

The Heart of Selling

Volume 1, Lesson 1

*Hold fast to dreams
For if dreams die
Life is a broken-winged bird
That cannot fly.
--Langston Hughes*

*I've been tryin' to get down to the heart of the matter.
--Don Henley*

*It is the soul's duty to be loyal to its own desires.
--Dame Rebecca West*

What is the Heart of Selling?

The heart of selling can only be found if you know "why" you are selling in the first place. If you don't know the why, the how and the when of selling are meaningless activities that leave you with that hollow feeling central to the question, "If I'm so successful, why don't I feel like it?"

Major Point:
The heart of selling cannot be seen, it can only be felt.

The heart of selling is not about...

- _____
- _____
- _____
- _____
- _____
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- _____
- _____
- _____
- _____
- _____
- _____

The heart of selling is about...

- _____
- _____
- _____
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- _____
- _____
- _____
- _____
- _____

The heart of selling is selling in such a way that you experience life in abundance.

The “H” Factor

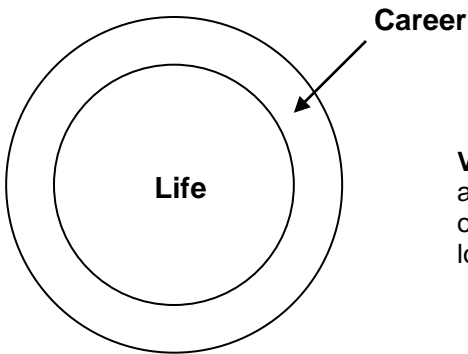
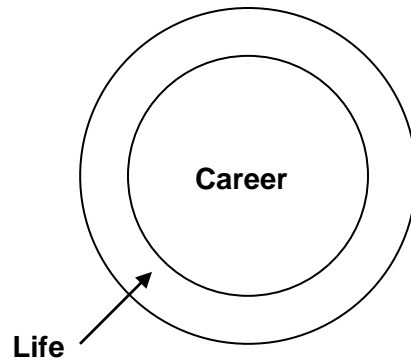
There’s two ways to look at selling....

Visual #1: _____ is what you do with the time you have left over after _____ you’re finished
_____.

Visual #2: _____ is what you do with the time you have left over after you have done
_____.

How the two visuals set up

Visual #1: Life is what you do with the time you have left over after selling. **Reality:** Career occupies the greatest amount of your time. **Conclusion:** If you wait until your “selling” time is over, you may not have the time to do life like you want.



Visual #2: Selling is what you do with the time you have left over after you have done life. **Reality:** Life occupies the greatest amount of your time. **Conclusion:** Decide clearly what you want your life to look like and you will have to sell well to get it.

The Heart of Selling Is an Act of Balance

H – You must balance _____ with _____.

E – You must balance _____ with _____.

A – You must balance _____ with _____.

R – You must balance _____ with _____.

T – You must balance _____ with _____.

8 Questions That Will Give You Life as You Sell

1. Is my _____ the _____ on which I sell?

The Law of The Iceberg:

The truest measure of your success is invisible to your clients.

2. Have I made _____ my _____?

The Law of The Summit:

Your direction is a result of your perception.

3. Am I making the _____ in my self and my business to give me _____?

The Law of The Shareholder:

Successful sales people buy stock in themselves.

4. Do I have a _____ that is being followed on a _____?

The Law of The Ladder:

The success you achieve is directly related to the steps you conceive.

5. Have I sought out _____ to help me stay on course?

The Law of Leverage:

You're less likely to fail when you have told others you will succeed.

6. Am I _____ my _____ or is time _____ me?

The Law of The Hour Glass:

You must make your moves before your time runs out.

7. Is the way I conduct business a _____ or a _____ to my other goals and dreams?

The Law of The Broom:

In order to build your business up, you must first clean it up.

8. Do I have a _____ that I have mastered so that I truly maximize my results?

The Law of The Dress Rehearsal:

Practicing your lines elevates your performance.

THE
DUNCAN
GROUP

The heart of selling is about you, and your heart. Most salespeople want more life but find themselves frustrated with the cold, stark reality that in order to “get to the top,” they have to commit to long hours and less life. And having ultimately bought that lie for years, and even decades, they eventually find that while they have made a good living, they have not built a good life... But you can decide right now to have both. You can have the desires of your heart. You can live and sell in such a way that all your dreams on and off the job come true. That’s the heart of selling

Answers: Money, Success, Ego, Awards, Incentive Trips, Accolades, Product, Price, Service, Plans, Advancement, Victory, Fulfillment, Significance, Adding Value, Changing Lives, Making a Difference, Balance, Happiness, Joy, Peace of Mind, Dreaming Big Dreams, Life, Selling, Selling, Life, Head, Heart, Enthusiasm, Empathy, Ambition, Application, Relationship, Reward, Tenacity, Trust, Life’s Purpose, Foundation, Failure, Friend, Proper Investments, Lifestyle Choices, Plan, Daily Basis, Accountability, Controlling, Time, Controlling, Wing, Weight, Sales Process.