

Sales Genius

**“A model of sales
excellence.”**

Graham Roberts-Phelps



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INTRODUCTION TO 'SALES GENIUS'

What is the secret of high-performing, quota-busting salespeople?

It is who they are and how they behave. Simple. I have identified a 'personality' profile common to all high achieving sales consultants, account managers and business development professionals.

High achieving is defined as being in the top 20% of their peer group or achieving on-target performance on a consistent basis over at least a two-year period.

It was originally based on a detailed modelling project involving over two hundred business development professionals. It has been updated, validated, and revised based on less formal, but no less important, observation.

The points are summarised in a way to offer practical advice to those wishing to understand or develop this level of sales success.

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IMAGE <ul style="list-style-type: none"> • Confidence • Humour • Presentation 	FLEXIBILITY <ul style="list-style-type: none"> • Responsiveness • Creativity • Self-directed learning
ENERGY <ul style="list-style-type: none"> • Enthusiasm • Courage • Perseverance 	INTEGRITY <ul style="list-style-type: none"> • Self image/concept • Goal motivated • Empowering beliefs

“Genius is a series of predictable behaviours that can be broken down in component parts which can be modelled.”

SALES GENIUS: IMAGE

CONFIDENCE

To "act as if... " (the confidence illusion)

The two essential prerequisites of successful selling are confidence and credibility. Both are perceptions created by you that live in other people's mind. They are based largely on your behaviours, particularly voice tone and body language. This means that to appear confident, you don't have to BE confident, just to ACT confidently. The absence of nerves and doubt are also important factors in creating confidence.

Confidence through knowledge

Become an expert on your product, your company, your competition, your customer's business, and perhaps most importantly, how your product or service is used and is of benefit to your customer. The confidence that comes from knowing equal to, or more than, your customer or your competition, is enough to give you an "unfair" advantage.

Confidence to face problems

There are two kinds of problems - ones that can be fixed, and one's that can't. Put your energy into solving the former and working around the latter. And a customer with a problem is an opportunity waiting to happen. The Chinese have two characters for the word "crisis", one is danger, and the other is opportunity. Always beware the danger but look for the opportunity in every problem.

Confidence to face change

In sales, you are either able to adapt or are left behind. Markets, products, and people are changing constantly and at an ever-increasing rate. Look for changes, anticipate changes, create changes. Be pro-active in looking for improvements and new ways to sell, prospect and win new business.

Confidence to act decisively in the face of doubt

No matter how prepared you are, how experienced or how skilled, there will be times when things happen that you do not have all the answers to.

Whether your customers, your company or marketplace. In times of confusion, establish certainty, no matter how small and act with confidence. In an uncertain world, confidence is an accredited commodity.

HUMOUR

Humour - To ease tension

In any sales situation, particularly at the beginning of a sales call or relationship, there usually exists nervousness and tension. Successful salespeople instinctively know that if they can get a client to laugh or smile with them, that tension can be reduced, and rapport quickly established.

Humour - To laugh at life...

Next time you find yourselves in a terrible predicament, or down on your fortunes, ask yourself: "In a few months or years, when I look back on this, will I laugh and joke about this?" If the answer is "yes!", which it probably will be, then why not laugh now. Why waste time!

Humour - To laugh at ourselves

Can you imagine trying to explain your job to someone who had never meet a salesman or business consultant? Try explaining that you spend 20 hours a week trying to talk to people who won't speak to you or make an appointment, in order to persuade them to buy something they didn't know they needed or wanted, and probably can't afford. Or that they can probably buy from a dozen different people.

And when they do see you, they spend most of the time telling you why they don't like or need your product or service, or why your competitions is better. And when you do a good job, your CEO proudly proclaims that the products sell themselves! You got to admit... it's a funny business.

Humour as a communication tool

A conversation without humour is hard work. Humorous stories and observations, allow people to admit mistakes and disclose information that they normally wouldn't. More importantly, when we laugh or smile the body releases 'feel-good' chemicals into your brain and nervous system. Great communicators seem to understand this intuitively.

