**“Alas, Poor Yorick!”**

“Building Relationships Your Competitors Can’t Steal” is one of my most popular programs. One day, I got a call from a state broadcast association executive director. She was doing her due diligence before booking me.

“Chris, is this session better suited for rookies or veteran salespeople?” she asked.

 "Both,” I told her without missing a beat. “Rookies and veterans will benefit from the presentation, but differently.

“Here's my *Hamlet* analogy: You can read or watch Hamlet when you’re a junior in high school. You can discuss it in English class for six weeks. And you will benefit. However, when you revisit *Hamlet* as a 30-year old, you will experience the play differently. And when you're 67, it is a completely new and richer experience. The more life experience you bring to *Hamlet*, the more you take from the play,” I droned on.

She booked me anyway.

It’s good to use analogies when you’re selling. Anytime you can relate your offering to something people already understand, you’re way ahead of the game.

New salespeople and veterans can attend the same training session and have vastly different takeaways.

I don't "dumb down" a speech because there might be rookies in the audience.

And I don't complicate things to impress the "veterans" in the audience. I trust that everyone will benefit from the content based on the sales and life experience they bring to the session.

When you hold a sales meeting, you can present some content. Then be sure to ask veterans and rookies to share their experiences and react to the content. The sharing of their experiences is what matters. Let your veterans share theirs and your rookies will benefit. And, yes, your rookies can also teach your veterans a thing or two.

The discussion’s the thing. Content is no longer the only king.

With apologies to "The Bard.”

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