Resources and Required Reading:
A Selling Model - Have a Plan Course Guide
Sprout! - Alan Vengel & Greg Wright (Berrett-Koehler Publishers)
The Little Red Book of Selling - Jeffrey Gitomer (Bard Press)
The One-Minute Sales Person - Spencer Johnson & Larry Wilson (William Morrow)

Required for Completion:
- Practical Exercises

Course Overview
Whether you're in engineering, production, accounting or do an outstanding job of answering the phone, you can influence the world around you. Every day, all day, you are either buying or selling. You're either influencing the world around you, or you're accepting what other people are selling to you. Whoever you are, whatever you do, if you've ever wanted more control in your life... Welcome Aboard.

Course Tasks
You'll notice almost immediately that this course is organized and presented in ways that may seem very different from traditional training programs. Our purpose here is to:

- read about ideas and advice on effective selling
- develop an understanding of how and why people make buying decisions
- learn strategies and processes that prove effective in selling and for influencing
- the decisions people make
- map out, in very specific terms, what you want to do to improve your effectiveness and efficiency in selling:
  - what are your selling goals
  - how do you plan to achieve your goals
  - what people and resources do you require
  - how will you know when you've reached your goals
  - what can you do if it isn't working... who can help

It's important to point out at the beginning that, when we talk about selling, we are not just talking about getting people to purchase our goods or services. The processes and concepts associated with effective selling practices extend into almost every element of human interaction. Most of the concepts you will learn here can be effectively applied to other areas of your life. People are the only beings on earth who can actually buy something. Ultimately, when you sell, you sell to people.
Everyone, in every walk of life, wants to influence his or her environment. That's selling. Our definition of selling is simple, and it has a wide sphere of application: SELLING IS CHANGING THE OUTCOME.

Wait, you say. “I don’t have the gift of gab. And, I don’t like trying to get people to do things they don’t want to do.” Well, you’ll be relieved to hear that selling, real selling, has more to do with listening than talking. A good salesperson knows that his career will be short and not very rewarding, if he tries to get people to buy things they don't want and don't need. Effective selling hinges on helping the other person get what they want. It’s a cooperative, mutually gratifying, process - not a manipulation. And, best of all, selling can be learned.

**Conclusion**
This is not a course where you will be working toward taking and passing a test. Our purpose is to learn about core concepts in effective selling. Then, incorporate those ideas that you think will work into a plan. A plan that clarifies your goals with respect to becoming better at selling, sets up parameters and a strategy for reaching your selling goals, and specifies how you will measure your success in getting where you planned to go. The work we do here will be for you, not to pass a course. It just might change your life.

When you feel like you have completed all tasks required in the course guide, have your mentor review your work and send verification to ACPA.