Business as a "game", not a "war"

Listen to the words that you use to talk about your business. Is there a "battle" for market share, are you out to "kill" the competition, or perhaps you work in the "front line". All of these commonly used "war" analogies lead us to take selling as some deadly serious life or death event. Instead, use sporting metaphors, scoring points, play-off, top of the league, or below par. When you adopt this attitude, you will be able to maintain a competitive spirit, enjoy winning, and taking losing as something to learn from and put into your next game.

PRESENTATION

Well presented – and presents well

Salespeople come in many different shapes and sizes. You will find salespeople of almost every age, sex, colour, race, educational level, experience, training, and background. The one connecting factor is that they are always well presented, relative to their industry. Whilst you would tend to wear different clothes selling seed to farmers or city investments to brokers, you should always look good. This also means sound good, and make people feel relaxed in dealing with you.

Build credibility – force to be reckoned with

The critical question that goes through people's mind when considering a purchasing decision is "Why should I buy from them?" The two things that stand in the way of all sales are, 1) The fear of making a mistake by the customer, and 2) The fear of rejection by the salesperson. Create credibility into your sales conversation, approach and presentation, and you can quickly remove both of these obstacles, and let the customer realise that the answer to the universal question is "because we can deliver what we promise."

"Complete" presenters

Successful salespeople are good, accomplished and persuasive presenters. That means practise, planning and preparation. They are also usually "complete" presenters in that they communicate using all the senses and use both tonality and physiology to make their message get across. Good presentation skills can be learnt... from other salespeople, your managers, film and television actors and presenters, and take every opportunity you can to get in front of people and start presenting. It builds credibility, respect and most of all, admiration, even if people disagree or don't listen to your points!

Use of proven "scripts"

If you have never used a properly planned and rehearsed sales presentation, then the chances are you have yet to sell at your best. Time spent in front of prospects is so precious and so valuable that it should not be left to chance. A planned, not a "canned", script can carefully develop all your key and unique selling points and make sure you are prepared for 95% of all objections, questions and buying signals. The four "Ps" of presentation are purpose, preparation, planning and practise.

Selling value, not price

Nobody buys anything for what it is, they buy it for what it will do for them personally. People do not buy logically; they buy on subjective judgements of value, quality and desire. Your job as a professional salesperson is to create these in the mind of the customer. If a customer wants product features, they read a brochure or magazine, if they want those features explained in relation to what they can do for them, they need a sales professional. Never assume that customers make the connection between features, benefits and the value to them automatically. Also remember, that whilst price is often the most commonly stated "objection", it is rarely the reason somebody buys or doesn't buy a product or service.

SALES GENIUS: FLEXIBILITY



RESPONSIVENESS

Advanced patterns of verbal persuasion

Years of experience gives top salespeople skills that they aren't aware of. Only through video or tape recording of their sales calls do very complex and subtle patterns of persuasion emerge. They listen for nominalisations and challenge global assumptions. They say things that customers easily agree with and connect statements to create new persuasive suggestions.

They look for specifics in a sea of generalisations and reframe doubts by changing angles. They use words that are artfully vague that mean something to everybody. And, perhaps most importantly, they intuitively work in a palette of sensory colours that customers can relate to and understand.

Pacing and Leading; the ability to build trust

Three facts: 1) Ninety-three per cent of your communication is non-verbal. 2) The first five minutes can dictate the outcome of any sales calls and 3) It is possible to build rapport with anyone. We can build this rapport by pacing or matching people's behaviours, personal characteristics, beliefs, attitudes and opinions. Based on the principle that people like people who are like they are, we cause people to like us and lead to move in our direction.

Treating all customers the same (unique maps)

Is there a common approach that you can take towards your customers and prospects that will ensure greater success? Is it possible to define a formula that will work with everybody? Yes. Top salespeople treat ALL customers the same - that is they approach each one completely **differently**.

