

# 'To Your Success'

Issue 8 – July, 2004



## GROWING INTO SUCCESS

T R A I N I N G

Our Mission:

*To help you harness the incredible power of your mind so you can actually achieve everything important to you and realize your full potential.*

*"The most important persuasion tool you have in your entire arsenal is integrity."*

----- Zig Ziglar

**You are a salesperson** ... did you know that? Even if your income doesn't depend on someone buying a product or service from you, you are still a salesperson. The truth is, we all are and have been our whole lives!

As a child, you probably tried to persuade your parents to let you stay up a little later, have a cookie before mealtime, or spend the night at a friend's place. Later, you may have tried to convince your teacher that there was a legitimate reason your homework wasn't done on time.

WHAT? ... you say you never did that?? ... Hmmm ...

As you grew older, you likely tried to talk your friends into doing activities YOU wanted to do rather than what they wanted to. You may also have, on occasion, invested a fair amount of energy in 'selling' your parents on letting you use the family car and staying out past your normal curfew. Perhaps you also attempted to sway a certain young person towards spending an evening at a concert or the movies with you.

Then came adulthood ... finally ... and all the freedoms that came with it!!!?? ... Hmmm again.

In any case, guess what? ... You're probably still attempting to have your ideas or beliefs 'bought' by others. This may take the form of your endeavors to sway your boss, coworkers, employees, or fellow service club or church group members towards accepting your view of how things could or should be. Or it may simply be you trying to sell your children on certain values and behaviors. It's all the same.

**Do you see where this is going?** ... In one form or another you are continuously finding yourself in selling situations. How effective and successful you are in this role can to a large degree determine the quality of your life.

*"The word Selling comes from old English "sellan" meaning: To Give, To Serve."*

----- Michael Oliver

**Don't lose sleep over it.** ... Selling others on your ideas or concepts, or on your product or service, is not as difficult as many people believe ... nor is there any need to feel intimidated going into such a situation. Effective selling is basically just common sense in action and involves following a set of **10 Simple Guidelines**.

**Guideline 1** ... Going into any selling situation, be very clear in your own mind about what you want to

accomplish. Set a clear INTENTION beforehand for the desired outcome, which should always be beneficial for all concerned.

**Guideline 2** ... Always establish a good level of RELATIONSHIP with the person or parties involved before even thinking about 'stating your case'.

**Guideline 3** ... Ask questions designed to GATHER INFORMATION that can help you understand the other's position, situation, wants and needs.

**Guideline 4** ... LISTEN well, with an intention to truly understand.

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**Important Announcement!** ... We're excited to say that **Jodi Derksen** has recently joined our GROWING INTO SUCCESS Team in a Corporate Marketing capacity. Jodi brings a wealth of experience and creative thinking as well as an incredibly positive outlook and sunny disposition to our already AWESOME team. (Hey, c'mon ... self-praise is GOOD! ... when's the last time YOU patted yourself or your team on the back?)

WELCOME JODI!

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*"Sell a customer what they want, deliver what they need". ----- Rick Beneteau*

**Guideline 5** ... Satisfy yourself that by successfully selling your idea, concept, product or service to the other you will be acting in THEIR BEST INTERESTS, as well as serving your own needs. (If that isn't so, is it really the right thing to do?)

**Guideline 6** ... Present your case with respect and consideration, as well as measured PASSION and enthusiasm.

**Guideline 7** ... Upon picking up signals that the other is receptive and favorable towards your case, ask for agreement or COMMITMENT to an appropriate course of action.

**Guideline 8** ... With a commitment received, VERIFY the agreement so as to prevent any future misunderstandings ... and express gratitude.

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**A brief 'selling' break!** ... As mentioned in our last newsletter, we are offering # 2 in our *Success Seminar Series* as a mid-summer evening course. On July 27 in Abbotsford, ... **8 Easy Steps to Successful Selling!** ... will be presented for those interested in gaining practical new knowledge and skills that they can effectively apply to their personal and professional lives.

In this course you will learn a comfortable, common sense, step-by-step selling process that can be applied to virtually any product or industry. You will:

- Develop your own magnetic, "What Do You Do?" short, short story.
- Learn a COMFORTABLE method for selling effectively.
- Learn WHEN to sell ... and when NOT to.
- Lose the FEAR of selling ... and love the process!

If you've always felt a little uneasy about selling your ideas, product or service and would rather feel comfortable and confident doing so, this is a seminar you won't want to miss. As with all of our programs, a training manual with full notes and exercises is provided for ongoing study and review.

**What others have said about this workshop** ... *“Simple, easy - Just what I needed!”* ... *“The short, short story was extremely valuable.”* ... *“It affirmed many things I believe in for business building and relationships, such as authenticity and being sincere.”* ... *“Because I knew I had something to refer to that was written coherently, I could listen and ‘be present’.”* ... *“Excellent value, Reg was engaging and a wealth of information.”* ... *“Great value for time and money invested, beneficial sales info, comfortable training atmosphere. Everything was important and beneficial!”* ... *“Excellent quality. Excellent value.”* ... *“Thank you!”*

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*“Persuasion, at its absolute best, is straight from the heart ... without guile and without subterfuge.”* -----  
*paraphrase of Zig Ziglar*

**Guideline 9** ... FOLLOW THROUGH on everything you've agreed and committed to.

**Guideline 10** ... PAT YOURSELF ON THE BACK for a job well done!

**That's it, you're done!** ... That wasn't so difficult, was it?

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**Would you like to learn how to effectively manage your life?** ... Beginning July 29 we will again be presenting our core 15 hour workshop ... **The Masters Series** ... on Thursday mornings in Abbotsford for 5 consecutive weeks.

**Is this for you?** ... Only you can decide ... but following are a few of the many important benefits others have received from learning and applying what this course teaches ... all of which are available to you should you decide to participate.

- Understand, work and live in harmony with your values.
- Learn to set and achieve 'important to you' goals.
- Learn to develop practical, effective action plans.
- Enjoy the satisfaction of continuous improvement.
- Develop self-motivation and self-discipline.
- Choose and manage your attitudes and outlooks.
- Manage stress and worry.
- Deliberately choose your personal life direction.
- Enjoy improved health, fitness and energy.
- Create balance in your life.
- Enjoy positive feelings of confidence and self worth.
- Enhance your relationships.
- Live with purpose and passion.

This workshop is casual yet intense, interactive yet private ... it offers insights that stimulate positive choices, and provides practical tools that can help you build the future you choose. As with all of our programs, a training binder with full program notes and exercises is provided for continuing study and review.

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**Masters Series Tip** ... Your success in anything depends to a very large degree on the thoughts you have regarding it, and achieving success in selling is no different. Think about the outcome that you desire and then keep your thoughts on that. Don't spend time worrying about all the things that could go wrong or might prevent you from succeeding. Focus instead on the results that you want.

Your focused positive thoughts will lead to positive actions and results, soon leading to positive expectations

and even greater positive outcomes. And yes, that's a good thing!

To Your Success,

Reg Neufeld and the Growing Into Success Team

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

Our intent for this FREE newsletter is that it be brief, informal and include articles, tips or suggestions to help you achieve the life success you desire ... and for each one to be of real value to you. Also included are dates, times and locations of some of our upcoming programs. (Complete Calendar of Events on our website)

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