

MY JOURNEY INTO SALES

"The Fastest Way to a New Car" ..



Dedication

To my mother and father who encouraged me always to have a go, to shoot for goal, to never give up and never worry about failing.

Bless you both, miss you forever.

We all have 3 things in us

A Book, A Business and a Marathon*

I know this, cos I have done each one multiple times..

I wrote this book with the intention of providing simple insights for those new to sales, aiming to help them kick-start their careers effectively.

My professional journey began at the age of 16 in the UK, where I embarked on an electrical apprenticeship in a shipyard. Interestingly, we were building bridges instead of ships due to a decline in demand for the latter. While I had the option to go to college, I chose not to pursue it. At that time, I found more enjoyment in playing rugby and having a girlfriend. It wasn't until ten years later that I ventured into the field of sales.

The decision to enter sales was driven by a practical motivation—I wanted a new and reliable car, and pursuing higher education seemed like the quickest path to achieving that goal. Over the following years, I navigated through different job positions with various companies, accumulating knowledge and experience along the way. Unfortunately, many of my managers during this period were, to put it bluntly, quite foolish.

In each company, I underwent training in their version of selling, and without fail, it was always a clunky and contrived system approach. Back in the 80s and 90s, a rigid system approach with an abundance of worksheets was in vogue. While it may have sufficed then, it surprises me that such outdated systems are still being taught in the present day. Today's customers are highly educated, making the continuation of these approaches seem obsolete. It appears that the managers, perpetuating this cycle, underwent the same "find the pain" nonsense when they began their careers, and they simply pass it along without questioning its efficacy. In my opinion, this perpetuation is rather foolish.

This book is a reflection of my experiences, and it aims to offer an alternative perspective.

***The barriers are always the same, Psychological .**

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