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Each One! Bless One!

You Make a Difference!

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BOOK PREVIEW - 1

(A Work in Progress—Part Two)

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

(CONTINUED—PART TWO)

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 was 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 before you could graduate. He brought the teachers from the Caucasian school to judge this contest. This was unusual.

I never had an opportunity to practice with my classmates before the speaking contest, because I drove a school bus during that class period. 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. 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.”

Here is where I became acutely aware of practicing speeches. I would realize after my speech how positive the effects of a successful speech could be.

I would write out my presentation. I would read it over and over again until I became familiar with it. You have to learn it. No one knows that

your sales speech is memorized. You cannot adlib the sales presentation, because it will not work. It has to be practiced until it becomes a part of you. Not that part of you that goes to church on Sunday, but that part of you that is with you all day long; seven days a week, twenty-four hours a day.

People are doing the same old things the same old ways. Writing it down, listening to the CD once, putting it down, going home, getting out of the car and continuing to do it the same old way. Aren't you tired of this program? If you are not getting the results you want, you must do it a different way. Do something with your life differently. Do not leave your husband. Do not leave your wife. But leave that non-successful place where you are and pick up selling. It will be the best financial decision you will have made in your life.

I became serious about practicing speeches with their specific effects in my mind, i.e., I practiced speaking with results in mind. I learned later in life that a sales presentation is only a speech and a good sales presentation could feed my family. I further understood that if I could eat off a "*good*" sales presentation, that if I had a "*great*" sales presentation, not only could I feed my family, but my extended family members as well.

What is going on all over this land is this. People are sitting in board meetings—bored to death. People are sitting in sales meetings—not learning much if anything. People are riding public transportation—not going anywhere fast. People are driving their clunkers—hopeful that the next raise will afford them better transportation. People are sitting in churches receiving new sermons, new messages—but going back home to the same old mess. Motivational speakers are bringing new ideas to their audiences which do not increase their wealth, only the wealth of the lecturer.

The problem is—most people are sitting there, listening, riding, driving, but still living life the same old way when they go home. They go home to that same old rut that is waiting for them. Selling gives everyone

an opportunity to help another person by supplying their lives with the benefits of the product or service which they are selling.

Why live life the same old way, at the same old time? Enjoy the many benefits of selling. Selling is for everyone, many do not realize this—everyone sells something when they open their mouths. Do not allow poor habits, bad habits, old habits and other folks habits stop you from benefiting from the success which is yours if you only go out there and work for it. Think of it this way. Your fortune lies in the pockets of another person—go out there and work for what is yours.

Use this book to learn to make a decision which will change your life and the lives of your families by beginning to live life using the sales techniques and approaches found in this book. This will guarantee your success—and get you out of that personal rut, that economic rut, or that employment rut. Apply these sales approaches, closes and sales techniques to improve your daily living with focused personal and business goals.



Dr. AC Brown

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

Let Me Show You How

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