Every customer is a unique individual and must be treated as such. Treat every customer as your ONLY customer... as your MOST IMPORTANT customer. Remember, when you are talking to that customer, they are your only customer at that moment in time.

Behavioural flexibility (versatile styles)

Is it possible to change our personality to suit different people, like a chameleon changes its skin to suit different environments? You already do. You probably are a "different" person with different people, whether your boss, partner, colleagues or strangers. In any meeting of two human minds and personalities, the person with the greatest behavioural flexibility has the greatest power. By grouping behaviours in to four distinct "styles" (Drivers, Expressive, Analytical and Amiable), we can more easily map these styles and have a framework on which to adapt our own.

Selling HOW people like to buy (decision and thinking models)

Have you ever wondered why some sales are almost effortless, and others effort-intensive? The answer lies in the fact that everyone of us has a buying "blueprint" or strategy. Rather like a combination lock on a bank vault. Turn the chambers the right number of steps in the right order and the door swings open. Top salespeople unconsciously look for and read this strategy, and then present their solution in the right way to match it. One simple way to do this is to ask someone how they decided on their last purchase of a similar product, and then present your solution in the same sequence.

CREATIVITY

Rule breakers

Everybody has a favourite film. For me people it is the Blues Brothers. As well as being great entertainment it reminds us of an important principle of sales success; get a purpose, attempt the impossible and bend a few rules to get what you want! Top salespeople are often rebels and mavericks at heart, and will find ways to bend the rules when they stand in the way of their goals. They believe that the rules are there for other people, not for them, and the ends can be made to justify the means. The job of the sales manager in managing such sales super stars is to control the rule-breaking just enough to keep them out of trouble, and yet allow them enough slack to be effective.

Creating resources and personal choice

Most people don't do certain things because they don't believe they can. Top salespeople, alongside top performers in every field, create the possibility and resources mentally first, so that they become a possibility; a "choice". In order to bring anything into exist in your external reality; you must first vividly create it in your internal reality. As your mind cannot always tell the difference, and the experience becomes something you can do; a behaviour or outcome that you can choose. Visualise regularly.

Thinking big

Top salespeople go for the top accounts. As most of them are a little "lazy", that is, they look for the greatest return for their efforts. So, they carefully select the largest accounts with the best chances of success. A large order, or success with a particularly large account, can pay many bills, and create fame and fortune within a company and marketplace. However, they are careful not neglect the everyday business - big accounts are long-term projects with no guarantee of success!

Self-challenging

Top salespeople enjoy coming first, but most of all they enjoy competing and winning against themselves. Continuous and never-ending improvement and achievement of ever higher or more demanding personal goals is far more motivating and satisfying than conquering others. However, never shy from competition... athletes do not run personal bests or break world records in training, only in competition.

Creative thinking... on the spot

The "gift of the gab" as is it sometimes known is that ability people have to think of just the right thing to say or do, just at the right time. The secret of this is to put your self confidently into such risky situations, focus on a clearly defined outcome, and make sure you have a back-pocket full of things you can use. This is the real secret of thinking on your feet is to first of all trust your inner intuition, and then have enough experiences to relate to the situation.

SELF-DIRECTED LEARNING

Admitting to ignorance

The first step to learning is to admit or recognise what you don't know. If you can't do this, it makes learning very difficult. You can't pour water into a full bucket without first tipping some away. So, in growing your skills and knowledge, acknowledge your mistakes and weaknesses, and in doing so build upon them. There is nothing wrong with lacking knowledge or skill in certain areas, the only error is not to improve.

Personal development library

Most top salespeople will usually have a shelf full of sales and self-development books and a car full of educational cassettes or CD's. They understand that nobody is going to force you to learn how to become successful; you have to discover it for yourself. One way is to become an avid reader and student of success literature. Interestingly, a recent educational study claimed that you could become an "expert" on any subject by reading three leading books by experts in the field.

