

DENNY MCDONOUGH'S SEMINAR ON PROFESSIONAL SELLING
March 17, 2010

Denny McDonough, President of Attitude & Response Management Systems, spoke to 30+ entrepreneurs and entrepreneurial thinkers about how to sell with integrity. Some key takeaways:

- Stop selling, start creating relationships.
- Bad leaders make you feel bad about yourself. Good leaders make you feel good about them. Great leaders make you feel good about yourself. The same applies to sales people.
- Help people identify what they want – not what you have.
- Always Be Closing.
- Communications is 55% body language (visual), 38% tone (vocal), 7% words (verbal).
- Demonstrate, Articulate, Respect, Caring.

Mahalo to Bee Leng Chua and HiBEAM for co-sponsoring the event and to Mike O'Malley of Goodsill Anderson Quinn & Stifel for providing the meeting space.

