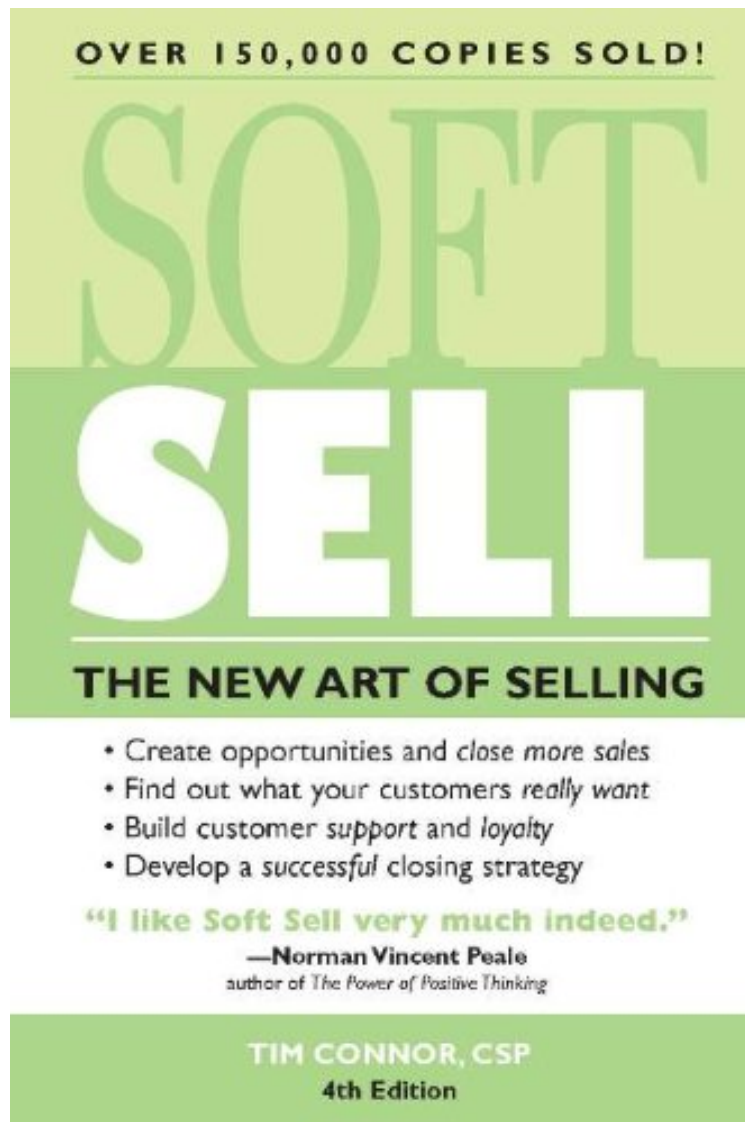


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## Soft Sell: The New Art of Selling (Soft Sell: Use the New Art of Selling to Create Opportunities Close More Sales)

*Tim Connor*

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Everyone sells every day--themselves, their ideas, their products or services. *Soft Sell* provides a new approach to selling...one that stresses motivation, communication, relationship-building and self-image psychology to power-boost you to personal sales success! *Soft Sell* gives you:--An in-depth, self-analysis questionnaire to get you started--Exercises to expand your possibilities and help rid yourself of imaginary ceilings and self-imposed limitations--The 20 qualities found in the most successful salespeople--with a scale for you to evaluate and grade yourself--Simple ways to get out of a sales slump--17 principles for personal achievement And *Soft Sell* explains:--Sales objections--what they actually mean and how to overcome them--Attitude--how to really increase your success--Prospecting--how to discover the prospect's dominant buying motive--The sales interview--get your prospect to tell you how to sell to him or her--Service--building customer support and loyalty to increase repeat business

About the Author Tim Connor, CSP is the president of the Connor Resource Group Inc. He has been a full-time speaker, trainer and consultant since 1974. He has given over 3,000 presentations worldwide on Sales, Management, Motivation, Customer Service, Managing Change, Team Building and Building Positive Relationships. He has also facilitated strategic planning retreats and executive management meetings for many of his clients and is a "results oriented" consultant and coach to many business owners, managers and executives. He is the author of four books including the international bestseller, *Soft Sell*, now in its 20th printing and a new inspirational classic. He is the author of *The Voyage*, a Journey of Self-discovery, and numerous custom audio and video learning systems as well as the popular newsletter, *Life Balance*. Tim has been a member of the National Speakers Association since 1978, and received his CSP (certified speaking professional) designation from the NSA in 1990. Only 300 members of this international organization of 4,000 members have earned this exceptional designation since 1974. Excerpt. copy; Reprinted by permission. All rights reserved. from the Introduction Whether you've been selling for two days, two months, two years or a lifetime, or are thinking about entering the sales profession, you've had your ups and downs many times over. Commitment in every activity, especially professional selling, is one of the most important ingredients necessary if you are to succeed and be content in your success. The following may seem trite or corny to you but it is a necessary starting point. Take it at face value. What selling means to you and me may not be the same. But now, more than ever, we must face up, speak up and tell the world our story if free enterprise and the competitive marketplace are to survive the rest of this century. Selling is an opportunity. How did you happen to choose sales? Few people, I'm sure, ever played "salespeople games" as a child. At best, over the years the profession has been tarnished. And by and large, it is not due to a few bad apples, but by almost all of us and our "Let the rest of the profession take care of themselves" attitude. Are you proud of your position and role in the free marketplace? Did you know that the average professional salesperson keeps more than 30 people employed? This is a true opportunity to serve mankind. Why is professional selling the third highest income group in our country? Certainly not because you failed at everything else and decided to "try sales" as a last resort, and certainly not because it's easy. It's a profession with the potential for high personal income and rewards in which you don't even need a high school diploma. That's opportunity! The success stories in selling come in all shades, sizes, ages and colors. All you need to begin is a recognition of your opportunity to determine your own destiny, a commitment to yourself to succeed, and an almost inhuman capacity for work and failure. Don't expect everyone to either buy from or like you. Selling is an obligation. If you've made your pledge to success in selling, then you must recognize your obligation to yourself, to your family, your customer, your company and most of all, to your prospect. You owe it to your prospect to improve his life or business if your product or service can provide the means. If it can't you'd better change companies or redefine your prospects. To take your obligation seriously, you must believe in what you have to offer, then exchange it for your prospect's time and dollars. You have then, and only then, fulfilled your obligation to your prospect. He has the right to

expect no less from a professional. You owe it to yourself, for the health of your own self-image, to achieve success with your prospect. Tell me, do you feel as good at the end of five "nos" as you do at the end of five "yeses"? A positive self-image is vital to your success. Achievement provides a positive stimulus. And you owe it to your company, because without it you don't have a product or service to sell.