

# The Phoenix 11

## -Top 11 Laws of Selling-

### 1. Integrity comes before everything

- Doing things right is never as important as doing the right thing.

### 2. Prospect and network for new business at every opportunity

- Selling is a contact sport. You can't sell to someone that you are not in contact with.

### 3. Never mistake rapport for relationship

- Customers buy from the *professionals* that they like, and trust.

### 4. Maintain passion, persistence, positive thinking and an intensely goal oriented attitude

- "The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it." – Michelangelo

### 5. Have and create a sense of urgency

- Treat every day as if it is the last day of your sales cycle.

### 6. Ask for the business and the referral

- If you don't ask for the business, your competitor will.

### 7. Maintain a full and flowing sales funnel at all times

- Great sales activity is the key to generating great sales results. The greater the activity, the greater the results.

### 8. Embrace Change

- Change is inevitable; to suffer through it is optional.

### 9. Capitalize on differentiation

- Do things bigger, better, faster and smarter than your competition and then use that to your selling advantage.

### 10. Constantly seek knowledge and a greater understanding

- "It is impossible for a man to learn what he thinks he already knows." - Epictetus

### 11. Actively Listen

- A Sales Professional that can speak ten languages isn't nearly as successful as the Sales Professional that can listen to one.

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