

Selling Made Simple — Discussion Guide

For book clubs and reading groups · Christopher G. Brooks · sales-101.ca

How to use this guide. These questions work for a single 60–90 minute session or split across two meetings. No sales experience required — every question connects to everyday decisions.

OPENING

1. Before reading, how would you have defined what a salesperson does? How did the book change that definition — or confirm it?

THE INTERNAL GAME (CHAPTER 4)

2. The book describes a tape recorder running in your head before every important conversation. What does yours say — and where did that tape come from?

3. Have you ever talked yourself out of an outcome before the conversation even started? What would resetting the tape have looked like?

THE NATURAL BUYING FLOW (CHAPTER 5)

4. Walk through a major purchase you made — a car, a house, a career move — against the six stages: want, need, information, feasibility, trust, timing. Which stage took longest? Which did a seller help or hurt?

OBJECTIONS (CHAPTERS 6 AND 11)

5. “Objections are almost never about price.” Do you agree? Describe a time a price objection — yours or a client’s — was really about something else.

6. Of the five objection categories, which one do you hear most often in your own work? What does the buying flow say it actually points to?

THE ASSISTANT BUYER (CHAPTER 8)

7. What changes, practically, when a salesperson stops thinking like a closer and starts thinking like an assistant buyer? What stays the same?

BEYOND SALES

8. “If there’s no next step, you’re not selling.” Where else does that rule apply — job interviews, projects, relationships?

9. The Career Path Graph (Chapter 10) maps predictable phases of a sales career. Where are you on the arc, and what does the next phase ask of you?

CLOSING EXERCISE

Each member names one behavior to stop and one to start, based on the book. Write them down and report on both at your next meeting.

“The only salesperson in the room is the client. You are there to help them sell themselves on the right decision.”

— Selling Made Simple, Chapter 5

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