

**"Selling Hasn't Changed"**  
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Selling hasn't changed - buying has!..... Or has it?

Well.... the basics of selling haven't changed - and the same is true of the basics buying.

The anatomy of the basics of buying are really the same - first there must be a recognized need - then the desire to satisfy that need - then the ability to pay for that solution to that need, etc.

Years ago a sales trainer of mine boasted he could sell anyone, anytime, anything in less than a minute! - providing they had an actual need, the desire to immediately satisfy that need and the ability to pay for it. And he could! I can, too, and if you get me aside sometime I'll share it with you - so you can - it's not a trick either..... but it's from the "old school"..... but it covers the basics.

Speaking of the "old school", February 9,1999 USA Today mentioned that Arthur Miller's timeless play "Death of a Salesman" opened on Broadway 50 years ago (February 10th). Fifty years! Think about it-fifty years they have been telling us that selling is changing - still how many Willy Lomans do you know? Is Willy you? Do you have Willys?

Has selling changed? Yes, but there's still a lot of Willys around. Does selling continue to change? Sure - and be certain that during the next fifty years even Willy Loman will have to be revived and updated somewhat so future generations will be able to recognize what a salesman looked like back then.

After you get past the basics of buying (or selling) that is where the changes have occurred.

Right now it appears that many are assuming that only buying is proactive - not selling, and that the buyer only, is in charge. I'll buy into some of that, but I suggest we don't lose site of the fact that proactive selling is still around, too, and will be much longer than you and me - and we may lose the skills and new tools to participate in this ever changing arena. Kid yourself not - some of the basics don't change.

In sales, if the need doesn't exist you're dead. If you don't ask the probing questions (consultive selling) to uncover the need, you're dead. Don't close - you're dead - if they don't have the ability to pay - you're dead, etc.

My belief is that it isn't seller vs buyer - it is more of the proactive buyer who has a need and will select a source (seller) to satisfy that need. On the other hand proactive selling will always continue, as proactive sellers can't wait around for proactive buyers to buy.

Sure, selling has changed and buying has changed... but let's not forget the basics nor the fact that buyers need sellers and vice versa.

Buying technology is probably ahead of selling technology today but not for long - change is here to stay, but don't ask Willy.

Think about it.

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