

SUCCESS IN THE NEW YEAR

Happy New Year! I hope this email finds you well and poised for success in 2013.

Alexandre Dumas was of a different time and distant place, yet his observations are as relevant today as they were in the wake of the French Revolution. In *Ange Pitou*, he lauds a young man's skillful performance, "Nothing succeeds so well as success."

Nothing succeeds so well as success. What a great theme for the new year or any year for that matter. Value-Added Selling has always treated success differently than other schools of thought in sales. Our view of success is pregnant with a healthy dose of equity: If it is not a good deal for both of us (buyer and seller), it is not a good deal for either of us.

Many in sales and sales management will claim that the goal of selling is to put product into the customer's hands. To me, that is a one-sided view of what we do. Professional selling is more than emptying the warehouse of inventory or moving product out the door. Professional selling, as defined within the value-added context, is more about making a difference than merely making a deal. We are in business of creating value for our customers. When that happens, we further participate in that value-creation by extracting value for our companies.

Our success depends on the customer's success. As they succeed, we succeed. And as Dumas wrote, "Nothing succeeds so well as success."

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