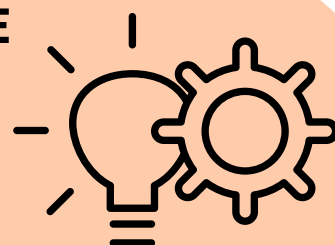


8 UNCOMFORTABLE TRUTHS ABOUT SALES

1. YOU'RE NOT FOR EVERYONE

If you think it's your job to talk everyone into buying, you'll be anxious and disappointed all the time.



2. LET REALITY BE REALITY

Dogs barking is the reality of a dog park. Rejection is the reality of sales. You will never be disappointed when you move in harmony with the nature of sales.



3. LEAN BACK

When you're attached to the outcome people can smell your commission breath. You sound needy. Nobody wants to be around a needy person. Lean back.



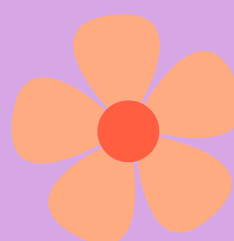
4. CONSISTENCY > INTENSITY

Intensity burns out your flame. Consistency keeps your flame burning.



5. BE PATIENT

People buy on their timeline not yours. Flowers don't grow faster because it's the end of the quarter.



6. LISTENING BUILDS TRUST

People don't buy because they understand you. They buy because you understand them.



7. TELL THE WHOLE STORY

Telling people what your product doesn't do builds more trust than telling people what your product does do.



8. POKE THE BEAR

Prospects are interested in different ideas related to problems they didn't know they had.

