

Selling and Music

NOTES

Include the buyer or client into the challenge.

I am excited about the opportunity to work with you (A good opening line)

Become a good storyteller

Borrow things well said.

Be brief, human attention span is short. Just a few words carry meaning.

Experience translates to into value

Selling....like music....is an action verb.

People always buy for a personal benefit ...(there is a great idea for programming).

Selling is always about people..... You are in the people business when you sell.

Make a friend before you make a sale. Be sincerely interested in the other person... or persons.... you are dealing with.

All things being the same, we all prefer to do business with friends.

What the customer is buying is more important than what you are selling. It is your job to add value to their lives.

We are what we do on a daily basis.....so,.... excellence is not an act....but a habit.....

All above quotes by: Dan Jacobs: The Natural Art of Selling

We can all play for free however if you want to make a good living as a musician you must learn how to sell yourself and negotiate for your needs. That is unless you have someone to do it for you. If you can afford it, someone else can always sell you better than you can sell yourself. If you are selling yourself it sounds like bragging and if someone

**else sells you it sounds like an endorsement.
Either way someone must sell you.**

.....Mike Vaccaro

You must practice one minute a day and you must work on your persona and selling or working with your team one minute a day. The secret is if you can't do either thing for more than one minute you are not really interested, and you will need to consider your future.

....Mike Vaccaro

Humility is more effective than Arrogance.

....Jim Rohn

Your music can be valuable, but if you don't get out and give concerts nobody will know so that negates your value.

You have to not only be valuable, other people need to recognize that fact.

When a composer writes for you it adds to your visibility and you can ask to use their mailing list and social media to promote the new work and your performances.

IT IS ALL ABOUT NAME RECOGNITION.

If you are not taking care of your customer, your competitor will.

.....Bob Hooey

Make a customer, not a sale.

.....Katherine Barchetti

A Goal is a Dream with a Deadline.

.....Napoleon Hill

The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.

.....Vince Lombardi

If you are not moving closer to what you want in sales (or in life), you probably aren't doing enough asking.

.....Jack Canfield

Begin by always expecting good things to happen.

.....Tom Hopkins

Assume the sale.

..... Howard Dubin