

# WHY WE NEED A NEW WAY OF LOOKING AT AN AGE-OLD ART

Selling is not only a critical part of every business, but a critical part of every society.

We need to trade products, services and ideas in order to create the world we want, and we need the skills to be able to do that effectively and ethically.

Hi, my name is Trevor Marchant ...from Marchant Dallas Consulting.

Having spent the last thirty-five years of my life training salespeople, it is clear to me that one of the most critical barriers to selling is the attitude that it is somehow distasteful or dishonest.

In order to learn the skills necessary to convince anyone to buy anything, we first need to adopt a new attitude towards selling, one that is positive and practical, and sees selling for what it is: an opportunity to help another human being make a decision about a product, service or idea in a way that serves them best.

Everybody is a salesperson.

Whatever you do in life, the ability to sell is a useful skill to have. Understanding what it takes to change another person's mind is a prerequisite for getting things done – and everyone in business needs to get things done. Being able to get someone to say 'yes' or 'no' to an idea, an activity, or a purchase is critical. And, of course, outside of business it is equally important to be able to use your skills of persuasion.

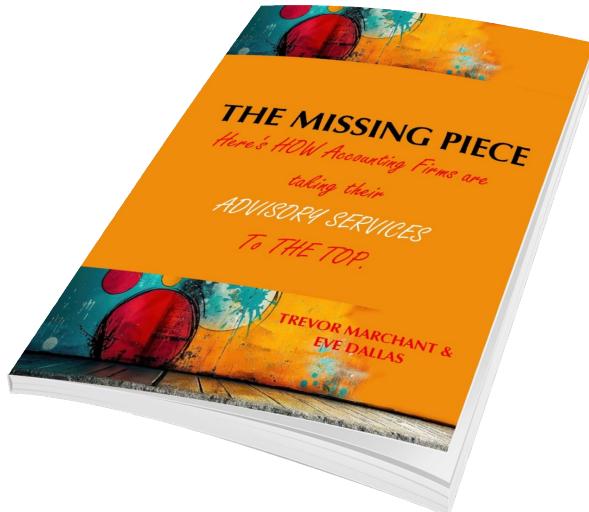
Whether it is getting your children to eat spinach or your grandmother to come snowboarding, the ability to get a 'yes' is an art that helps us in every area of our lives.

In his wonderful book that has highlighted a new approach to selling, *To Sell Is Human*, Daniel Pink argues that whatever our profession, in order to get results we need sales skills.

For you, without an understanding of what selling really is or without even the basic skills you are going to miss out on the 'rapidly growing' stream of revenue available to all accountants right now – the sale of advisory services and I emphasise sale because advisory services are sold – they are not bought. They are not bought because no one but you know about them.

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For a brief BIO on **Trevor Marchant & Eve Dallas** both of whom have been featured in the TOP 1% of Sales and Performance Coaches in Australia and New Zealand.



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