

# “Become The Exception” is Right on the Money

**JASON GOODYEAR**  
COLONIA

With literally thousands of books on the topic of sales, coupled with articles galore and advice from just about everybody who ever tried to sell anything from a girl scout cookie to a Lear Jet, why is "Become The Exception" such a necessary read?

The answer to that is simple, according to author Mike Marchev. "There may be one or two books on sales that I have yet to read" says Marchev, "but it is a good bet I have read most of them. And, although the information inside the covers is all good stuff, very little of it, in today's standards, is realistic and actually do-able. Readers will not only connect with the ideas, strategies and tips I am sharing with them, but they will actually be in position to try each and every one of them."

According to the author, by simply taking a contrarian approach to today's competition, you will, by definition, become the exception. The competition, in most instances, fall into the age old description of the Willie Loman type salesman. Manipulative. Aggressive. A Fast-talker with an overgrown expense account. "You want to stick out like a sore thumb" says Marchev, "by becoming the exception to this stereotype."

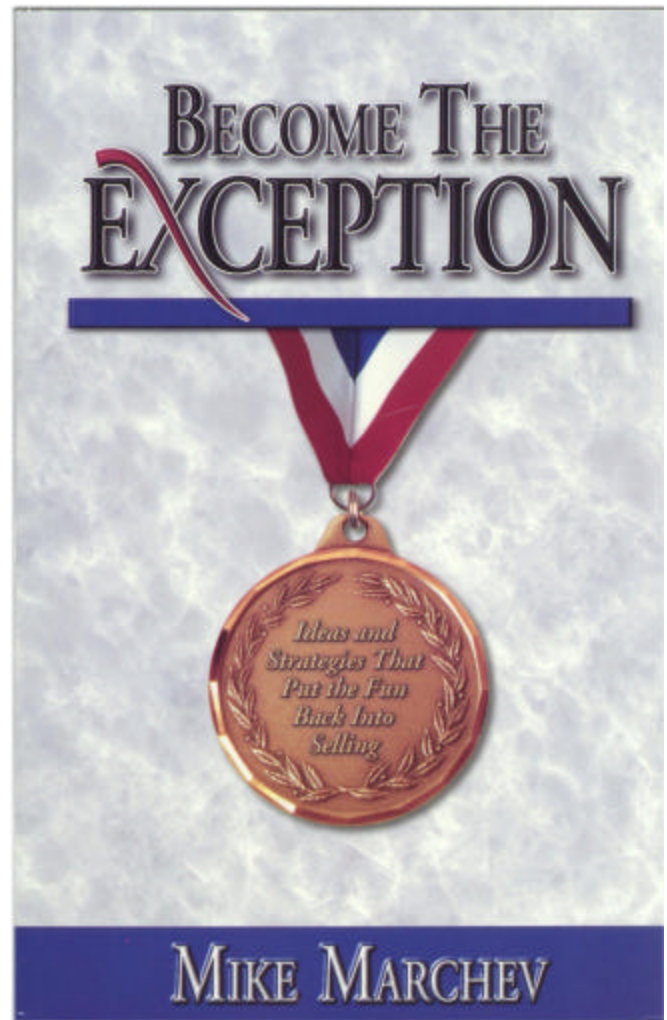
Marchev, by his own admission, is a simple New Jersey guy who has been selling all of his adult life and prides himself on "not missing a meal yet." One of his main mottos is "Having Fun While Keeping It Real".

His slant on sales is simple. He believes there are only two types of people in the entire world. Those you can help ... and the other kind. He believes that if more sales people simply focus on finding and helping those people who fall into category one, more commission checks would be cashed with less of the bottom line going to therapy bills.

Marchev learned early in his career that sales carries a less than admirable reputation from the rank and file. While teaching undergraduate students at a major New Jersey University, he asked the class if they were interested in making a lot of money after graduation. They all responded positively. He followed by asking the class if they were interested in becoming their own boss? Once again, every hand in the class shot up with enthusiasm. His third question involved an interest in "pulling their own strings" by becoming their own boss. You guessed it. Three for three. His fourth question was the stumper. When he asked the class how many of them wanted to become sales professionals after graduation, not a single student raised their hand.

This was all he needed to see. He went to work at once writing a book that took the mystery and manipulation out of making a living helping people by selling what was right for them. He clearly addressed the four myths involved in professional selling and shared his step-by-step approach to finding, serving and keeping customers.

"Become The Exception" is a fun read in addition to covering all the salient points. Although Marchev does not bill himself as a comedian, after speaking to groups from 18 countries for the past 25 years, his critiques



often suggest that he take up "stand-up" as a second career.

"Hey", says Marchev, "if you are not having fun with what you do for a living, 40, 50, 60 hours a week, then what is the point? That is simply too much of a lifetime to bore yourself to tears."

"Become The Exception" is a must read for anybody whose responsibilities include selling or customer service. Nearly 5,000 copies have been sold and it is nearing it's third printing.

You can order a copy of "Become The Exception" (\$20) by

**[CLICKING HERE](#)**

Email: [mikem@marchev.net](mailto:mikem@marchev.net)

Website: [www.marchev.net](http://www.marchev.net)