FROM PROFIT TO *Purpose*

Reigniting Sales

BY KRISH DHANAM

> SELLING IS EITHER THE EASIEST WORKING, MOST LUCRATIVE PROFESSION OR THE HARDEST WORKING, MOST FRUSTRATING ONE. ZIG ZIGLAR

WHAT'S NEW AND WHAT WORKS

a. Value
b. Price
c. Belief

THE TIMELESS TRUTHS

a. Planning
b. Preparing
c. Performing
d. Perfecting

THE "WHY" BEHIND THE "HOW"

a. Motivation
b. Ability
c. Low Impact
d. High Impact

THE PERSON & THE PROFESSIONAL

a. Standard
b. Value
c. Benchmark

WIN-WIN-WIN

a. Consultant
b. Company
c. Customer

WATCH: "THE SHAME CLOSE" BY ZIG ZIGLAR

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