

THE SALESPERSON'S PARADOX

Only Dead Fish Go With the Flow

- Prospects will delete those e-mails.
Send e-mails, anyway.
- Potential buyers will not take phone calls.
Call, anyway.
- Clients will say no when asked to buy.
Ask, anyway.
- Setting goals will seem to be fruitless on some days.
Set goals, anyway.
- Listening to customers complain is not fun.
Listen, anyway.
- Coming in early and staying late is lonely.
Go the extra mile, anyway.
- Prospects will say they don't need you to demonstrate your product.
Demonstrate, anyway.
- Prospecting is an old fashioned and boring way to get new business.
Prospect, anyway.
- Going to seminars, listening to audio programs, and reading books can get expensive.
Educate yourself, anyway.
- Selling can become tiring.
Sell every day, anyway.