



The CONNECTION™

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What is Selling Technique?

Have you ever wondered what the actual definition of "selling technique" is? According to Wikipedia, the online encyclopedia, it's the body of methods used in the profession of sales. But consider the following:

"All techniques borrow a bit from experience and mix in a bit of guesswork on the psychology of what motivates others to buy something offered to them. "

While there is certainly some guesswork involved when dealing with others, there's one sure way to find out what people want to buy: be quiet and listen. If your customer tells you what he/wants, you'll have to guess less.

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