

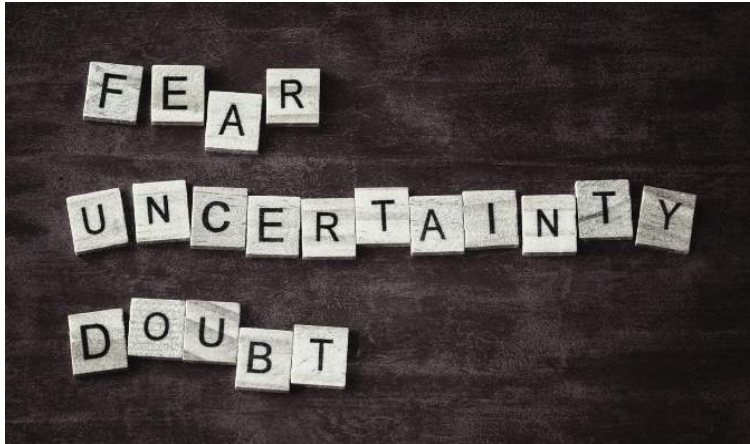
THE 3 BIGGEST MISTAKES SALES PROS MAKE



THAT KEEP THEM
FROM MAKING A
FORTUNE

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Mistake #1: Thinking Negative Thoughts, Speaking Negative Words



Negative thoughts can be detrimental to a sales professional's success. If you consistently doubt your abilities, feel overwhelmed by challenges, or believe you cannot achieve your goals, it can severely impact your motivation, productivity, and decision-making. Negative thoughts can lead to a **lack of confidence**, fear of failure, and self-sabotage. Overcoming negative thoughts is crucial for your success, and cultivating a positive mindset can help you stay focused as a sales pro, resilient, and motivated to achieve your **sales goals**.

Negative words, or negative affirmations, refer to the self-talk and language many sales reps use to describe themselves on a bad sales day. Constantly using negative words such as "I always mess up these sales calls!", "I'm not good enough!" or "I can't sell anything!", reinforces negative beliefs and create self-fulfilling prophecies. Negative affirmations can **limit mindset**, hinder creativity, and **discourage** making the contact with prospects. Shifting to positive affirmations that reinforce belief in oneself, such as "I'm a closer!", "I'm a top producer!", and "I'm dedicated to hitting my sales quota this week!" can make a significant difference in your success.

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Here are **three actionable steps** to help you overcome negative thoughts and negative affirmations and get you on your way to becoming successful in sales:

- **Actionable Step #1 Awareness and Monitoring:** Start by becoming aware of your negative thoughts and negative affirmations. Pay attention to the language you use when talking to yourself and identify any recurring negative patterns. Pump yourself up throughout the day and be aware of what did and didn't work during the presentation. These steps are crucial, because they help you realize what needs to be improved and what you did well.



- **Actionable Step #2 Reframing and Positive Affirmations:** Once you're aware of your negative thoughts and affirmations, it's time to reframe them into positive ones. Whenever a negative thought or affirmation arises, consciously challenge it and replace it with a positive counterpart. For example, if you catch yourself thinking, "I'll never succeed in sales!" reframe it to "I have what it takes to close the sale" and "I'm determined to succeed in sales!" Create a list of positive affirmations that resonate with you and repeat them daily. This practice will help shift your mindset and reinforce positive beliefs about yourself and your sales abilities. Your mindset requires constant monitoring. You will see massive results.

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- **Actionable Step #3 Surround Yourself with Positivity:** The environment and people around you can significantly impact your mindset. Surround yourself with positive influences that support your goals and aspirations. Connect with like-minded sales pros who have a positive outlook and are willing to share their experiences and insights. Avoid gossip or situations that trigger self-doubt and pessimism. Consume positive and motivational content regularly, such as books, podcasts, or videos to reinforce a positive mindset and stay motivated. Be selective on who has access to your energy and time.

Remember, overcoming negative thoughts and negative affirmations takes time and practice. By consistently implementing these steps, you can gradually shift your mindset towards a more positive and empowering perspective, leading to increased motivation, productivity, and success in sales. Joining a sales mastermind group is ideal. We'll reveal how you can participate in our Pitch Room, designed for sales pros who want to perfect their pitch and access live sales coaching.

