



# etips

## *'Lead the Pack' Sales Training*

### **Wisdom vs. Knowledge**

The wolf is the symbol of 'wisdom' in many Native American cultures. Wikipedia defines wisdom as a deep understanding of people, things, events, or situations that enables decisions that produce optimum results. Wisdom requires control of one's emotions, and a standard philosophical view of wisdom is making the best use of knowledge. A wise seller learns how to use his knowledge to engage prospects with questions that promote discovery, versus the average seller who 'educates' only. Wise sellers know that the most credible information for the prospect is their own conclusion. Asking presumptive questions that allow the prospect to arrive at an answer is one method. For example, if you know your warranty is better than a competitor's warranty, you could ask the prospect, "What did ABC Company tell you about their warranty?"

**"Using a dull ax requires great strength, so sharpen the blade. That's the value of wisdom; it helps you succeed" – Solomon, Ecclesiastes**

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**Sales Mastery 'Lead the Pack' Sales Training**

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