



## **What is the Difference Between Selling and Promoting?! (2-5)**

### **The Difference between Selling and Promoting**

Most people do not like to sell, and most people do not like to be sold. People enjoy purchasing and enjoy promoting. Promoting is something every person has, and it comes from a person's enthusiasm about a company, team, system, product and/or service.

### **When a person gets excited about something, they will share this to others.**

When a person promotes (shares their experience), the result is the value of the product and/or service is successfully communicated.

This, in turn, results in more income as a person promotes their experience and value of what they have experienced, seen, and read about with others in the organization.

### **Promoting is the way MOST THINGS GET SOLD!**

Jurassic Park did \$750,000,000 worldwide by 1995. Yet, the advertising budget was less than Arnold Schwarzenegger's Last Action Hero movie. Last Action Hero did terrible in the box office. People all over the world, because of their experience, promoted Jurassic Park.

It is believed that more than two billion people have watched Jurassic Park! That is what we call successful promoting by people!

Very few people are great at selling, but most people are incredible promoters! You can see this with children when they want something.

### **Which is Easier: Promoting or Selling?**

The answer is promotion!

### **How Do You Promote?**

Get a belief in you, your company, what you are doing, the services and products you offer, your team, what you offer companies, and how the opportunity of being in the position you are in can change your life in all areas!

As you do this, your enthusiasm will increase, along with your belief and you will promote naturally.

You can do this by: Studying your website; Listening and participating in training calls; Attending meetings; Reading and applying this "Training Steps for Success System" ©; Reading,



understanding, and following our steps, processes, procedures, and methods; Building and providing the services to clients; purchasing leads and appointments regularly; and Practicing this on a regular basis.

**Sales means to talk. Promoting means to give.**

When you want something from somebody and they say, "No", how do you feel? When you give something (promoting) to somebody and they refuse your offer (gift), how do you feel? You may feel disappointed, but you know that "Some Will, Some Will Not, So What, Next".

Promoting starts with how you feel about yourself (your self-worth - how you value yourself). Then, the value you place on our services and products for you. And how you view the real value of the opportunity is for you in what you offer.

After you have evaluated what you do in your business will do for you and others, you will want to share with others. This is a natural tendency in all of us – this will cause you to promote. The more you promote the more success you will have.

No one will be able to keep you from your enthusiasm, belief, and promotion. This is your Jurassic Park!

**Go out and share this! With Promotion, you do not sell.**

You become an information giver to others by sharing your experience, your savings, and your better way of life, your opportunity, and many other lifestyle areas that this business provides.

**How are You Promoting?**

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