



## Stanford eCorner

### Learn How to Sell

Mark Forchette, *OptiMedica*

February 17, 2011

Video URL: <http://ecorner.stanford.edu/videos/2654/Learn-How-to-Sell>

OptiMedica CEO Mark Forchette encourages everyone to learn how to sell. The ability to sell is a learned skill that is invaluable throughout one's life and career, says Forchette. He illustrates this value through examples of how everyone must learn to sell to others, including family members, investors, and board members.



#### Transcript

Absolutely no matter what you do, you must learn how to sell. A lot of people think that sales might be something you're kind of born with. You're just a natural born seller, not true. Sales is a skill. You have to learn how to ask questions. You have to learn how to present, identify needs, handle objections, do trial closes. Close should be a natural conclusion to a discussion. It shouldn't be pressured because that means you probably haven't done it right. It's a profession. And you know what? Everybody sells.

You're going to sell. I have to sell to my board. I have to sell to my investors, sell to the employees, sell to my spouse, sell to my children. Everybody that you contact with in your lifetime, you're going to have to sell in some way. It's a great thing to learn. Now, this book, I'm just curious how many of you have ever seen this book, "How To Master The Art of Selling"? I see we got a couple. When I put this up, I thought, "Man, I'm really old school." This was printed in 1980. So that this came almost just like a foundation for me, three buddies of mine and I bought the book at the same time. We made it like a lifestyle. So we got to be unconsciously confident with this.

So we all room together. We had a big house so we lived in and I said, "You know what, if we're going to go to the movie we're going to sell each other to go to movie. If we're going to go to dinner, we're going to have to sell each other to go to dinner and it made it become something that we got pretty good at. Learn how to sell.