

# How to Sell Anything



## KAPPA SIGMA FRATERNITY

FELLOWSHIP • LEADERSHIP • SCHOLARSHIP • SERVICE



## Our Vision

*Gamma-Rho's vision is to provide our members with a great college experience; to ensure they are career-ready; to start a lifetime of friendships; and help them have successful lives.*

- We will be a values-driven organization.
- We will be innovative and not afraid to lead.
- We will adapt as it makes sense and will collaborate with our campus & community stakeholders.
- We will focus on creating a fun and healthy environment.
- We will provide a quality living-learning environment.
- We will recruit those focused on academics, campus & chapter involvement, career-readiness, diversity & inclusion, leadership development, service and respect for differences, as well as those with a competitive spirit.
- We will on-board our members successfully, ensure our members are career-ready, and help them develop a lifetime affinity to Gamma-Rho, Kappa Sigma and the University of Arizona.

Some advice provided by alumnus Kevin Charchenko '00. As of the time of developing this he was Head of Customers for Dyad.

## Personal Themes

- **We all sell.**
  - a. We will have to sell something, or some service, at some point in our lives. It's a reality.
  - b. Sales is NOT limited to just salespeople
  - c. Small business owners, medical practices, accountants, independent mechanics, and on...
  - d. There's an expression in the USMC: Every Marine is a rifleman
- **Stay Curious.**
  - a. Not being curious in today's world, with the easy access to information we have, is just lazy.
  - b. Try to answer and address the question on your own first. If you hit a wall or need more understanding, then reach out elsewhere.
- **Tying into the last point: Ask for help. Don't be afraid to ask.**
  - a. Don't fall victim to this sort of not-asking paralysis.
- **Take care of yourselves. SERIOUSLY.**
  - a. Make time for it. Make it part of your day/week.
  - b. It will pay dividends NOW and LATER in life.
  - c. Not expecting each of you to become triathletes either - just a little bit here/there. "A little goes a long way."
- **Know that your confidence will grow. Trust in the maturing process.**
- **Be coachable.**
  - a. No one likes a 'know it all' - not in your everyday personal lives and certainly not in a professional sense either.
- **Protect your time.**
  - a. Don't over-volunteer. We all have a willingness to help others.
  - b. Recognize when it's okay to say 'yes' and when to say 'no'.
- **The intervals make the music - take time to celebrate the wins.**

# Sales-Specific Themes

- **Understand that first, you are selling yourself.**
- **Understanding motivations.**
  - a. The ‘why’ of the customer.
  - b. Know the emotional hot buttons.
  - c. People are egocentric. Know what is in it for them.
  - d. Upselling when necessary and appropriate
    - Guy walks into Nordstrom...
- **Know your own weakness(es) and be honest about it.**
  - a. Example: Me.
- **Power of internal networking.**
  - a. Knowing who does what? Who is who?
  - b. Especially in big organizations: confusing.
    - Think about the U of A as an example. Think how your life will be easier if you had a team/insider helping you navigate.
    - Think about Kappa Sigma and your brothers as yet even another example
  - c. This will serve you magnificently in getting things done.
- Relationship building is crucial.
  - a. “Moving Day” analogy.
- **“Polite persistence” and “value-added persistence”.**
- **Passion about what your selling is important.**
- **Listening is a key to success. Ask questions and then listen carefully.**
- **Decisions are often made based on facts so have data to backup what you are selling. They are looking for value.**
- **People want to see, touch, hear, taste and smell what they are considering to buy.**
- **Don’t bank on just one sales prospect: understanding the concept of having multiple leads, all the time.**
  - a. Guaranteed some will go quiet no matter how well a presentation/conversation went.



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