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## **Top Business Secrets Revealed From #1 Sales/Marketing Leaders** **Most Politicians Fail the Test of Greatness**

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11/2/10

Today (or when do you read this?) are mid term-elections and as a result **great sales people labeled “politician”** are being elected all over the USA. Or are they really great sales people?!

By traditional standards and new standards of ethics and business etiquette by which the best sales people are judged, most politicians are actually repulsive by comparison. Very critical media bombastic onslaughts towards their competitors proves the majority of them to be unfit sales people, especially the Democrats who are more negative by a four to one ratio according to one reliable pole. **I am basically an unbiased independent**

Also, by traditional standards and the best current standards for what constitutes a great speaker most politicians fall woefully short of the profile of a great pro speaker. Please consider that the best of consultative sales people, professional problem solvers you can call the best pros, know these days to use the best techniques of the best pro speakers. The best paid or not paid speakers **lift and motivate**, regardless of topic, **not denigrate like too many politicians** and their ads.

People agree, “Lisk is best qualified to judge both great sales people and great speakers as evidenced by his current work, work history, family, and the books Lisk has written.” So I do hope you will continue to read on and consider this brief important analysis.

1) The **#1 sales professional** is not a person that simply (A) pushes their products or agendas as do politicians. The very best sales people are like doctors (B) consultative first and foremost in that they ask a lot of questions, they do a thorough examination before they offer their solutions or prescriptions. Some weak sales people may use, as do flimsy politicians, certain (C) techniques that only work on the most naive unformed people. Or they rely strictly on (D) friendships to make sales; maybe this is why politicians that simply hand out favors to supporters or buddy up with lobbyists are so repulsive. In retaining you see some of the worst sales people who basically say, (E) “Take it or leave it, here it is...” so we most usually leave it. We appreciate and respond best to (B) above, the problem solver; yes we do not mind this kind of professional person selling us, and/or for that matter representing us in elected office.

2) The **#1 professional speaker** is similarly a great problem solve however he or she has to do more research and know the audience so well, and communicate so effectively, that we also view the speaker as a professional with our best interest at heart. Or if we work for an organization, we understand that the speaker presents winning ideas that are good for our organizations. In politics the negativity in the campaign has us wondering do any of these people really have America’s best interest at heart?! Most politicians have fallen into a trap of negativity so be careful, in some cases it is contagious! **Public speaker or public servant?** Putting your public first is not easy even if you are wealthy; and if you are too needy you are more likely to act as a bad sales person and not be able to forget self long enough to focus on servicing properly first.

You can read more solutions in two of my seven books. In respect to 1) above being a great sales person, read: ***Become #1 in Selling!*** And 2) above please to learn about the best of speakers by reading my: ***The Complete Idiot’s Guide to Success as a Professional Speaker.*** Thank you.

[www.TerrificSpeakers.com/html/books.html](http://www.TerrificSpeakers.com/html/books.html)

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