Champion Team
 vs
 Team of Champions

THE MODERN RULES OF SELLING

LET’S TALK SALES

BY MIKE ADAMS

T

hese are the rules

that will make

you

a

winner in

sales.

Mike Adams

leaderonomics.com

Some years ago, I was a market research analyst and

am

the

first

person to

the

community

and

I

told

the

people

that

there

are

no

rules.

But

then

I

learned

that

there

are

rules

and

that

those

rules

are

necessary.

I

have

written

a

book

called

“Winning

Without

Rules”

and

in

the

book,

I

have

listed

the

rules

that

will

make

you

a

winner.

Here

are

the

rules.

1.

The

only

goal

is

to

deliver

value.

This

is

a

crucial

rule.

If

you

are

not

able

to

deliver

value,

then

you

are

not

able

to

create

a

relationship.

2.

The

rules

are

the

rules.

You

can

change

the

rules

but

you

cannot

change

the

results.

3.

A

team

is

a

team

of

champions.

If

you

have

a

team

of

champions,

then

you

are

on

the

right

track.

4.

A

company

is

a

team

of

champions.

If

you

have

a

company

of

champions,

then

you

are

on

the

right

track.

5.

You

are

the

leader.

You

have

a

team

of

champions,

then

you

are

the

leader.

6.

A

culture

is

the

culture.

If

you

have

a

culture

of

champions,

then

you

are

on

the

right

track.

7.

A

vision

is

the

vision.

If

you

have

a

vision

for

champions,

then

you

are

on

the

right

track.

8.

A

process

is

a

process.

If

you

have

a

process

for

champions,

then

you

are

on

the

right

track.

9.

A

market

is

the

market.

If

you

have

a

market

for

champions,

then

you

are

on

the

right

track.

10.

A

strategy

is

a

strategy.

If

you

have

a

strategy

for

champions,

then

you

are

on

the

right

track.

11.

A

product

is

a

product.

If

you

have

a

product

for

champions,

then

you

are

on

the

right

track.

12.

A

customer

is

a

customer.

If

you

have

a

customer

for

champions,

then

you

are

on

the

right

track.

13.

A

salesperson

is

a

salesperson.

If

you

have

a

salesperson

for

champions,

then

you

are

on

the

right

track.

14.

A

profit

is

a

profit.

If

you

have

a

profit

for

champions,

then

you

are

on

the

right

track.

15.

A

growth

is

a

growth.

If

you

have

a

growth

for

champions,

then

you

are

on

the

right

track.

16.

An

investor

is

an

investor.

If

you

have

an

investor

for

champions,

then

you

are

on

the

right

track.

17.

An

action

is

an

action.

If

you

have

an

action

for

champions,

then

you

are

on

the

right

track.

18.

A

possibility

is

a

possibility.

If

you

have

a

possibility

for

champions,

then

you

are

on

the

right

track.

19.

A

need

is

a

need.

If

you

have

a

need

for

champions,

then

you

are

on

the

right

track.

20.

A

goal

is

a

goal.

If

you

have

a

goal

for

champions,

then

you

are

on

the

right

track.

21.

A

thought

is

a

thought.

If

you

have

a

thought

for

champions,

then

you

are

on

the

right

track.

22.

A

belief

is

a

belief.

If

you

have

a

belief

for

champions,

then

you

are

on

the

right

track.

23.

A

strategy

is

a

strategy.

If

you

have

a

strategy

for

champions,

then

you

are

on

the

right

track.

24.

A

process

is

a

process.

If

you

have

a

process

for

champions,

then

you

are

on

the

right

track.

25.

A

market

is

the

market.

If

you

have

a

market

for

champions,

then

you

are

on

the

right

track.

26.

A

strategy

is

the

strategy.

If

you

have

a

strategy

for

champions,

then

you

are

on

the

right

track.