.” Certainly this can be done. It’s done every day. It is, however, a brutal way to learn the profession and one that will take the longest amount of time to learn even the basics, assuming you ever do.

It is also the cheapest, and at the same time, most expensive method for learning the profession. While you won’t pay for books, seminars or coaching, your costs in time, frustration, and loss of business will greatly exceed any development expenses.

As the principle in your business, it’s imperative that you embrace selling and learn to master it to grow your business. Selling is not a mystery however. Learning how to become an effective sales professional is a matter of taking advantage of the tools available to learn the craft.

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[www.salesmentoringolutions.com](http://www.salesmentoringolutions.com)

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<http://www.salesmentoringolutions.com/v2/content/contact/promo.cfm>

For information on **Sales Mentoring Solutions**<sup>™</sup>, LLC’s training programs

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