Learning from experience

It is said that the University of Life is the best tutor of all. However, this is only true if you look for the lessons in the things around you and the things that happen to you. Two people with the same experiences do not develop skills and knowledge equally. The key is to set clear and vivid goals and outcomes, this will lead you to gain what you need from the things that happen to you. For example, a child learning to roller skate will use falling over as instruction on how to keep their balance, not on how to fall over well.

Learning through teaching

Knowledge and skills are like friendship, the more you give, the more you receive. It is the insecure and untalented people that guard their skills jealously. Seek out opportunities to pass on your skills and grow others around, you gain new insights into yourself as well as the techniques and concepts you teach.

Applied intelligence

Intelligence is not qualifications, nor IQ, or other linear measures. Intelligence is a way of acting, a way of applying what you know to maximum effect. Whilst many salespeople know what to do, the top 5% do what they know. Psychologists have now established seven different types of intelligence, only two of which regularly measured by our education system. They are mathematical intelligence, linguistic, spatial, inter-personal, intra-personal, mechanical, and musical intelligences. Perhaps they could be an eighth - entrepreneurial intelligence!

SALES GENIUS: ENERGY

ENTHUSIASM

Able to turn it on – enthusiastic as hell but restrained!

The word "enthusiasm" is from the Greek word meaning breath of life. Salespeople without enthusiasm, lack life. Buying is a decision-making process heavily influenced by the emotions, and enthusiasm is essential for creating a sense of interest, urgency, desire and ultimately, conviction. Whilst nobody could be enthusiastic all the time, top salespeople are able to turn it on by accessing enthusiasm that is stored within.

Restrained - balanced to clients and customers

On the other hand, too much enthusiasm is not recommended. The finest salespeople that you will ever come across are those that balance their enthusiasm and energy to that of their customers and prospect. The salesperson who uses the same fast-talking, over-hyped routine with everyone they meet, is not usually the one making the highest sales.

Self-motivation

Sales is basically about motivation. An unskilled, but highly motivated, salesperson may be many times more successful than a highly skilled salesperson with no motivation to go out and close sales. Motivation is at least fifty per cent from within, and some people consider even seventy or eighty per cent. All companies and managers can do is to create motivating environments; environments which allow people who know how to motivate themselves to do so. This drive for success or spirit of achievement is a mark of all top salespeople.

Physically fit

The profession of selling and customer service can be one of the most physically demanding, emotional testing and mental taxing professions in the commercial world. As well as the long hours and travelling, there is also the constant pressure for results and stream of new situations. The level of concentration and dexterity can also be emotionally draining. Therefore, it is vital to look after yourself. Careful eating and moderate drinking are recommended, as well as regular exercise and proper time to "switch-off" and relax. Most successful salespeople experience a period of "burn-out" or have "off-days" at some time or another but learn to deal with it and avoid letting it bother you too much.

PMA as a way of life

PMA, or Positive Mental Attitude, is a way of life for professional salespeople. Negative thinking is a luxury that you cannot afford. Just one negative thought can set you off down the wrong track all day. PMA means looking at things so that they are "half-full" instead of "half-empty". It means not wasting time with negative people or moaning about things that you can't change or resolve, like the economy or the weather! If you ever meet a successful salesperson who doesn't have 100% PMA way of life, then he was either having a very rare "off-day" or is heading for a slump!

COURAGE

Responsibility for own results

Here is a very simple formula for sales success:

Sales Success = (Ability + Attitude + Activity) - Excuses

The day you start to take 100% responsibility for your results is the first day of your journey to becoming a top salesperson. Most people go through live under the mistaken belief that the world owes them a living, and if they're not doing well, it must be someone or something else's fault. However, the best salespeople understand that success comes from within, and we are all ultimately responsible for the success level we choose. To face this fact and live it on a daily basis takes great courage, and this courage can be developed and built upon as you give-up making excuses and start making progress.

To tolerate silence

Silence in the sales conversation is the rails on which a sales presentation runs. When you ask a question, especially a trial closing or closing question, you must have the courage to keep quiet for as long as it takes for the person to think and give you an answer. You can also use silence to prompt the prospect into giving away more information that they might, by pausing before commenting or asking another question.

