

Each One! Bless One!

eBlessings' Seminar Lesson Handouts
You Can Make a Difference!

Seminar Lesson Handout Three:

**GETTING WEALTHY \$ELLING
ANYTHING AND EVERYTHING**

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and

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Chapter One

Part One

Lesson Objective:

To move the reader to an understanding to realize you are selling all the time. All the time you are selling something. Learn this principle and you will earn a living and a comfortable lifestyle.

Lesson:

Chapter 1

You Sell All the Time

**How I Learned to
Sell Anything
(and Everything)**

For 48 years I've heard people make statements like this. "If I had the proper education..." Or "If I were not born with the color of this skin, I could succeed in life." "If I were only thinner... smarter... or prettier." In this book I will teach you how I was able to learn to sell anything. Early in my life I learned to listen and observe those around me to development an acumen of sales success. These sales techniques will help you with your sales objectives, goals and sales volumes. I have done it this way for over forty-eight (48) years. If I can do it this way, you can too.

My success started my senior year in high school. In high school I was labeled just a good old school bus driver. The principal of the high school was excited about having a speaking contest with members of the senior class before graduation. He brought the teachers from the Caucasian school to judge this contest. This I thought was unusual.

I never had the opportunity to practice with my classmates before the contest, because I drove a school bus during that class period. I practiced at night at home before a mirror; sometimes as late as twelve midnight or one am. On the day of the contest, the judge stood and said, "Ladies and gentlemen, we have heard some good speakers today, but we have unanimously agreed that our first place speaker is Alonza C. Brown."

Winning that speaking contest changed my life completely. It increased my self-confidence. It boosted my ego and gave me incentive to seek success through goal setting. It made me feel good about myself. Remember this always, in high school I was labeled "just a good old school bus driver." But before I left that stage that day as the good old

school bus driver that I was, I made up my mind that very day that everything I would touch in life from this point forward would turn to gold.

Remember what I said – I was in high school driving a school bus. I did this to make extra money. If I can do it this way, you can too. And it is not too late to make that decision to start—to start selling. Make a decision to make a change in your life through sales and through increasing your current sales and magnifying your sales potential. Why did I make this decision to go into sales instead of sticking to my nine-to-five job? How could I make this decision?

I realized that everyone and their brother were selling something the moment they opened their mouths. I decided I was going to use the same techniques I used to win that speaking contest—aggressiveness towards my goals and believing in myself when others did not. You can do it the way I did it and be on your way to being a highly successful sales person. Before you realize it you will be on your way to being a sales person who can earn hundreds of thousands of dollars. Receive the real success that you are looking for—you can find it in sales.

The question is: How did I win that speaking contest? My sister-in-law Ruth Brown, a real-life Saint, taught me at home at night by the mirror.

“Alonza,” Ruth Brown my sister-in-law said to me in one of her training sessions, “if you want to win that speaking contest, you need to observe your father Sam Brown.”

Questions:

1. How do you listen and observe those around you to development an acumen of sales success?
2. Is it important to practice in business? If so, why?
3. Can goal setting increase your ego and boost your confidence? Give examples.
4. Why is making up your mind to do something and stick with it so important? What have you committed yourself to lately?
5. The last time you opened your mouth, what were you selling?
6. Do you understand that when you speak you are selling something?

