

Ideas Sharing



Stanley Cham (1956 – 2056)

Selling verses Marketing 20070831

Everyone sells, agreed? There are more than 6 billions salespeople in the world - only thing is that they don't brand themselves as salespeople. Everyone is trying to sell to somebody. It is only obvious that by now people resent being sold.

Therefore, the first cardinal rule in life is, "Don't Sell!" If we sell, we are no different from the 6 billion human beings on earth. We are just another salesperson.

Our life profession is always to be willing to add values to people. People are longing to receive, therefore we give; we add unbelievable values to people's lives. It is in the giving that we receive.

Our life profession is to share great ideas with people; to elevate the way people see things. People by nature love to grow and learn.

In this way, we attract people to us instead of chasing after people. Instead of selling, position ourselves as an expert marketer - a skill that many people lack.

To be a success in life, happy marketing - happy positioning; happy differentiating!

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