To face "failure"

It is not what happens to us that counts, but how we react to it. We are taught to fear failure from an early age, and it is carefully nurtured right through our schooling, to the point that we then require great courage to face it on a daily basis in your sales career. You will fail to get appointments and orders more times than you succeed, this is the reality of selling. You may fail to become a top salesperson for many years before eventually succeeding. They are of course two sides of the same coin, flip failure over and it is simply part of the success. In selling there are only two types of failure: - to not try hard enough, and to give up too soon.

To take rejection non-personally

One of the reasons that top salespeople are often able to maintain above average levels of sales activities, including cold-calling and prospecting is that they know that the constant rejection is not personal. For instance, when someone you have never met before refuses to take your call, or declines your information for an appointment, how can you possibly be rejected personally; after all they don't even know you! However, facing this kind of daily rejection takes courage.

To tackle difficulties and problems

Success in selling is simple, but not easy. You will face a constant stream of often seemingly insurmountable problems against which you have to take-up arms. Whether they are challenges because of your company's products, or customers or the economy, doesn't really matter. What does matter is that you have the courage to face them, head-on, and deal with them quickly. Problems are just opportunities in work clothes. Have the courage to get your hands dirty whenever you get the chance!

PERSEVERANCE

Follow-up, not give-up

There are two kinds of salespeople - those that follow-up and those that give-up. The former are ones that you need to model. They know that it doesn't matter if it takes 10 calls or 100 to close a sale. If the prospect or customer is carefully selected, then thorough follow-up will get the results. In fact, with so many products and services of such a similar nature, it is the amount of follow-up by the salesperson that may be the only difference.

Planned tracking system

An attitude of constant follow-up needs to be supported by a planned tracking system. A tracking system is a means by which the exact date, time and nature of the next action of a prospect can be logged, and the "system" automatically reminds you, even after several months. Most salespeople fail to have, or use, such a method consistently, the 5% that do, are the top 5% in every case.

Prioritised accounts and activities - doing the right things right.

In selecting which customers to do business with or selecting your prospects you have various approaches. The least successful would be to get the telephone directory and start at A and call every number until you get to Z (you will actually give-up before you reach the end of the B's!). The most effective method is to very carefully analyse your potential prospects, product features, competition and marketplace and arrive at a highly focused list of target prospects or customers. Top salespeople know that you cannot speak to everybody, so you speak to those that best match the profile or your ideal customers.

Building a success staircase

Nothing breeds success like success. A key to self-motivation and personal peak performance is to create a "success staircase" which leads you to your major goal. A success staircase is an inter-connecting series of tangible goals that will give a feeling of winning and achievement each step of the way. This how top salespeople sell themselves out of a slump, compete in tough markets and succeed in a recession. If you know that it takes 10 appointments to take £100,000 worth of orders, then you also know that each appointment is worth £10,000 regardless of outcome. Sales champions see every phone call, every cold call, every appointment and every letter as simply one more step closer to success.

Personal commitment

The catch 22 of selling is that once you make a 100% personal commitment to succeed, there is almost nothing that can stop you (apart from yourself!). Until you make a 100% commitment to do whatever it takes, there is little that can help you. To sell excellently you need to have the attitude that there you make your own luck... no short-cuts or get-rich-quick formulas, just "magic". The "magic" happens when you begin to make a total commitment to become the best and achieve your sales goals. This "magic" creates the opportunity, that when combined with preparation is confused as "luck" or brings the "chance" encounter that leads to a major order or turns years of hard work in the illusion of an overnight or instant success. Make that commitment success.... if it's possible for someone, it's possible for anyone.

