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Selling is a frustrating profession. Unfortunately, your self-esteem bears the brunt of the unavoidable rejection that comes with the sales process. Popular sales trainer and author Brian Tracy examines some of the basic psychology behind the buying and selling process.

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Andrew has always had a focus on selling and the pharmaceutical industry. He graduated from Saint Joseph's University with a Bachelor of Science in Pharmaceutical Marketing in 2005.

## **This text was adapted by The Saylor Foundation under a**

selling your services into the marketplace at the highest price possible. You have only one employee—yourself. Your job is to sell the highest quality and quantity of your services throughout your working life. Top salespeople accept 100 percent responsibility for themselves and everything they do. Be Aggressive About Learning

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CHAPTER 3. The Psychology of Selling Why People Buy, What People Buy. Pro. Selling-Chapter 3 2 Learning Objective ... Selling-Chapter 3 28 Summary of Major Selling Issues Psychological factors include the buyer's motives, perceptions, learning, attitudes, beliefs, and personality.

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sales mastermind Brian Tracy makes in this "graduate level" sales training program The Psychology of Selling - one of the best, most comprehensive programs of its kind ever produced. "Selling is an inner game," Brian states, "and the difference between top performers and average ones is not as great as you might think."

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