



the **sales** consultancy

9.5 ways to....

This week's "Tricks of the Trade" is all about freshening things up a little - changing your thinking around sales and business.

After all, are you doing the same things over and over again yet expecting different results? How about changing things around a little?

Here's a mixed bag of ideas to consider...

1) Firstly, what if you changed **nothing at all?**

Are you reluctant to embrace change? Try this. Have a few minutes to yourself in a quiet room where you won't be disturbed. Get relaxed - and think to yourself "**What will happen to me, my business, my role, on the 10th October 2018, five years time, if I changed nothing**". Warning - This is a very powerful exercise. And very liberating too!



2) Change your source of inspiration

Who do you get your sales advice from? For a change try thinking about an issue and imagine what advice you'd get from...a trusted mentor, living or dead; or yourself in 20 years time; how about the advice you'd get from an alien? or your favourite pet! Seriously, try it. Have some fun!

3) Instead of asking for feedback...

Consider feedforward? Instead of asking people to comment on something you've done - ask them for ideas about how you could make things better in future. Pay attention to what you can change

in the future, not agonise over what you did in the past. So, who can you ask for some feedforward?

4) Rethink your beliefs

Replace those beliefs you're holding on to that are doing you no good. For example if you believe - either up front or deep down - that "the customer doesn't really want to be bothered right now with information about my little product" well guess what, your communication, either verbal or written, will definitely indicate this lack of confidence to your customers and prospects - and they won't buy. You must have the right set of beliefs about you and your services if you're to succeed in sales. These negative beliefs can be changed - get help if you need to.

5) Forget you - think them

Maybe this is **the** week to see the other person's point of view. Whether it's an adversary, a difficult negotiation, someone asking for advice, put yourself in their shoes. Lead the exchange by understanding where they're coming from - and it will lead to a far more constructive outcome.

6) Do you need to change the people you mix with?

Find positive people to be around and feed off their vibe. Additionally find someone who is great at what you want to excel at, take them for lunch - and pick their brains. Oh...and be sure to minimise the time you spend with those who drain you.

7) Install some FUN

Organise some fun. Book to see a stand up comedian, watch a funny film or play - great for changing your state, lifting your spirits and motivation levels.

8) Disrupt your meetings

Maybe not literally. Too many meetings? Boggled down in meetings? Too long? Boring? Try having meetings where everyone stands up!! You'll find it changes the dynamics of the meeting, puts everyone on an equal footing - and produces amazing results.

9) Work less hours

Change your working hours. If you're working excessively long hours, ask yourself why. Where does the pressure come from? Is it self-imposed? Is it the company ethos? A demanding boss? Or is the company short staffed? If you want to change - you can. Make those changes slowly rather than dramatically. If you are reluctant to create a healthier work life balance, it's useful to consider the real reason why (and that's when it gets really interesting!)

9.5) Remember...

"Human beings... by changing the inner attitudes of their minds can change the outer aspects of their lives." – William James Mayo

What action will you take?

Until next time.

Leigh

results@sales-consultancy.com

020 7903 5426

www.sales-consultancy.com

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