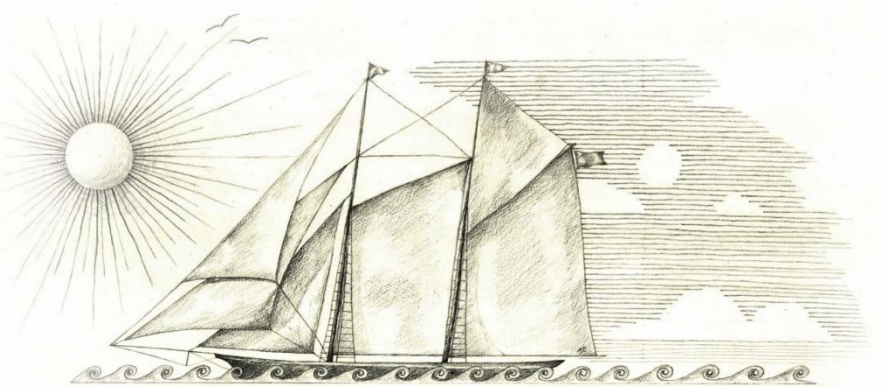


The Lost Art of Sales

Reading Sample —

An INTRODUCTION TO SALES

by

Ian James Hillyard

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An INTRODUCTION TO SALES

What is SALES?

Okay, a lot of people get confused about where **MARKETING** ends and **SALES** begins; and the difference between **Sales** & **Business Development**; so, let me explain:

MARKETING is generally defined as: "**the action of promoting products or services, including market research and advertising**".

You use Marketing campaigns to create Qualified Leads. A Qualified Lead is a **PROSPECT** who has indicated interest in what a brand has to offer based on marketing efforts or is more likely to become a **CUSTOMER** than other leads.

SALES is defined as: "**the exchange of a Product or Service for money (or other assets); the action of selling something**".

Simply put, you use Marketing campaigns to create qualified Leads, so you can present your Sales Presentation to Prospects, and turn them into paying Customers.

Just a quick note: A **Prospect** is a Lead, and a **Customer** is someone who has purchased your Product – however, for the purposes of this Book we shall be referring to Prospects as Customers. This is to ensure that you are better able to envisage Prospects as paying Customers from the word GO!

Remember, whenever you have someone pitch to you that 'with THEIR Marketing' you don't need any Sales, what they are meaning to say is that they've included a Sales Presentation within their Marketing Campaign.

This is fine, and can work very well, **IF** they understand the principles of Sales; but how likely is that if they're telling you that the concept of Sales isn't even required within their Campaign?

How many of you have ever paid good money for Marketing, being promised lots of Sales, only to get nothing in return?

That's because they may know Marketing but have little idea about Sales; and the only effective way to run a successful Campaign is to use both Marketing **AND** Sales principles together effectively.

No matter how you present your Product or Service, an Email Campaign, Webinar, Social Media, a Phone Call or a 1on1 meeting, you need to follow the **PRINCIPLES OF SALES** in order to get the best results; or you'll waste both your **TIME & MONEY**.

People often don't understand Sales because there's so much misunderstanding & misrepresentation, not to mention a distinct lack of education in Sales Philosophy, and how to properly apply it to a successful Sales Presentation or Campaign.

So, let's now deal with that last point: 'the difference between **Sales** & **Business Development**' as a lot of people often get confused between the two.

Remember, **SALES** is defined as:

“**the exchange of a Product or Service for money (or other assets); the action of selling something**”.

Whereas the definition of **BUSINESS DEVELOPMENT** is:

“**the activity of pursuing strategic opportunities for a particular business or organisation, or identifying new markets for its products or services**”.

It’s the ‘*Identifying New Markets*’ part which mainly differentiates **Business Development** from **Sales**.

Therefore, when a Company is advertising for a Business Development executive, and they already have an established Market or an existing Sales Campaign set up, what they really mean is they’re looking for a **Salesman**.

Which neatly brings us on to our **first Lesson**…

If you’re ever in front of a Prospect, and even the word **SALES** seems to be worrying them, this will help you relax them at the beginning of your Sales Presentation as follows:

They may say something like…

“**You’re not going to try to Sell me something are you?**”

Don’t be afraid to answer honestly…

“**Yes, of course I am; but I’ll do you a deal: I promise not to sell you anything you don’t want or need, as long as you promise not to buy something you don’t want or need.**

Do we have a deal?”

If they say “No” then they’re not willing to listen to you, so there’s not much point continuing the Sales Presentation with them.

Be polite, but be firm and honest, and tell them if they don’t want to hear about the Product or Service that there’s not much point continuing, give them your contact details and tell them to get in touch when they’re ready to hear more about your Product or Service.

It takes control of the situation, shows them that you don’t want to waste ANYONE’s time, and more often than not

they'll immediately change their mind and tell you that they ARE in fact happy to listen to your Sales Presentation.

The reason for this is that with your honesty you've shown them that you're not interested in Selling something which they don't want or need, and therefore they're not in any danger of being conned in any way.

