

Hi,

I hope you will allow me, now at the beginning of the New Year, to be a bit more philosophical than usual. ☺

A while ago I was in the staff room of a store - part of one of our major clothing chains. On one wall hung a sign saying "We will sell well." Yes, that is all it said: "We will sell well".

Hmm...

Why didn't it say "We will sell a lot"? Or "We will sell more than anyone else" or "We will have the highest turnover"?

Is there any difference between selling well and selling a lot?

Yes, I think so. But there is nothing contrary.

In my opinion, to sell (read: supply) well means that you, the supplier, give your customer what they need, which may not always be what you consider they need. If you understand the difference. ☺ I believe there is a connection between selling well and selling a lot. In that order.

How do you sell?

Regards,

[Michael Nielsen](#)

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