

Company Philosophy

On the Psychology of Focusing on Selling Stupidly As Opposed to Selling Successfully

The late, great sales genius, David Sandler, used to tell a story of a boy who went to an action movie to watch people getting into trouble, falling into quicksand, being attacked, and having other exciting, dangerous experiences. The little boy loved to see others in misery, Sandler explained. After all, it's tough being a little kid.

So, the question I asked the sales world was this: Do people prefer hearing about successes or failures? Super successes can be inspiring, but can reflect our own lack of them, leaving us a bit empty after the inspiration wears off. Failure can be funny and a relief: "Thank God that didn't happen to me." And the tales of sales that failed are much more fun to share with colleagues and friends. Few people laugh at success, but everyone laughs at stark raving failure. I'd rather you laugh long and hard at someone's misery than be momentarily moved by his or her success.

Bottom line? We sales professionals and entrepreneurs are just like that little kid. After all, it's tough being a sales professional. Let's laugh and learn from our fellow reps. Laughter is cleansing and healing. Laughter is my gift to you, the reader of these stories. Thanks for making me a part of your journey to the highest levels of selling success.

Enjoy the ride!

Dan Seidman, Inverness, Illinois