Reiterate the Deal that YOU promise not to SELL them anything they don't want or need, as long as THEY promise not to BUY something they don't want or need.

And whenever the person says "**YES**" and agree to your terms, you've just successfully sold yourself to them - you've not only gained their trust with your honesty, but they're now ready to listen, and to **BUY** from you if they like what you have to offer.

Never be afraid to **ASK FOR THE SALE** in a Sales Meeting - after all, it's why you're both there!

SALES is an honourable profession, never be afraid to be honest about **SELLING SOMETHING YOU BELIEVE IN**.

Never forget, **SALES IS THE OLDEST PROFESSION IN THE WORLD** with principles which go back further than most Religions have been around; you can apply them in every aspect of your life and will more often than not see **SUCCESS** when you do.

BTW: If you've heard that a certain OTHER Profession is the oldest, just remember that a sale had to have taken place in order for that 'other' thing to have happened!

What is a Con-Man?

So, you now have a better understanding of the difference between Marketing and Sales; let's look at what a Con-man is and how they give Sales a bad reputation.

Simply put, a Con-man doesn't have any interest in the Customer, only themselves. A Con-man has only one goal: to get as much money from the Customer as possible by WHATEVER means necessary under the guise of Selling them something.

That's the popular understanding of a Con-man, what I term as the 'professional' Con-man; but there is a second type of Con-man: **the 'accidental' Con-man**.

Now the Accidental Con-man hasn't tried to con you, neither did they set out to con you, and would probably be quite upset to hear that they HAD conned you.

Quite simply an accidental Con-man doesn't realise they're conning anyone, and does it from a lack of knowledge – in layman's terms, they're incompetent. They simply don't know what they're doing.

They take money for a Product or Service in good faith, not aware that the Customer will not benefit from it. Like the example earlier where lots of Sales were promised from a Marketing Campaign, which simply didn't work, because they didn't know what they were doing when it came to the Sales aspect of the Campaign.

In Medicine you wouldn't want a Doctor or Surgeon who didn't know what they were doing would you? And that's why they have strict standards which are enforced through

education and certification, which is right and very important; and we all trust those Professional Bodies not to allow someone to practice in a field they are not qualified in.

Sales is very different from every other profession, although it's been around since forever, doesn't often have any internationally agreed upon standard of education set out. Sales is a vocation, rather than a job.

That's why we don't issue Certificates on this Book, because there are too many out there which don't mean anything, and I would much rather have you leave here with the proper Skills & Knowledge than some pretty piece of paper – it's only about **REAL-LIFE RESULTS**.

The only examiner who can truly judge your Sales abilities is your Customer – and each Sales Presentation is an exam in its own right.

Therefore, this Book has been based on a solid grounding of Sales Philosophy, Sales Psychology, and over 25 years of my experience in Sales which I believe will help you create & deliver the best Sales Presentations, and therefore help you increase your Sales.

I'm going to talk about the responsibility of a Salesman, and the safe use of Sales Psychology, in the next Chapter of the Book.

Later on in the Book, during the chapter "Asking for the Sale", we're going to talk about 'Closes' and 'Closing', and I'll make it very clear that if you don't truly understand a Close then you should never use it.

In the wrong hands Closes can do more harm than good to a Sales Presentation; used incorrectly they can literally destroy all the time, money and hard work put into the Prospect up to that point.

Not so with Con-men, accidental or otherwise; they will throw Close after Close at a Prospect until they make a purchase just to make the Presentation stop and make the Salesman go away – then as soon as you're out of the door they'll Cancel the order and make sure they tell **EVERYONE** they know to avoid you like the Plague.

Education, **Responsibility**, **Integrity**, **Honesty**, and **an understanding of the true Principles of Sales**

Philosophy are all things that separate a **Salesman** from a Con-man.

So, for the purposes of this Book the definition we will be using for the term 'Con-man' is simply someone who tries to sell a Customer something which has no real BENEFIT to them.

With that having been said, let me show you everything you NEED to give a Qualified Prospect an excellent Sales Presentation to turn them into a Happy Customer.

As I said before, if you **APPLY** what you learn here, you **WILL** increase your Sales, increase your Turnover, make more money, and get that one step closer to **ACHIEVING YOUR GOALS IN LIFE**.

So that concludes the Introduction part of the Book, as you can see, each Lesson is easily digestible, and designed to be quickly located when you want to go through it again.

The best way to get the most from this Book is to simply Listen the first time around, don't make any notes, just

concentrate on the point I'm making; give the Knowledge & Wisdom I'm sharing with you the respect it deserves.

By all means, make notes thereafter, but the first time around, just Listen & Understand.

So, put the pen down – unless it's not the first time you're listening, in which case pick the pen up!

But remember, your Job here is to **Listen**, **Learn** & **Apply** what I'm teaching you – and by doing so YOU WILL Increase your Sales, Sell more Successfully, and achieve your professional Goals.

Not to mention making your Life easier in more ways than you'd believe!

And so, let's get to the reason we're here…learning **HOW TO SELL MORE SUCCESSFULLY & MAKE MORE SALES**.

