

eBlessings International Daily Devotional Archives

enrich, inspire, encourage, bless, and empower spiritual warriors for end-time battles!
Devotionals Designed to Empower and Grow Our Spirits

JANUARY2010 JANUARY2010 JANUARY2010

[IDD 2004](#)

[IDD 2005](#)

[IDD 2006](#)

[IDD 2007](#)

[IDD 2008](#)

[IDD 2009](#)

[IDD 2010](#)

Visit [DOT](#), and [WOW](#) Empowerment Series, plus [Prophecy](#), [Spiritual Keys & Lessons](#), [IA](#), [PP](#) and more...

Each One! Bless One!

You Make a Difference!

* * * * *

BOOK PREVIEW - 1

(a Work in Progress)

Be Great

in **\$ales**

Make a Fortune

**How to Sell
Anything and Everything**

Alonza C. Brown

Chapter 1

You Sell All the Time

Become Financially Independent through Sales

Chapter 1

You Sell All the Time

Desire as the Mother of Motivation

Many summers ago when I was younger, before marriage, I was visiting my wife’s hometown of Wilson, North Carolina. I had been driving all day when we arrived. You know I was tired. Mrs. Ruffin, my wife’s mother, 80 years of age at the time, came to me.

“Brown, take me to Wilson. I have 48 dozen eggs to take up there and some collard greens.”

Mrs. Ruffin was selling right then and I didn’t know it. She knew that I would do just about anything to spend time with her daughter, so all she had to do was ask. She knew I was motivated by my desire to please her and her daughter. She knew that all she had to do was ask and I would come “a running”.

In sales you always focus on benefits. Her benefit was getting those eggs and collard greens to Wilson. My benefits, and there were at least two, were getting to spend time with my future wife and being given an opportunity to impress her mother and whoever else was nearby. Now

my wife knew I was a “catch” but I didn’t know it at the time and I believed that I had to prove myself to her. In relationships as well as in life’s situations and circumstances, there is always a “silver lining”. In this book that “silver lining” is called a benefit. In your life experience, that silver lining generally looks like a negative circumstance, but it is only a silver lining in disguise. One only has to stay positive and look for the positive in each and every situation to see that silver lining.

The way Mrs. Ruffin said it, I was under the impression that these eggs were already sold and we were only making a delivery. I thought it was just a matter of taking Mrs. Ruffin to Wilson and unloading those eggs and collard greens; then turn around and head back. That is what I thought. Wrong. Mrs. Ruffin was selling.

When we arrived in Wilson, in this one-horse town, Gladys and I sat in the car talking. I noticed Mrs. Ruffin going door-to-door. I realized she was carrying dozens of eggs along with those collard greens trying to sell them one door, then the next; then another door and another.

Wait a minute! I thought. I had to do something. Tired and sleepy having driven all day, this is what I did because I had never sold eggs before.

Fear as the Father of Motivation

I **F desire is the mother** of motivation, then fear is the father of motivation. Remember with Mrs. Ruffin I thought I was just being the driver. She had other ideas. When I saw Mrs. Ruffin waddling slowly up those steps to those houses—one by one, house by house—I knew that I would be there all day, or what was left of the day if I didn’t do something drastically. I was motivated by these three words, “fresh country eggs.”

Know this; I was prepared for this situation without knowing it. Preparation is key to what you are doing or what you are planning to do.

Sam Brown prepared me for this situation when I walked with him in downtown Roanoke Rapids on the weekends and in its neighborhoods selling fruit, vegetables, and anything he could get out of those 98 acres of land he owned.

Now, hear these words – *“fresh country eggs.”* I knew how to fill in the blanks. I reached in the automobile. I got a couple of baskets of eggs and I put them under my arm, along with some collard greens. I proceeded down the street yelling loudly.

CROWDS
CREATE
SALES

“Fresh country eggs, fresh country eggs. Come get your fresh country eggs.”

If I can do it this way, you can too. I went as far as to spray water on those collard greens before I placed them under my arm, so they would look as fresh as possible.

Children playing football in the street, stopped their game, ran into their homes to bring their mothers out to buy those eggs. Why did they stop playing football and go get their mothers? I asked them to do it. Be motivated and do things which you up until now were afraid to do. Open your mouth and try something differently.

Fear motivated me to get into action. I was afraid that if I waited on Mrs. Ruffin to deliver those eggs then I would have spent the rest of the day which I was planning to spend with Gladys only, with Gladys and her mother “methodically-moving” selling eggs and collard greens.

Mothers came from all directions; some had money and some did not. Do not turn anyone away when you are selling. You want to create crowds, because crowds do create sales. You want to draw as many people to your product as possible; this increases your sales potential.

When the mothers came out of those houses, I simply asked them, “Two dozen or three?” The beauty of the whole thing is that they came out. Don’t ever forget this – excitement and crowds do create sales. My voice was excited when I yelled *“fresh country eggs.”* I was truly excited

because I realized the faster I could move those eggs and greens, the faster I could spend some alone time with Gladys.

There was a man crossing the intersection on a bicycle. He heard me yelling, “fresh country eggs”. He made a u-turn, came back, and bought a dozen eggs. There was also a man at the top of a 50-foot power pole. He stopped his repair work, climbed down and bought two dozen eggs.

That’s not the end of the story. The end of this story goes like this. There was also a man directly across the street in front of where I was selling all these eggs. He too was selling eggs. He came over very quickly.

“How much are you getting for your eggs?” He asked.

And you know what he discovered? He discovered that my eggs were higher than his eggs and he was not getting any results. And I still believe today, if I had just asked him to buy some of my eggs, he would have bought some of my eggs although he was selling eggs also. We had people coming up to us to purchase eggs like they were going to church. To say the least, Mrs. Ruffin was more than pleased with me. She talked about that story for years.

(TO BE CONTINUED)



[Dr. AC Brown](#)

Three-Time Millionaire -- “Doing It God’s Way”

Let Me Show You How

**P.A.U.S.E.: Practical Application and Use of Scriptures
Everyday -- “Doing It God’s Way”**

Atlanta, Georgia 30386

Email: acbrown@eblessings.us

(404) 498-7927 (after nine); (404) 731-1305 (anytime)



Bro. James Anthony Allen

Evangelist, [eBlessings](#)’ Director, Born-Again, Holy Spirit-filled, US Patriot

Email: janthonyallen@hotmail.com; eblessings@gmail.com;

eahconeblessone@yahoo.com; anthony@eblessings.us

Twitter: www.twitter.com/eblessings1

Black Planet: www.blackplanet.com/eblessings; SelfGrowth: [eBlessings](#)

Skype: eBlessings; MySpace: myspace.com/eblessings1

YouTube: youtube.com/eblessings