

## Servant Salesperson

*When your attitude of generosity and helpfulness shines through you are selling from the servant point of view*

by **Carol Briney**

736 words | 4 pages

---



Most people see sales as a necessary evil, something that they don't want to do and would most likely avoid at all costs. Some people even believe that a sales job is beneath them. Actually, in the beginning of my journey I have to admit that I was one of those people. I believed that I would never be a sales person. I believed all of the stereotypical things about sales and the people who do "that kind" of work.

As I entered the wonderful world of network marketing I learned many lessons. The lesson that made the most impact on my business success was learning that when we equate selling with getting what we want it is a hard and most often unsavory business.

***However, if we equate sales with serving other peoples needs and helping them to get what they want and need "sales" can be one of the most rewarding occupations on the planet.***

When we sell our business to convince people to purchase our products or to join us because we are after the bottom line we are selling from a selfish standpoint. When all we care about is making money or getting to

the next level people can feel the desperation in our presentation. This type of selling is what gives sales a bad name. We work at convincing and conniving. These activities are what make people feel that they are being sold, and I believe that no one wants to be sold.

On-the-other-hand, if we focus our energy on serving the customer by asking questions and listening to the answers with the intent to hear, really hear and understand what the person needs, then we are a servant sales person.

***When you are asking questions and listening you can determine how your product or business can enhance your prospects life. If you listen, really listen, people will always tell you how to present your opportunity or product.***

The questions I like to ask myself before I start any conversation is:

1. How can I be of service to this person?
2. What do I need to know about them, their challenges, their dreams and their goals?
3. How can what I have help them?
4. How can I make this process as easy as possible for them?

Remember that when your attitude of generosity and helpfulness shines through you are selling from the servant point of view you will be connecting authentically with your prospects.

Until next time, remember I BELIEVE IN YOU!



**Carol Briney** is the founder and owner of Universal Order—a national speaking, training and home-based business consulting firm that focuses on simplifying life, and finding balance between work and play. She is a speaker, trainer, and home-based business consultant. Carol brings over 25 years of entrepreneurial and corporate experience to the platform.

Whether keynotes, conferences, executive retreats, church retreats, seminars, or consulting, people say Carol's greatest strength is to motivate and inspire people to positive action.

Carol has been a regular contributor to The Down Towner, Boomers Magazine, The Bloomfield Bulletin and Champions Magazine. Her business has been featured in the Herald, The Pittsburgh Post Gazette, The Tribune Review, and Balance Magazine as well as several radio and television shows.

Due to some health challenges in her family, and actually choosing to follow her own advice and simplify her life, Carol made the decision to reinvent herself. She investigated over 30 home-based business companies using very serious criteria and chose the company she is with due to their outstanding business model and ethics.

Carol's new company, Carol Briney Work From Home, was formed because Carol's passion is to educate as many people as possible about the toxic brew in their own homes and help them find better, safer products for their families and our planet, as well as teach everyone they do need a PLAN B for their life.

Carol is also the founder of The Business Leads Exchange Networking

Group in Sharpsburg Pennsylvania.

Go to [www.CarolBrineyWorkFromHome.com](http://www.CarolBrineyWorkFromHome.com) and get your free e-book.  
*How To Choose a Home-Based Business Using Business Criteria and Not Your Emotions*

Carol and her best friend and husband Ron, live in Aspinwall, Pa.