

Right Thing

Right Way

Right Now!



Dennis Wade

**Right Thing  
Right Way  
Right Now!**

# THE HUMAN SIDE OF SCIENTIFIC SELLING

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING



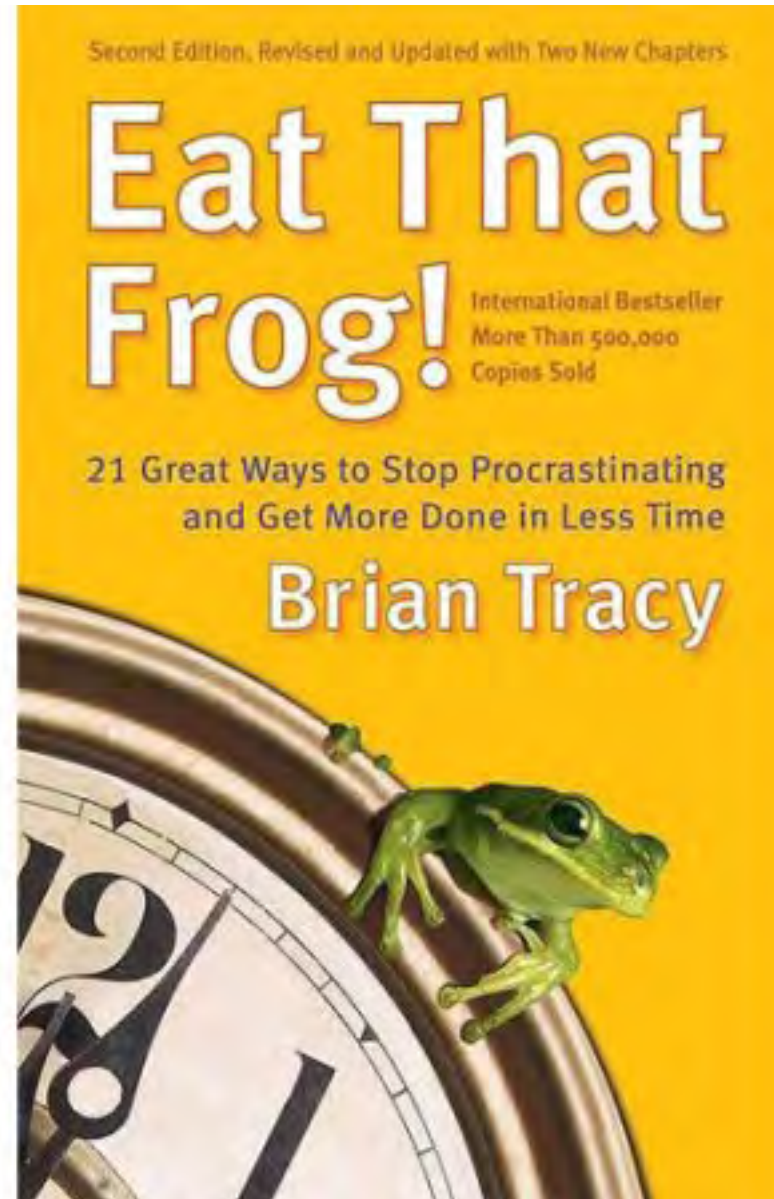
# Chocolate Chip Cookies

Now, Norma owns the recipe,  
she made it hers

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Revealed: a Proven  
System for  
Dramatically  
Improving Your Time  
Management Skills So  
You Get More Done,  
More Effectively, In  
Less Time.**





**Right Thing  
Right Way  
Right Now!**

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**90% of what I write  
about I learned from  
someone else.**

Brian Tracy: Eat That Frog

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Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

“Human beings are almost unique in having the ability to learn from the experience of others.

They are also remarkable in their apparent disinclination to do so.”

**Right Thing  
Right Way  
Right Now!**

## THE HUMAN SIDE OF SCIENTIFIC SELLING

“For every thousand  
people hacking at  
the leaves of evil,  
there is one striking  
at the roots”

Henry David Thoreau



**Right Thing  
Right Way  
Right Now!**

**Who is paying for this?**



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Desire and Repetition  
are key building  
blocks to education**

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Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

If you think that  
education is expensive,  
try ignorance!

Anonymous Teacher

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

We are here primarily to  
learn something new  
and/or to be reminded  
of something important

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

Sales Representative, Account Executive,  
**I Build Business Relationships**  
Promotional Manager, Marketing Manager,  
Advertising Director, Associate Publisher,  
Publisher, National Sales Manager, Corporate  
Classified Director, CEO & Owner, Vice  
**I Am In Sales**  
President Advertising, Vice President &  
Regional Director, President, Client Success  
**I Am Prepared**  
Advocate, National Accounts Director

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**We are not alone**



In the US, some 1 in 9 workers  
earn a living trying to get others to  
make a purchase.



