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Each One! Bless One!

You Make a Difference!

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EXCERPT FROM

"BE GREAT IN SALES AND MAKE A FORTUNE"

BY AC BROWN

PART TWO

Chapter 1

You Sell All the Time

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

(PART TWO)

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.

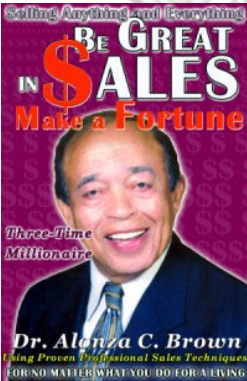
Use this book to learn to make a decision which will change your life and the lives of your families by beginning to live life using the sales techniques and approaches found in this book. This will guarantee your success—and get you out of that personal rut, that economic rut, or that employment rut.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

THIS BOOK IS FOR EVERYONE!

Pre-Order Your Personal Copy of Dr. AC Brown's Book

Today

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Dr. AC Brown

"Be Great in Sales"

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Let Him Show You How

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