

# LESSON 1

## THE BASICS OF SELLING – PART 1

### **PROFIT MOTIVE**

[ˈprɒfɪt ˈməʊtɪv]

doing things for money

### **PROFIT**

[ˈprɒfɪt]

when you sell something for more than it costs you

### **PRIMARILY**

[praɪˈmerəli]

most importantly or mainly

### **ATTEMPT**

[əˈtempt]

to try to do something

### **RAISE**

[reɪz]

increase in the money you earn

### **CONVINCE**

[kənˈvɪns]

to talk someone into doing what you want

### **ALLOW**

[əˈləʊ]

making something possible to happen

### **SCHOLARSHIP**

[ˈskɒləʃɪp]

money to pay for one's education

### **SELLING**

[ˈselɪŋ]

convincing people to purchase, or to “do things our way”

## THE ESSENCE OF SELLING

Selling entails (involves) providing customers with something they either want or need, something, which will provide pleasure, comfort, or simply fulfillment of the person's most basic needs.

To convince a person to buy, the person must perceive (feel) that he/she is obtaining (getting) real benefits in terms of quality and good value for his/her money.

The real key to ‘selling’, whether it is a product, service, idea or simply getting an agreement to ‘do things your way’ is convincing people through a series of sensible and easily understood statements and explanations, that what you wish to achieve will eventually be of real benefit to the other party.

### HOW WOULD YOU DESCRIBE SUCCESSFUL SELLING?

Successful selling is convincing people to buy your product or service at a price allowing you to make a profit.

### WHAT IS ANOTHER DEFINITION OF SUCCESSFUL SELLING, THIS TIME, WITHOUT AN IMMEDIATE PROFIT MOTIVE?

Successful selling without an immediate profit motive is convincing other people to do things in a way which pleases you.

### CAN YOU GIVE US AN EXAMPLE OF THIS TYPE OF SUCCESSFUL SELLING?

If I love to ski, and my wife only likes to go to museums and theaters during vacations, I could try to convince her that there are beautiful museums and great theaters in Innsbruck, Austria.

### IF YOU ARE AN EMPLOYEE WHO IS OFTEN LATE FOR WORK, HOW MIGHT YOU CONVINCe YOUR BOSS TO GIVE YOU A RAISE THIS YEAR?

I might convince my boss to give me a raise this year by promising to buy a newer, more reliable car so I can get to work on time each day.

### IF YOU ARE A PARENT WITHOUT ENOUGH MONEY FOR YOUR SON'S UNIVERSITY EDUCATION, WHAT MIGHT YOU TRY TO CONVINCe HIS MATH TEACHER TO DO?

I might try to convince my son's math teacher to give him a higher grade this term so he can receive a scholarship to the University next fall.

### DO YOU THINK THAT THE PROFIT MOTIVE IS A GOOD THING FOR SOCIETY?

Yes of course. I think that the profit motive is good for society as everyone needs to make a living, and selling things is a good way to earn money.

#### **PROACTIVELY**

[prəʊ'æktivli]

taking positive action to make things happen

#### **PASSIVELY**

['pæsivli]

not taking any action to change or influence things

#### **UPGRADE**

[ʌp'greɪd]

to improve something