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Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **The Knowing-Doing Gap**

By Jeffrey Pfeffer & Robert Sutton

*(A Four-Year Study of why companies fail  
to turn knowledge into action)*

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THE HUMAN SIDE OF SCIENTIFIC SELLING

# The Knowing-Doing Gap

- In 1996 more than 1,700 business books were published in The United States and more are published each year.
- Managers continue to buy books filled with ideas they already know because they intuitively understand that knowledge isn't enough. They hope that by somehow reading another book they will finally be able to turn knowledge into action.

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Right Way  
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THE HUMAN SIDE OF SCIENTIFIC SELLING

# The Knowing-Doing Gap

- We found no simple answers to the knowing-doing dilemma. Given the importance of the knowing-doing problem, if such simple answers existed, they would have already been widely implemented.

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THE HUMAN SIDE OF SCIENTIFIC SELLING

## The Knowing-Doing Gap

Response from key personnel:

*“What they don’t know how to do, what they get wildly frustrated about, what makes them holler, curse, moan and even cry, is to understand why their firms so **often fail to turn this knowledge into action.**”*

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Right Way  
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THE HUMAN SIDE OF SCIENTIFIC SELLING

## **The Knowing-Doing Gap**

- So, the question is not so much what are you doing? Rather the question must be, what are you going to do?



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Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

What must you build to  
be successful?

**RELATIONSHIPS**

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# You are building **Business** Relationships

You must be more committed to your  
client's **business** than to your client

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Right Way  
Right Now!**

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# Building **Business** Relationships

...does not sell clients,  
it keeps them sold!

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Right Way  
Right Now!**

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What are relationships  
built upon?

**TRUST**

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Right Way  
Right Now!

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Trust, over time, is

**EARNED**

Trust can be destroyed



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## Oliver Schmidt

formerly Volkswagen's top emissions compliance executive in the United States

In an email to a colleague in April 2014, he wrote, **“It should first be decided whether we are honest,”** according to an affidavit signed by Ian Dinsmore, an F.B.I. special agent.

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Right Way  
Right Now!**

WHAT THEY KNOW

## **Websites Vary Prices, Deals Based on Users' Information**

By JENNIFER VALENTINO-DEVRIES, JEREMY SINGER-VINE and ASHKAN SOLTANI

December 24, 2012

It was the same Swingline stapler, on the same Staples.com website. But for Kim Wamble, the price was \$15.79, while the price on Trude Frizzell's screen, just a few miles away, was \$14.29.

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THE HUMAN SIDE OF SCIENTIFIC SELLING

**Consider what  
makes you  
different**

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Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**WHY**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**WHY NOT**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

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Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

What is your most  
valuable asset,  
that can be leveraged?

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Right Way  
Right Now!**

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# Three Unique Values

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

Consistency is the **foundation** upon which the **sales process** is built. Consistency leads to an **expectation** in the mind of the customer. And once an **expectation is continually met**, customers **develop a trust**. When trust is reinforced it leads to sales.

The 7 Elements of HIGHLY EFFECTIVE ADVERTISING by Gabriel Aluisy

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THE HUMAN SIDE OF SCIENTIFIC SELLING

# Expectations

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# The PYGMALION Study

1. Self Fulfilling Prophecy
2. Sustaining Expectation
3. Teacher Expectations can and do affect student performance

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THE HUMAN SIDE OF SCIENTIFIC SELLING

You must learn how to  
effectively  
Set & Manage  
Client Expectations

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# State of Sales 2016

The Salesforce logo, featuring the word "salesforce" in a lowercase, sans-serif font, with a registered trademark symbol, set against a light blue, stylized cloud background.

Meeting Customer **expectations** is the  
Top Overarching Challenge to a sales organization.

1. Customer needs have grown more sophisticated
2. Customer motivations have shifted from  
PRICE to VALUE
3. Customers expect the same level of service with  
every interaction

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THE HUMAN SIDE OF SCIENTIFIC SELLING

What customers expect from you

INDEPENDENT THINKING  
You represent their interest  
first, not yours.

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What customers expect from you

COURAGE

Can you be trusted to  
tell them the truth and  
do the right thing?



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THE HUMAN SIDE OF SCIENTIFIC SELLING

What customers expect from you

PRIDE

You are not there to  
beg, you are there to  
build.

