

# Super Selling

The Alice Wheaton Newsletter

Volume 1, Issue 1

October 25, 2002

## DANCE LIKE A BEE

Everyone has heard the expression; *He made a beeline for...* The word 'beeline' refers to the behavior of bees in their search for nectar. When bees return to the hive they perform a dance, which reveals the exact location of the nectar they found. Most of the fellow bees fly off, or make a beeline for the honey, in the direction described in the dance. They locate the nectar, and come back with an abundant supply. However, 20% of the bees ignore the directions and fly off to different locations, find more honey and then return to perform their dance describing the new resources to their teammates.

If every bee rushed off to the same flowers, the resource would quickly be depleted. The group of deviant bees, flying off in new directions, is exactly what is needed for the hive to live long and prosper.

Having Super Sellers on the team is somewhat similar.

- The Super Seller often doesn't follow the directions to common sources.
- They are destined to forage, and even scavenge, if necessary, to meet their own as well as company goals.

Super Sellers are the positive deviants who keep topping up the sales budget for the sales manager and the CEO. Like the 20% of bees, they consistently cold call and prospect for new accounts. They are the twenty percent who concern themselves with driving new business without having to be managed into doing so!

Alice Wheaton

Watch for next month's newsletter on the topic of *The Value of Making Mistakes.*

For more information on Alice Wheaton, go to [www.alicewheaton.com](http://www.alicewheaton.com)

Book Alice to speak at your next function, or to discuss how to increase sales without increasing the cost of sales.

For information or to order Alice's latest books:

*BIG GAME HUNTERS and CLOSERS: Attract and Keep Your Super Sellers*

*SAY NO TO ME!: The True Power of UpSide-Down Selling*

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