



The Circle of Excellence

This week...focus on YOU.

Imagine yourself being able to quickly and easily conjure up the necessary elements for sales success - confidence, determination, calmness, or anything else you need, at will...whenever you need it.

You can!

It's with a technique called 'anchoring'. Basically it's a technique that allows you to take those success traits you feel and experience when you're at your best - and resurrect them when you're not!

My preferred anchoring technique is the 'Circle of Excellence'. It's easy, fun and works with everyone. Try it out, go with it and let me know how you get on.

The Circle of Excellence

Think of a resource you would like to have available to you in the future. This could be confidence, calmness, determination...anything.

Think back to a time when you demonstrated this resource in the past. Associate a colour with that state.

Now imagine an invisible circle on the floor in front of you.

Make it about 3 feet in diameter and 2 feet in front of you. Make it the colour of your choice. Now add whatever you'd like into the circle that represents or supports the state you want to access. Do whatever you need to do so that your circle is as perfect as it can be.

Think of situations...

...in the past where you have had huge amounts of the very resource you want to access. See yourself in the circle being magnificent and exhibiting these qualities. Really associate into the situation from your past.

What are you doing? What are you saying? How are you feeling?

Put at least 3 resourceful events into your circle. When you have built up your circle, step into it and experience the feeling of having that resource again here and now.

Step out of the circle.

Check with yourself...

...do you need to add anything to your circle?

Step back into the circle and notice how you feel again. Really ramp up the feeling. Imagine you have a dial that increases the intensity and turn it up as much as you can stand!

Pick up your circle and put it somewhere that you can access...maybe an imaginary pocket. You can call it your resource pocket...and know that you have access to it whenever you need it.

Sales success - it's all about the psychology of selling.

Until next time.

Leigh

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[PS: Remember to download your copy of "The 9 Biggest Sales Mistakes" HERE](#)
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