SALES GENIUS: INTEGRITY

SELF IMAGE/CONCEPT

Clear self-image

The salespeople who are at the top of their profession, in any field of selling, have one very simple thing in common... they are proud to be salespeople. They truly understand the value of selling to their own lives, the people they work with, their bosses and the company's shareholders. They know that nothing happens until someone sells something, and that in business, as Peter Drucker once said; "sales and marketing are the most important thing - everything else are just costs!" When people make buying decisions, they need advice, counselling and someone they can trust, and this is how they see themselves. They have a very well defined and clear self-image and carry themselves with their head held high. This self-image that they create allows them to deal with people many years their senior on an equal level, and gain respect and credibility as a result.

High self-esteem

The amount of rejection and failure you can take is in direct proportion to your self-esteem, that is, how much you like yourself. And top sales performers do like themselves, and they probably always have done. The self-esteem they possess is not the result of their status or success, but a contributing factor. They never do anything that undermines their self-esteem, or how much they like themselves, and always look for ways of boosting it. Whether it is helping a colleague, giving advice to a more junior salesperson, or putting yourself out for a good customer. There is a universal force that stores these actions as a kind of self-esteem "energy", which you store-up ready to use.

Proud, not modest

Many people have an impression of successful salespeople that they are egotistically, loud and boastful individuals. This is often correct. Ego is not a dirty word, neither is ambition, nor enjoying being successful. Modesty is not necessary for top salespeople, after all if you worked that hard for success, why be shy about it?

Use of metaphors and role models

In the career development of top salespeople, there is often a period in time that, when looking back, appears to be a turning point. This usually corresponds to a "role model" that may have influenced their development and attitude. These models, or "self-ideals", can vary widely. Sometimes they are other salespeople or sales managers that aspiring salespeople emulate. They are often film characters or media figures. (have worked in sales teams alongside Mad Max's, Rambo's and countless Terminators.) Sometimes they are created fictional - role models that are invented as perfect performers. Whichever you choose, role models and metaphors are very powerful and very fast ways of developing and shaping our personality. Look for them, discover them, and use them.

High professional standards

Top salespeople never knock their competition, they just out-sell it. They never promise more they can do and strive to do more than they promise. They understand that everything they say in addition to the truth detracts from it. They compete not with the standards and results of others, but with themselves, just like an athlete always strives for a personal best. They autograph their work with personality and quality and will have a steady source of referrals from satisfied customers. To be excellent at sales, aim for high standards of honesty, ethics and service, and do not compromise these. Act with personal integrity, and if you can't help a particular prospect or customer meet their exact needs, tell them and move on to one that you can. It will serve you well in the long run.

GOAL MOTIVATED

Strong internal drivers; sense of purpose

The very best salespeople know that the answer to the age-old question about salespeople being born or made is.... is that we are born to sell. It is not so much a job as a calling. Why else would you put up with the long hours, constant pressure, difficult customers, sales managers and ever-increasing challenges? Sales Genius's - those people considered "born" naturals - often talk of a strong inner motivation, a sense of purpose that drives them on, more than just goals, almost a mission to prove something, perhaps to themselves or others. Some people are often very successful in selling, even if it is completely new to them, if they have something to really prove.

Goals and motivation matched to values

Just as everyone has unique fingerprints, we all have a unique self-motivation fingerprint, which is outwardly expressed as our goals. Whether it is fast cars or holidays, gambling or fame, expensive jewellery or a nice home, doesn't really matter, so long as they are goals that match, or are congruent with your values. To be motivating, truly motivating, your goals must be linked to your inner values, and in turn clearly linked to success in sales. If somebody thinks you are shallow because you blow your annual commission on a Gold Rolex that just tells you they have different values, not who's right or wrong. Know what your values are, know what your goals are, and know how you can fulfil them both through success in selling.

Set "what" goals and "how" goals

Simply knowing what you want is not enough. The world is full of people of who want lots of things - cars, money, greater status, holidays, happiness, and so on. What is not so common is the skill of working out "how" you can get the "what" goals. The "how's" should be broken down into small enough chunks that we can attempt each with a realistic expectation of achievement. For example, a marathon runner won't think about the 26.3 miles that he faces at the start line. Instead, they will focus on the first mile, and the next, and so on. And as they run, they will concentrate on each step, stride and breath. Sales successes set themselves motivation "want" goals and then focus on doing the things that they have identified to achieve them. They understand that happiness comes not through comfort or luxury, but achievement.