Buckle up, because we're going to begin with the most important Chapter of the Book, and my favourite subject in the World:

The Principles of SALES PHILOSOPHY…

1. The 15 Principles of SALES PHILOSOPHY

What is Sales Philosophy?

Obviously, during this Book you'll be expected to get out there and Apply what you've learned out there in the real World, quite simply, if you don't put in the effort then you won't see the **Success**.

Nothing we're teaching you here will make you a millionaire overnight, this isn't some 'get rich quick scheme' where I sell you false promises and sit back to watch you fail.

True **Success in Sales** ONLY happens for people who have solid **Objectives**, know exactly what they want to **Achieve**, and are committed to realising those **Goals**.

So, if you're willing to put in the effort, have complete belief in what you're selling, and know what you want to achieve then you're in the perfect place to **Succeed**.

Remember, if you Apply ALL the Knowledge & Wisdom I share with you, then I GUARANTEE that you will make more Sales, and achieve the Success that comes from Selling more Successfully.

My **GUARANTEE** to YOU is that if you **Listen**, **Learn** & **Apply** this knowledge, you WILL be **SUCCESSFUL AT SALES**.

Everything I'm going to teach you in this Book is simple & can be easily applied to achieve great **Success**.

No gimmicks, just pure **Knowledge & Wisdom** which is **Guaranteed** to help you be **Successful in Sales**.

The reason why **I can Guarantee these teachings WILL help you**, is because I've used it to great **Success** myself for many years.

I didn't simply come up with this **Knowledge**, this is based on **Wisdom** which has been tried & tested over 1000's of years.

Sales is the oldest Profession in the World; and the **Sales Philosophy** I'm about to share with you has been honed to perfection and used successfully for many generations.

Civilisations and Empires may have crumbled into dust, but everything I'm going to teach you is as relevant today as it was all those 1,000's of years ago.

This Book is called The LOST Art of Sales because of how few people appreciate, let alone teach, the true **Principles of Sales Philosophy**.

You craft everything else in the Book and in everything you do in **Sales** around these **Principles**.

Once you master these, then you're simply filling in the blanks with the rest; these are the **framework**, the **bedrock** around which you will **build your Success**.

The last thing I need to mention is that **Success in Sales** is not based on how Intelligent you are, some of the most Intelligent people in the World are awful at Sales, and some of the most Successful people in Sales are not the most Intelligent of people – they simply follow the **Principles** I'm about to show you.

Therefore, if THEY can do it, so can YOU!

So, what is **Sales Philosophy**?

Sales Philosophy is simply:

“The correct attitude which acts as a guiding principle for Successful behaviour in Sales”.

So, I’m now going to take you through those **Guiding Principles of Sales Philosophy**…

I’ve broken them down into the main 15, although I could just as easily list 100 if I dissected them still further, but 15 seems the right number for you to properly Understand them, so you can start using them to devastating effect.

I am passionate about the subject of Sales; and I will always, to my dying day, be proud to call myself a Salesman, and as such have a great respect for each one of these Principles.

Principle One: Sales is about Problem Solving

Sales is all about Problem Solving.

And not your own, but other people's.

A professional Salesman is simply there to help the Customer solve a problem by Selling them a Product or Service – any Salesman who does not help a Customer solve a problem is simply a Con-man!

The following is always the most important Mistake of a Con-Man, and how you can always spot one. And unfortunately, you'll sometimes see this in Sales Training all over the World; it's a lie, and it's embarrassing:

They term a Sales Presentation as **Us vs. Them**.

It's always a competition whereby there is only ONE WINNER – they describe the result as either they sell to the Customer and they Buy, or the Customer sells to them, and they don't Buy.

One Wins, and One Loses!!!

THIS IS WRONG!!!

The truth of the matter is that for a **Professional Salesman** the object of a Sales Presentation is to **HELP** the Customer solve a problem through Selling them a Product or Service.

And therefore, you both Win, by Successfully Selling that Product or Service and so solving the Customer's problem.

Or you both Lose, by being unable to Sell that Product or Service and therefore not solving the Customer's problem.

THE TRUTH IS THAT YOU EITHER BOTH WIN OR BOTH LOSE!

The Customer may not realise they have a problem in the first place, and therefore one needs to show them; but the fact remains that true Sales is all about Problem Solving.

There may be many different Problems which your Customer may face, and many different types of Products or Services to help them solve those problems.

For instance, the business of InGood Company helps SME's to:

- Stay in Business for Longer
- Employ the right Staff
- Be more Successful in Business
- Create better Business Plans
- Get more out of their Time
- Communicate better
- Create better Leadership Skills
- Analyse their Competitors
- Have better motivated Staff

And they have Learning Solutions for all those things, and much more besides.

So, how do YOU help people?

What are the problems YOUR Customers face?

How do your Products or Services HELP them solve those Problems?

Exercise 1

What Problem(s) does your Product or Service solve?

List the Problem & which Products or Services will help & how they solve the Problem.

Take your time and start relating each Product or Service to a Problem which you will help your Customer solve.