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Right Way  
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THE HUMAN SIDE OF SCIENTIFIC SELLING

What customers expect from you

CREATIVITY

Customers do not have  
time to create.

Creativity is your job.

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Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

What customers expect from you

**CONFIDENCE**

Customers take a risk when they do business with you. Make sure you deliver with confidence.

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Right Way  
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THE HUMAN SIDE OF SCIENTIFIC SELLING

What customers expect from you

EMPATHY

Look through the client's eyes.

They need you to understand  
their business and their situation.

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Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

What customers expect from you

## KNOWLEDGE

Customers expect you and your company to become more knowledgeable & skilled in serving them over time as a result of a mutually beneficial relationship.

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Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

What customers expect from you

**HONESTY**

Above all, clients expect you to be honest. The truth will have to be good enough.

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Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

To sell well is to convince someone else to part with resources, not to deprive that person. But to leave them better off.

To Sell Is Human: Daniel Pink



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Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# RTB

In order for clients to believe, you must believe

Believing leads to a deeper understanding of your offering, which allows sellers to better match what they have with what the prospect needs

To Sell Is Human: Daniel Pink

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **THE HUMAN SIDE**

Anyone can master sales

There are no natural salespeople, in part because we're all naturally salespeople. Each of us-because we're human-has a selling instinct.

To Sell Is Human: Daniel Pink

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **THE HUMAN SIDE**

## **EMPATHY**

Your ability to move people depends on  
power's inverse:

Understanding another person's  
perspective, getting inside their head  
and seeing the world through their eyes

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **THE HUMAN SIDE**

## **EMPATHY**

Start your encounters with the acceptance that you're in a position of lower power.

Assume that you are not the one with power.

To Sell Is Human: Daniel Pink

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **THE HUMAN SIDE**

## **EMPATHY**

...can help build enduring relationships and defuse conflicts.

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Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

# THE HUMAN SIDE

IRRITATION is challenging people to do something we want them to do

AGITATION is challenging people to do something they want to do

CHALLENGE their sense of well being

To Sell Is Human: Daniel Pink

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **THE HUMAN SIDE**

## **EXTROVERT:**

An outgoing person; a person concerned primarily with the physical and social environment rather than with the self.

Extroverts are the finest sales people is obvious with one teensy flaw.

There's almost no evidence of it.



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **THE HUMAN SIDE**

## **INTROVERT:**

A shy person; a person concerned primarily with inner thoughts and feelings rather than with the physical or social environment.

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **THE HUMAN SIDE**

## **AMBIVERT:**

A personality trait including the qualities of both introversion and extroversion.

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Right Way  
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THE HUMAN SIDE OF SCIENTIFIC SELLING

# THE HUMAN SIDE

Who sells the most?

Introverts \$120.00 revenue per hour

Extroverts \$125.00 revenue per hour

Ambiverts \$155.00 revenue per hour

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Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **THE HUMAN SIDE**

[www.danpink.com/assessment](http://www.danpink.com/assessment)

To Sell Is Human: Daniel Pink

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Right Way  
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THE HUMAN SIDE OF SCIENTIFIC SELLING

# THE HUMAN SIDE

*Find Problems to Solve*

The ability to move others hinges  
less on **problem solving** than on  
**problem finding**

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Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

# THE HUMAN SIDE

## Clarity

The capacity to help others see their situations in fresh and more revealing ways and to **identify problems they didn't realize they had**

To Sell Is Human: Daniel Pink

Right Thing  
Right Way  
Right Now!

# State of Sales 2016

The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" written in a white, lowercase, sans-serif font inside it.

salesforce

Today's customers seek personalized and seamless engagement with the brands they choose to do business with and they **expect** their sales reps to **learn, understand and anticipate their needs.**

Right Thing  
Right Way  
Right Now!

# State of Sales 2016

The Salesforce logo, featuring the word "salesforce" in a lowercase, sans-serif font, with a registered trademark symbol, set against a light blue, stylized cloud background.

% of business owners who say its absolutely critical:

83% focused on helping achieve their goals and not just a quick sale

82% Is available when needed

80% Don't sell them products they don't need

79% Is a trusted advisor that adds value to their business



**Right Thing  
Right Way  
Right Now!**

# State of Sales 2016

The Salesforce logo, featuring the word "salesforce" in a lowercase, sans-serif font, with a registered trademark symbol, set against a light blue, stylized cloud background.