Maintain a balance

The big mistake that most people make when they discover the power of goal setting is that they want everything. all at once! Or we have conflicting goals... such as, wanting to be top salesperson every month and spend more time at home or on our hobbies. Or wanting a large number of active customers, but don't want to do the cold calling necessary. The secret is to balance the many desires and internal drivers that you have and take time to achieve goals in three key areas - your business and professional life, your home and family life, and your own personal interests. Too much emphasis on any one and you become less effective.

Able to visualise desired outcomes in advance

Most successful salespeople are day-dreamers! That is, they have the skill of visualising the best possible outcome of every call, appointment, presentation or meeting, before it takes place. They can visualise themselves achieving their goal and performing brilliantly. The power of this is simple... your mind doesn't know the difference between a "real" experience and one that is vividly imagined, thus giving you confidence and a template to which to work. It also brings in to play powerful forces that scientists are only just being to understand. To create your success, see it first.

EMPOWERING BELIEFS

Use beliefs that serve them

The most powerful influence on our behaviours, and our success, or lack of it, is our beliefs. For example, two salespeople, of equal ability with similar products, calling on the same customer, one with the attitude (belief) that there was virtually no chance of winning any business, the other with the attitude of expecting to take an order, will both behave differently and have different results. However, the fact is that, at one level or another, we choose our beliefs. This means we can choose the beliefs that serve us, or empower us, the most. And what do top sales believe that so powerfully shapes their success? Here are a few...

They believe in themselves,

They believe in their products or services,

They believe in success, in earning money

They believe that success is possible,

They believe that there is no luck, just opportunities and hard work,

They believe that failure is just defeat without persistence and optimism,

They believe in doing what ever it takes.

Stands on beliefs, but knows when to yield

In meeting and attempting to get along with so many people, as salespeople do, how do top salespeople deal with conflicting opinions or dealing with personalities with differing views and beliefs? Firstly, they find something to agree with, anything, even if it is just that person's right to have that opinion. Secondly, they know that to agree insincerely is worse than disagreeing with reasons and know that informed debate is a strong rapport builder. It is the inexperienced salesperson, too afraid to propose their own opinions that are soon forgotten by the customer.

Ready to challenge own self-limiting beliefs

How far you can go is based on how far you can see. The only true limit to our success is not based on anything other than the limitations that we put on ourselves. Your current level of success is based on your own beliefs about what is possible. The first step to creating new levels of achievement is to break down the walls of your own self-limiting beliefs. Every time you find yourself thinking or saying things such as "I couldn't do that..." or "No, it is impossible...", ask yourself two questions:

"What would have to happen to make it possible?"

"What's stopping me?"

The answer to the first will create the "how", and the second will identify the roadblocks that you must overcome.

Respects other peoples map of the world

There is no reality, no facts, no truth, only that which we create for ourselves. For instance, experts will prove that one product is better than another; however, thousands of happy customers will continue to buy it. We do not believe what we see, we see what we believe, our beliefs create and shape our subjective reality, or map of the world, and just as a map is not the territory. So, in selling, people's beliefs shape their sales potential. For example, some people may believe that salespeople are just con artists out to cheat them out of their money, and therefore not to be trusted. Top salespeople show they can be trusted, forcing the other person to change this belief. They also understand that you never wipe your feet on someone else's flag, and that you must see the world from the customers' map.

Turns beliefs into behaviours

All the positive thinking and empowering beliefs under the sun will not create success... unless they are translated into actions and behaviours on a daily basis. You do not become a success; you live success every minute and second of the day. If you act consistently in a manner that reflects the beliefs that you have or would like to have. For example, you it is no good believing in the virtue of punctuality and then being regularly late for appointments. You cannot talk your way out of things that you behaved your way into.

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