



Contact: Jeffrey Hansler, CSP (714) 960-7461 (308 words)

jhansler@oxfordco.com

<http://www.oxfordco.com>

A Natural Approach to Sales *Gathering momentum*

By Jeffrey Hansler, CSP

For the last fourteen years, I have been on a quest to understand sales. Maybe, the reason for my quest is the same reason you would like to understand sales: financial security for my family, gaining control in my life, and to develop an understanding of how decisions are made. I feel if I understand sales and have these things, I can be relaxed, confident, and happy.

I believe that you can learn effective selling by looking at interactions in nature, and that the perceptions you will gain can aid any person on their way to reaching their goals.

For example, a river begins with a trickle. It flows along the path of least resistance. When it runs into a large rock, it flows around it. As it grows, it gains momentum, power, and the ability to influence larger objects.

This description applies to sales as well. The essence of sales can be described as reaching into new territory and developing a route along the way. In exploring that new territory, a salesperson experiences the possibility of redirection. To handle redirection you must be continually self-motivating. Additionally, you should view obstacles as part



of nature and deal with those obstacles in a manner appropriate to your stage of development at the time.

The journey will not be easy. So you must choose goals that provide satisfaction from the journey. You need to find a purpose in every step. For me, that purpose is experience, learning, and the possibility of financial reward.

So approach your sales journey as a river approaches its journey and flow naturally with the principles of nature. Remember that a salesperson needs to continually enter new territory.

A river is only a river when it is flowing, and sales is only sales through the continual search for new customers and avenues for products and services.

#

Jeffrey Hansler is a professional speaker, author, and consultant. He is a frequent speaker at association events and is the author of Sell *Little Red Hen! Sell!* He can be reached at jhansler@oxfordco.com.

© 2004 Jeffrey Hansler All rights reserved
<http://www.oxfordco.com>