
Is It Really A "No Brainer"?

We've all heard the expression, "it's a no brainer!" It means the decision requires little or no mental effort. When it comes to sales, it's really the opposite. Making a decision to invest valuable time or money in something should involve a great deal of mental effort.

I was on the receiving end of this statement myself recently during a call with a software system salesperson and frankly, I found it a little insulting. During the call there was a lot of selling and not much asking about my needs or the needs of my team before he delivered the "no brainer" statement. How could he possibly know that his system would meet my needs if he didn't bother ask what those needs are? What an eye opener for us as sales people. Sometimes we are so passionate about our product that we can't understand why others don't see it the same way we do, and we end up alienating the people we're trying to help by neglecting to ask what their true needs are!

This week as you share your passion for your product, take a moment to ask your clients what is important to them. Find out their needs and what they think. Remember, what is important to you, may not be important to them. Ask questions. Open your mind to other points of view and make this week count!

"Shake It Up! Big Dreams and Bold Choices On The Road To Success" is available at ManginelliGroup.com. Shake It Up is short, easy to read chapters to help you in everyday life and business to stay on the road to success.

"Dan is an AMAZING coach, author and speaker. He has spoken at many of my 'lunch and learn' events, and he is beyond inspiring. People can really relate to Dan on many different levels. Dan personally inspires me to do my very best at everything I do in life."

Tobie Love - Branch Manager SPFC

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Upcoming Events

Monday, September 11, 2017

Mastermind Meeting for Hillshire Realty
Lake Oswego, OR

Thursday, September 14 at 11:30am to 1pm

Lunch and Learn - How To Move With The Market
9095 Rio San Diego Drive, San Diego CA 92108
For More Information and RSVP, please visit [Facebook](#)

Call us today to book Dan at your next event or office meeting.

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