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Everyone is in Sales

By Lee Milteer

I was at a business cocktail party not too long ago and I met a number of different professionals: Doctors, Attorneys, and CPAs. I was shocked that some of these professionals seemed offended by the labels of “entrepreneur” and “salesperson”. It struck me how the labels we put on ourselves can determine how successful we become. Our deepest beliefs can cloud our judgment about our potential in business. I see clearly how these “professionals” who don’t want to be called “salespeople” or “entrepreneurs” are very limited in their mindset of what is possible. Not only are they limited in marketing themselves, but also with the bottom line. Their beliefs are costing them big time in profits. They are missing out on big opportunities.

As professionals and entrepreneurs we want to work on ways to incorporate new mindsets about selling ourselves and our business that will add balance and integrity to our work, increase sales, improve relationships with clients and improve personal satisfaction and income. This new attitude about sales is a win-win for everyone.

Most of us forget that by supplying our services or products, we are adding a dimension that not only empowers us, but also adds value and meaning to the lives of the people we encounter.

Most people have been programmed to be afraid of the sales process and of salespeople. Can you imagine life without salespeople? Can you imagine how much time, energy, and expense it would take if everyone had to do all the research on the products and services they use all by themselves? How drastically different life would be if we did not have salespeople to educate us and assist us in obtaining the necessities

of life! The entire structure of our society would be very different. You can be proud of the fact that you are helping people get what they want and need. Selling is one of the most important professions in the world.

In the world we live in today, I do not believe that just knowing how to sell is enough anymore. We must learn to see life—and our customers—from an entirely different perspective. Value has replaced image and intrinsic worth has replaced name brands. Our clients are asking themselves very important questions such as:

- Does this feel real?
- What is quality?
- What is good service?
- Who can I count on and believe in?

The old standard beliefs we hold about ourselves and about the world of sales must change. Today's consumers are intelligent, alert, highly selective and independent in their thinking. To work with today's consumers you must strive for excellence, integrity, and high ethics. You must be someone that stands out from the competition. Focus on sales as a means of creating relationships, not just making deals. The late William Brooks, author of **Niche Selling: How to find your Customer in a Crowded Market** said, "Most traditional sales philosophies are outdated in today's crowded marketplace. The future belongs to the salespeople and organizations that are flexible and nontraditional in their thinking."

When you add balance and integrity to your work you will increase your sales, improve your relationships with clients and customers, and improve your personal satisfaction as a sales professional. By adding the integrity dimension to your professional sales tool box, you can improve your ability to be of service to others as well as your enjoyment of the process of sales.

So ask yourself the following questions:

- How do I feel about actually selling?
- Do I feel positive or negative about it?

If you feel positive, you are on the right track! If you feel negative, you have some serious work ahead of you to change that belief. Everyone is in sales. No matter what your title or profession, anyone who has succeeded at anything is an effective salesperson. You sell your knowledge, talents, abilities, experience, point of view, beliefs, values and your enthusiasm daily.

Please make note of how you feel when you are dealing with someone--if it's negative, be aware: It's costing you big bucks.