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% of Sales Professionals Who Say The Value of  
Connection with Customers is:

**87% In Person**

**83% On The Phone**

**78% Email**

**Right Thing  
Right Way  
Right Now!**

# State of Sales 2016

The Salesforce logo, featuring the word "salesforce" in a lowercase, sans-serif font, with a registered trademark symbol, set against a light blue, stylized cloud background.

% of Sales Professionals Who Say These are The Reasons Their Internal Process is Ineffective:

45% Excessive administrative tasks

22% Lack of time for face-to-face selling

78% Limited insight into issues until it is too late / lack of timely insight

Right Thing  
Right Way  
Right Now!

State of Sales 2016

The Salesforce logo, featuring the word "salesforce" in a lowercase, sans-serif font, with a registered trademark symbol, set against a light blue, cloud-like background.

salesforce®

# Training is Core To A Successful Sales Process

80% Rate their sales training process as  
outstanding or very good

Right Thing  
Right Way  
Right Now!

You may need to  
change and change is  
almost always hard in  
the beginning



Right Thing  
Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

Niccolo Machiavelli  
said...  
There is nothing...



Right Thing  
Right Way  
Right Now!

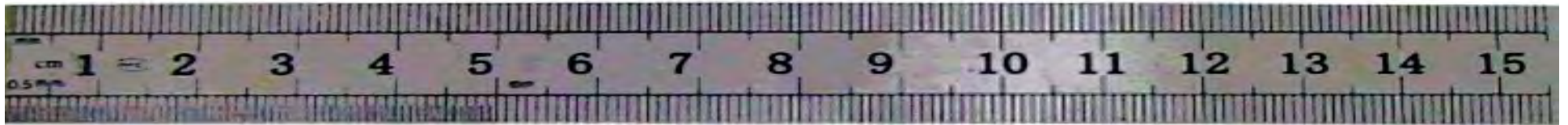
THE HUMAN SIDE OF SCIENTIFIC SELLING

# The 80/20 Principle

A minority of causes, inputs or effort usually lead to a majority of the results, outputs or rewards.

The 80/20 Principle says the **minority** of your efforts leads to the **majority** of your results





Whatever gets measured must  
be managed

**Right Thing  
Right Way  
Right Now!**

What is not measured  
tends to be ignored

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING



## **The Greater Danger**

"The greater danger for most of us lies not in setting our aim too high and falling short, but in setting our aim too low, and achieving our mark."

*Michelangelo*



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**There are only  
2 ways**

Right Thing  
Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

Who are  
they,  
anyway?



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Never make a  
statement you can't  
back-up**

**DLYAMWACYACC**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Grow or Die!**

Right Thing  
Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

Maturity is a  
high price to  
pay for  
growing up





**Right Thing  
Right Way  
Right Now!**

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**ATTEMPT**

**FAIL**

**ADJUST**

**Right Thing  
Right Way  
Right Now!**

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**Failure is a key  
component of  
all success.**

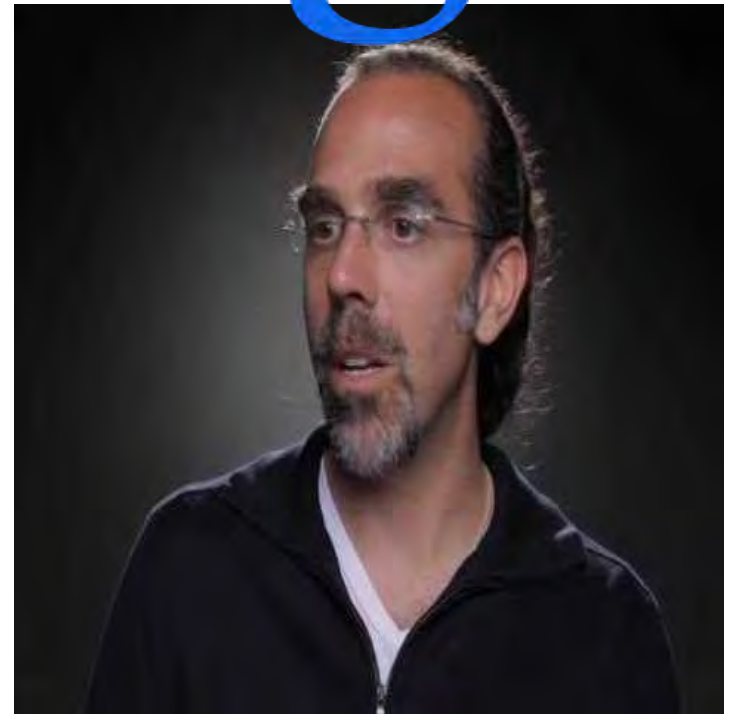
Right Thing  
Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

Google

“Success has happened  
because we’ve  
harnessed our failures. I  
just wish we could have  
made our mistakes  
faster.”

