Myth #1: "Sales is a numbers game – just make more calls."

Let me enlighten you about this myth. Sales is not a numbers game.

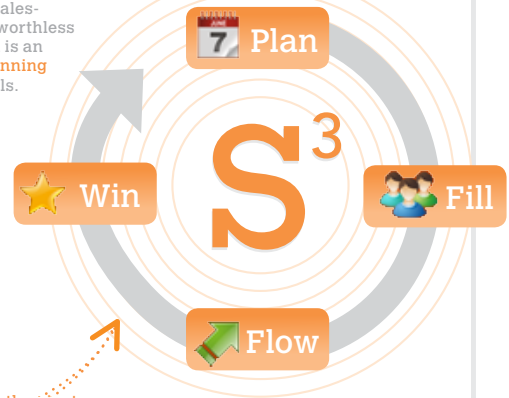
Ommmm. [Shuts eyes. Breaths deeply. Meditates.]
Sales is a focus game. Make fewer calls, but do them better.

SALESMAN:
But, Yogi Mahan, my mantra has always been **"Sales Call, Sales Call, Sales Call".**

YOGI MAHAN:
Sixty five percent of sales-people are pursuing worthless deals. What you need is an enlightened sales planning process, not more calls.

SALESMAN:
What is the path to this enlightenment?

YOGI MAHAN:
The path, my son, is the ninety five 5 Sales Success System! It is organized into four phases, each with a step-by-step path for you to follow.



Mahan Khalsa debunks the world's greatest sales myths.