



ARE YOU A CLOSER  
OR A POSER?

PRESENTED TO  
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# ATTITUDE

***“The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or even do. It is more important than appearance, giftedness or skill. It will make or break a company . . . a church . . . a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past . . . we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the string we have, and that is our attitude. I am convinced that life is 10 percent what happens to me and 90 percent how I react to it. And so it is with you . . . we are in charge of our attitudes!*”**

**-Charles Swindoll**

# SELLING MYTHS

- 1.) Salespeople are born - not made.**
- 2.) Salespeople must be very social.**
- 3.) Selling is all technique.**
- 4.) A good salesperson can sell anything.**

# VALUE POSITIONING

## Who we are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## How we differ:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Who are our customers:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# “TWO HUMAN STYLES”

RELATIONSHIP-ORIENTED



The diagram consists of two overlapping circles. The top circle is labeled 'RELATIONSHIP-ORIENTED' and the bottom circle is labeled 'TASK-ORIENTED'. The circles overlap in the center, creating a lens-shaped intersection.

TASK-ORIENTED

## TRANSACTIONAL

**Tell:**

**Logic makes people**

\_\_\_\_\_.

**Focus on what to**

\_\_\_\_\_.

**Change**

\_\_\_\_\_.

**They teach to**

\_\_\_\_\_.

**Creative in  
your industry.**

## TRANSFORMATIONAL

**Influence:**

**Emotion makes  
people**

\_\_\_\_\_.

**Focus on what to**

\_\_\_\_\_.

**Change**

\_\_\_\_\_.

**They teach to**

\_\_\_\_\_.

**Innovative in your  
industry.**

# NOTES