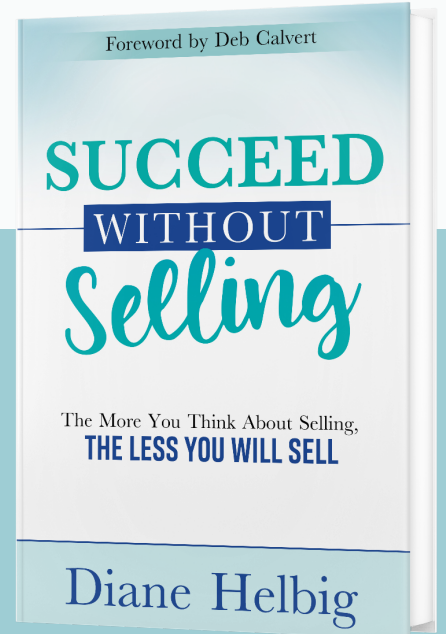


# SUCCEED WITHOUT SELLING

## The More You Think About Selling, **THE LESS YOU WILL SELL**

The more you focus on selling, the less you will sell." Sounds crazy, right? And yet, so true. Stop focusing on making the sale. That's all about you. Instead, focus on learning as much as you can about other people and businesses. You'll be a better networker, prospector, and closer. Succeed Without "Selling" starts with a mindset shift and takes you through every aspect of the sales process. You'll learn how to engage people when networking, prospecting, selling, following up, and more. Succeed Without "Selling" shares not only a philosophy of what actually works in the 21st century but also provides tactical ideas and templates so you can start immediately.

Identify the questions you should be asking during the sales call - or as I call it, the discovery session. It's more than questions that pertain to the product or service you offer. Sales managers will learn the best way to build a successful team. Direct sellers will understand why friends and family are NOT target markets. Introverts and extroverts will find how to network so people want to talk to you. Anyone engaged in the sales process, including small business owners, sales professionals, sales managers, and service providers, will find information they can embrace to ensure their sales efforts get the results they are looking for.



*"Diane Helbig brings the humanity back into selling. As she deftly points out, selling in a world where customers have access to all the information they want, is a world apart from the pre-internet days when most sales tropes you've heard were established. If your job requires selling, but the act of selling doesn't appeal to you or feels awkward, you'll find Helbig's book a useful reframe of the selling game and ultimately, you'll be more successful."*  
- David A. Field, Managing Director

## ABOUT DIANE



Diane Helbig is an internationally recognized business and leadership development advisor, author, award-winning speaker, and workshop facilitator. As a certified, professional coach and president of Seize This Day, Diane helps businesses and organizations operate more constructively and profitably. She evaluates, encourages, and guides her clients.

Through her podcast, Accelerate Your Business Growth, Diane brings valuable, actionable information to her listeners. Her book, Expert Insights, includes details of ten of the most listened to episodes of this show.

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