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“Love Your Neighbor As Yourself” Is Key to Successful Selling

Albuquerque, NM – “Love your neighbor as yourself” is an excellent guide for [successful sales](#), according to international sales and marketing consultant Lenann McGookey Gardner, author of *Got Sales? The Complete Guide to Today's Proven Methods for Selling Services*. As a recent guest on the national radio program “MoneyLife with Chuck Bentley” Gardner received a huge wave of response to her comments on morally sound selling principles.

Chuck Bentley, CEO of Crown Financial Ministries and the host of “MoneyLife,” said, “The reason I wanted to introduce our audience to Lenann is because so many people are involved either in direct sales or indirectly their business is dependent upon being excellent in that profession. Her book is so appealing to me because it’s not sales motivation, it’s a sales method, and one I happen to totally agree with.”

Highlights of Lenann McGookey Gardner’s advice on the [MoneyLife](#) interview include:

Love your neighbor as yourself

“Loving your neighbor as yourself keeps you from taking advantage of others, and you focus on helping the person. You look to discover other people’s concerns and build a bridge of trust with them. When you have what I call a Clean Heart Position, there is no conflict between being a Christian and successful selling. A Clean Heart Position is what you hold in your heart when you go out to sell -- a sincere desire to see your prospect get what he or she wants, whether or not he gets it from you.”

Go tell it on the mountain

“[Sales skills](#) are much more useful beyond professional sales folks, they are really excellent communication techniques. Whether you are selling a product or a service, or perhaps selling yourself into a new job, or selling an idea within your current job to change your responsibilities or get paid more, these skills are applicable in all those kinds of contexts.”

Fear no evil

“People are afraid to sell because of the fear of rejection. The truth is that everyone who sells gets rejected because not all people need or want what you have to sell. Salespeople are wildly successful if they sell to forty percent of the people they talk to, but it is hard to hear ‘no’ from a majority of people. In the beginning of my career, I went out and got rejected, and rejected, and rejected, and I cried every day. What I realized though, I was getting the business of some customers, so I decided to focus on the successes.”

A wise man will hear and will increase learning ... Proverbs 1:5 KJV

“Absolutely, you can learn how to sell. My web site is YouCanSell.com, and people ask me, does ‘You Can Sell’ mean that mean everybody can sell? And I say, yes they can. Now that doesn’t mean you will. The distinction is whether you want to or not. If you’re telling yourself, ‘I can’t sell’ or ‘I hate selling’ or ‘I don’t want to sell,’ then no, you won’t be able to sell. But there is a body of knowledge here, you can learn it the way you learn any other subject, and when you apply it, it works.”

Any enterprise is built by wise planning ... Proverbs 24:3-4 LB

“Every small business must have customers. As a small business owner, respect the sales process and spend a minimum of five percent of your workweek talking to prospective customers. If you’re not having contact with prospects, the business will struggle.”

“MoneyLife with Chuck Bentley” is carried on hundreds of Christian radio stations across the U.S. The interview with Lenann McGookey Gardner is available for download at: <http://www.crown.org/media/relatedcontent/042009.aspx>.

Lenann McGookey Gardner, a Harvard MBA and a past #1 worldwide sales rep at Xerox, offers keynote speeches on state-of-the-art selling and closing skills, executive and sales coaching for business success, and workshops. Her book *Got Sales? The Complete Guide to Today’s Proven Methods for Selling Services* is the one guidebook highlighting all the latest research and data on what’s working now in contemporary selling. More information is available at www.YouCanSell.com.