Mistake #2: Distraction and Inconsistency

Distractions and inconsistency can **seriously hinder your success** in sales. They divert your focus from listening and being fully present with the potential client. Being inconsistent prevents you from dedicating maximum effort and making progress. Distractions also limit your ability to hone in on your craft and be creative, **depriving you of valuable opportunities**. Mental clarity is one of the keys to unlocking sales mastery.



Inconsistency disrupts momentum, confidence, and communication, making it difficult to build a loyal client relationship. It also hampers effective tracking and analysis, **impeding your ability** to optimize strategies and make informed decisions. Overall, avoiding distractions and maintaining consistency are crucial for achieving success in sales mastery. Take every opportunity to become the expert in what you're selling. This increases your confidence and helps you to be charismatic. Our mastermind group allows you to role-play with peers who give you optimum performance feedback and experience to easily close sales.

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Here are some actionable steps to help you **overcome distractions** and maintain consistency in **becoming a top producer** in sales:

Actionable Step #1 Identify and Minimize Distractions: Start by identifying the specific distractions that tend to hinder your focus and productivity. Common distractions can include social media, email notifications, excessive multitasking, or noisy environments. Once you are aware of these distractions, take proactive steps to minimize their impact.



Actionable Step #2 Create a dedicated workspace: Set up a designated area for your sales activities where you can minimize distractions and focus on the potential client. Disable notifications on your phone, computer, or any other devices that can interrupt your concentration. Schedule specific times to check and respond to emails or messages instead of being constantly reactive. Focus on what gets you the sale. Everything else should be secondary. If it doesn't make you money, eliminate it until after what moves the needle is done first.

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Actionable Step #3 Create a Consistent Schedule: Developing a consistent schedule to call your leads and make connections is essential to maintaining momentum and progress in sales. Establish a routine that aligns with your goals and works for you and your clients. Set specific working hours and determine the hours of the day when you are most productive and allocate them to making the calls and attending sales appointments. Treat this time as non-negotiable and prioritize it above other non-essential tasks. Plan and prioritize when you will make the sales calls. This helps you stay organized and focused on the most crucial activity: selling. Don't avoid making the connections that will get you the sales. A sales coach will help you stay on track and hold you accountable to your sales goals. Without accountability, it's easy to steer off course.



One of the most important things you can do for both short term and long term success, not only in sales, but in life, is to invest in sales education and mentorship. Consider enrolling in the R.I.S.E. curriculum, joining our Pitch Room for live role-play or rub elbows with experts in the Close Like a Pro sales mastermind group. Learning from experts and having a mentor who specializes in sales can provide guidance, accountability, and valuable insights to help you stay focused and consistent. Implementing these actionable steps will help you minimize distractions, maintain consistency, and improve your chances of success in making a fortune in sales.

Mistake #3: Not Taking Action on What They Learn

Knowledge is essential, but it becomes meaningless if not applied effectively. You may consume vast amounts of information such as enrolling in courses, attending events, and reading books to learn communication strategies and sales tactics. However, **if you fail to implement** what you learn and take consistent action, it hinders your progress.

Procrastination, perfectionism, or analysis paralysis can prevent you from making the sales calls, practicing your pitch with peers, or following up with current clients. Taking action, learning from your sales coach and peer group, and constantly improving your sales presentations are crucial steps towards achieving success and earning a higher income.



To overcome these barriers, successful sales reps work on cultivating a positive mindset, practicing positive affirmations, and developing a bias towards action. By believing in your abilities, reframing negative thoughts, and consistently applying your knowledge, you can increase your chances of becoming a top sales pro. Additionally, seeking support from mentors, networking with like-minded individuals, and maintaining discipline and consistency in your efforts can further contribute to your success. Mastering sales opens doors bigger than you've ever imagined possible. Sales is the highest paid skill in the world.

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MOST IMPORTANT ACTIONABLE STEP:

Whether you're an entrepreneur or a sales professional, I have the exact system to sell anything.

So, if you're tired of mediocre sales numbers, I'd like to extend a special invitation to get on a call with me. This isn't a sales call. Together, we're going to identify at least one gap in your sales process and fix it FAST!

Now keep in mind that during our call, I may be on the beach soaking up some sun or having lunch at Nobu. Very rarely will I be at the office in a suit. Regardless of where I'm at in the world, I will make sure that you're taken care of.

Mistake #3 of this book was about not taking action. Don't make that mistake.

[Click HERE](#) to book a clarity call.