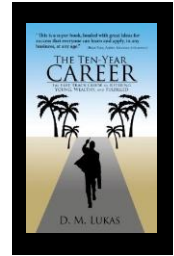


The Ten Year Career Resources Chapter Six: Learn To Sell And Negotiate



Important Takeaways from Chapter Six:

The most innate ability in humans is to sell – whether it is selling ourselves or selling a product or service.

Selling is a process and you must be disciplined.

Information is currency...*In the last few years, we have moved from the Industrial Age into the Information Age. In the Information Age, "The one who has the information makes the rules!"*

People buy YOU before they buy anything else.

Make sure that you read through the different tips and techniques in the chapter that can help you to succeed in selling.

When selling, remember that "People rarely resist their own ideas."

When negotiating, always remember to "set and keep control of the *baseline*" and be willing to walk away.