

Business is about selling

 By [John Sanei](#)

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Selling yourself, your concept, your product, your service.

The internet has fundamentally changed the relationship dynamic between buyers and sellers... This World Wide Web phenomenon has become such a big part of our lives (making us hyper informed), that it has dramatically altered the way we want to buy. I can almost narrow it down to a constant high of available information - and it's great! The old fashioned 1980's 'car salesman' approach is slowly dying but still has a place depending on what and to whom you're selling.

In my experience, there are three elemental ways to sell:

Push sales

This is the 1980's car salesman approach I referred to. Hunt the client, spin them a story, ABC (always be closing), go on sale, run a "buy one get one free" special, create more marketing push, put more salesmen out there, hand out a brochure, drive the sales target, always have a pen on you to sign the deal, have a firm hand shake and all that jazz – still has its place and works in some industries.



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Pull sales

Creating a pull for your business through positioning yourself as a brand, thought leader, an expert in your field and a person that shares this thought leadership tangents through the likes of: talks, blogs, articles, TV, radio, indirect selling, adding value, etc. People seek you out and ask you to buy your product or service.

Synergise sales

Synergy is the notion that whole is greater than the simple sum of its parts. Who is the gatekeeper to your clients? Who can you synergise with to give you access to your potential clients? Find out who the gatekeepers are to your clients, network and find a way to add value to and for them – this will in turn give you access to your potential clients.

Ready steady... Push, Pull and Synergise!

ABOUT JOHN SANEI

Futures Strategist John Sanei makes sense of future trends and merges them so individuals and organisations can forge forward with confidence, elevating their leadership vision to exponential heights. At the intersection of human science, neuroscience, quantum technology, futurism and business strategy, John has a knack for sharing his knowledge and creating meaningful connections. He ignites platforms, connects with crowds and leaves an empowering perspective that lasts long after the lights have switched off.

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