

# Lets Get Real or Lets Not Play: The Demise of Dysfunctional Selling and the Advent of Helping Clients Succeed



Selling is the second oldest profession, often confused with the first. The notion of selling carries a lot of baggage. As it has developed, sales has often become a fear-based relationship. Customers are afraid that they will be sold a bill of goods, or that a salesperson will talk them into something that doesn't help them succeed. On the other hand, salespeople fear they won't make the sale. If they lose enough sales, they won't make quota, and they won't personally succeed. In their quest to close the deal, even some of the world's largest, quota-crazed organizations have, at times, developed a reputation for salespeople who are illusive, ignorant, and arrogant. Buyers don't trust sellers. Because they aren't trusted, sellers have to guess, and often guess wrong. Buyers prove themselves right and create higher hurdles. And so it goes, with neither client nor consultant achieving success. Helping clients succeed is fundamental to the success of any business. This program teaches you to become totally client-focused, break down the barriers of dysfunctional business development, and find rewarding, productive business relationships. With honesty, clarity, and authenticity, Mahan Khalsa cuts through the nonsense and focuses on getting results and helping clients succeed.

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