

## SALES TRAINING NOTES

# The 4 E's in Excellence

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The definition of selling is the transferring of **energy, emotion, enthusiasm** and **education** for your product or service to the extent that it persuades someone to exchange their money for the value your product brings to their situation. Let's drill into this a little bit.



The first E is **Energy**. Feeling good, looking good and being powerful. A positive demeanor. This is your health. How you feel and look. It is the amount of stamina, vigor, or "juice" you have to complete a given task or engage in a particular activity. It is YOUR power to do your work, engage with people, enjoy life and bring joy and happiness to others.



The next E is **Emotion**. This is the bodily feelings experienced as arousal of the nervous system. It is a natural state of mind driven by your relationships with people. Many of your feelings come from historical insight and not simply how you feel any given day. And this is very important for sales people.



After that is **Enthusiasm**. Generous? Friendly? Kind? Happy? Helpful? Positive attitude? Do you care about others? This is a feeling of energetic interest in a particular subject or activity. Waking up and wanting to come to work like a kid on summer vacation? Are you so excited that you just can't wait to get to work and solve the problems of the day? Are you proud of yourself? Do you like your job? Yourself? Your product? Many times, you will have an eagerness to be involved in an activity. Stay engaged and have fun. This is what makes life fun!



And finally, we have **Education**. We either let the consumer be educated by the market or we do the education. This is the act or process of acquiring general knowledge for your product or service to the extent that it persuades them to exchange their money for the value that product brings to their particular situation.

You know the secret to happiness is to have a dream or goal so powerful that it will pull you out of bed each day excited to attack the day, like a kid on the first day of summer vacation.

At DMP, we bring you that education and happiness. We teach your technicians and salespeople how to sell, install and service our American made products. We believe this is the best time of your life to enjoy yourself and make money!

Enjoy spring, make more DMP sales and don't forget to **get your cookie!**

Jack