

# **The Future of Selling – A Call to the Wise**



by O. L. Houston

The crisis of the century is upon us. As I listen to the news media spew forth daily details of our global financial crisis, I am drawn to one of the basic core solutions needed for us to come out of this, in a correct, and lasting way. If recent time and history has taught us anything, it is that those that had the opportunity to prosper unfairly at the expense of the masses did so with abandon and unprecedented brazen. We, as a world, now reel at the cost of their greed and avarice. Companies and individuals selling anything from cars to houses are now confronted with a public far more cautious in the manner and method of how they will spend their money. Finding and attracting new willing customers to purchase their products has never had a more difficult time, because trust has been trampled upon by so many in their voracious selfish appetite and pursuit of the ever elusive “more”.

Today, the public has begun a revolution in demanding a new way of earning their business and businesses had better listen up if they want to win. Corporate America has got to become much more individually oriented to preferred psychological purchasing structure of that one customer in their selling efforts, instead of using the general belief system that all customers are built the same psychologically inside. Up to now companies have almost solely relied on advertising and mass marketing to bring in the bucks and prosper their enterprise. But now the big corporations are hurting just like Mr. and Mrs. Public. The problem isn't local either, its global, and if we don't address it with a new commitment to improving the human quality in transacting our daily sales transactions it will

take years longer than it should for us to recover. We must go back to the basics of the distant past and combine that with the known psychology of today in earning another person's business (creating a sale) through first establishing the essential element of trust through trustworthiness and respect, and not simple hype or price alone. A quality purchasing experience, and not just the price, has always made the purchase better, and easier to

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make as well as a future return more likely. Don't get me wrong, I'm not saying that product quality and price aren't important because they are and they must be continually improved upon. What I am saying is that our free enterprise system has somehow forgotten much of what it used in the past to make us the greatest and most powerful economic force the world has ever known. We must return to those roots if our current efforts economic efforts are to succeed.

The surviving companies of the future will endure and prosper to even greater heights by learning how to convert an ever increasing percentage of their present customer base while spending their advertising

selling opportunities around a more non-persuasive sales approach will win and continue to win in the sales game. In the end they will be the ones that will have rebuilt their commercial enterprises upon the sound eternal principles of trust through respect and quality through caring; instead of a profit at any price mentality. The public is ready and they are just now beginning to demand it. They are now wiser and the wise ones will hear them and pursue their vote of confidence. Customers don't want to be talked (persuaded) into anything. They never have, they've just had to put up with it until now. But now they're calling for change; a new paradigm in earning their purchase called “Servant Selling”

is at hand and those that buy-into it will win and those that remain steadfast and entrenched in their old ways will pass away. Servant Selling is a method of selling where the customer is psychologically identified first and then presented to in a preferred comfort style of transacting business. It is a distinct reversal of the present retail process of purchasing that we have now seen for years in this country, and in many parts of the world, and one that is long overdue for overhaul. The prospering salesperson of tomorrow must bring a genuine caring spirit into every selling opportunity along with a better trained psychological awareness and respectfulness for that one customer they are courting otherwise he/she will flounder and fail. When this happens, and it already has for the wise ones, the world of business and commerce will rebuild itself upon solid principles and even greater prosperity will return than before. Then, and only then, will the world we leave our children be better off than the one we have now.



## **Spotlight On O.L. Houston**

*O.L. Houston is the President and CEO of Temperament Selling™, LLC. It is a company whose products and services are designed to create more sales from current existing sales opportunities through teaching and training salespeople how to utilize the four common basic scientifically documented human temperament profiles as the salesperson's key to greater sales efficiency and productivity. His training success rate is over 98+% when using a permanent benchmark of a 25% increase in sales.  
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