Google YX Labs Director: Astro Teller





Right Thing  
Right Way  
Right Now!



## THE HUMAN SIDE OF SCIENTIFIC SELLING

“Failure should be our teacher, not our undertaker. Failure is delay, not defeat. It is a temporary detour, not a dead end. Failure is something we can avoid by saying nothing, doing nothing and being nothing”

Dennis Waitley

Right Thing  
Right Way  
Right Now!

*Ucla*<sup>®</sup>

“Failure isn’t  
fatal, but  
failure to  
change  
might be.”

John Wooden



Right Thing  
Right Way  
Right Now!



“I never learned  
anything from a  
golf tournament  
I won.”

Robert Trent “Bobby” Jones

**Right Thing  
Right Way  
Right Now!**

**Who or What**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Comfort  
or  
Confidence**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

If people aren't  
buying

Right Thing  
Right Way  
Right Now!

## **THE SCIENTIFIC SIDE**

**“SAY IT WITH SCIENCE”**

The truth will have to  
be good enough

Right Thing  
Right Way  
Right Now!

## **THE SCIENTIFIC SIDE**

### **“SAY IT WITH SCIENCE”**

Dishonest dealings tend to drive honest dealings out of the market

A dishonest sales person anywhere is bad for good sales people everywhere



**Right Thing  
Right Way  
Right Now!**

"Dime con quién andas y te diré  
quién eres"

"Tell me with whom you walk and I  
will tell you who you are."

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# Good Is The Enemy of Great

**Start with 1,435 good companies. Examine their performance over 40 years. Find the 11 companies that became great. Now here's how you can do it too. Lessons on eggs, flywheels, hedgehogs, buses, and other essentials of business that can help you transform your company.**

**Good to Great by Jim Collins**

**Right Thing  
Right Way  
Right Now!**

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**Start by stopping**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Walk  
Fast**



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

Whatever got you here,  
will not get you there!

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Become an  
Example!  
Be a good one  
or be a good  
bad one**



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

If you don't read, you are  
no better off than  
someone who can't read!



Right Thing  
Right Way  
Right Now!

## THE HUMAN SIDE OF SCIENTIFIC SELLING



“What we  
must learn  
to do, we  
learn by  
doing!”

Socrates



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**It is not what you are  
doing, it is what you  
could be doing!**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Me: “Thank You!”**  
**Person: “No Problem”**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**We are  
what we  
tolerate!**



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Comfort  
or  
Confidence**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Get all of the help you  
need, not all of the  
help you want!**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

Look for what is missing,  
Look for what is next.



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

Regardless of your goals,  
make educated decisions.  
Get all of the facts you can  
get, then decide.

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Work on the  
next visit, the  
next move**



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

**Do You  
Believe**



...that your clients and prospects know?

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **Retention Marketing**

**One of the biggest  
threats to your  
clients is,**

**CUSTOMER CHURN**

Sources: Harvard Business School, Bain and Company & Thanx Loyalty

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# **Retention Marketing**

- 1. 64% of revenue is contributed by 25% of customers**
- 2. A 5% increase in customer retention can increase profits by as much as 95%**

Sources: Harvard Business School, Bain and Company & Thanx Loyalty

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# Retention Marketing

**3. The more frequently a customer visits the more per visit they spend**

**4. Retention is more cost effective than acquisition**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

## **Retention Marketing**

**5. On average a first time customer will refer 3 people, after 10 purchases that same shopper refers 7 people**

**6. 72% of customers have visited only once within the last 6-months**

Sources: Harvard Business School, Bain and Company & Thanx Loyalty

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

People do not  
really care about  
your opinion



...they care a lot about what you know!

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# The 4 Most Powerful Words in Business.

**“I have an idea.”**

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

# The 6 Most Powerful Words in Business.

**“I have an idea, for you.”**



**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

Your success in life will not be measured by what you accomplished.  
Your success in life will be measured by what you were able to overcome.

Because, only by overcoming, do we meaningfully accomplish anything.

**Right Thing  
Right Way  
Right Now!**

THE HUMAN SIDE OF SCIENTIFIC SELLING

You are whatever you think  
you are and you will always  
move in the direction of your  
current dominant thoughts!

Right Thing  
Right Way  
Right Now!

THE HUMAN SIDE OF SCIENTIFIC SELLING

Your happiness is your  
responsibility.

*You will be as happy  
as you are grateful!*