



Tricks of The Trade June 2012

Hope you're well.

I'm writing this amidst a thunderstorm and it seems everyone is talking about the good old British weather again this summer - and in a not very complimentary way!

One thing for sure - you can't control the weather.

But before you blame the weather for ruining your summer, remember, **you** have 100% control over your reaction to whatever weather turns up.

It's the same with the economy.

You can't personally change the economy - But you can change the way you respond to what's happening.

How your team's state of mind impacts on your sales success

Everything you experience has an impact on you...it can't not.

Some experiences have a positive impact and some have a negative impact...and others somewhere in between. It's how you interpret the experience that makes the difference!

The information you're taking in goes through your internal process and you come up with an internal representation of what it means to you. Once you've decided on what that is, you will react in accordance with that internal representation.

Example

You make a call to a sales prospect that you think is going to buy - and they tell you they have decided to buy from a competitor. You're really disappointed and do all you can to explore their decision in the hope that you can change their thinking. The prospect sticks with their decision - end of conversation.

Now - how you process that news internally is now up to you. Do you think it's all so unfair? Does it ruin your day? Are you so upset that it impacts the effort you put in to make other sales happen?

Well that's one response!

Alternatively

...straight after the call you decide what changes you're going to make to your approach to limit the risk of this happening again. You explore every step of your strategy and learn from it. You reflect on the buying strategy of the prospect so that when you talk with them again you know exactly how they buy...and tweak your approach to suit them.

How much more in control will you be if you use this approach instead?

"Yeah right...it's not that easy"

If you're thinking "yeah right..." then you're in serious trouble. With thinking like that you'll never make the choices that give you the control you need.

You can start with small things that have a limited negative impact on you. Practice the alternative way of thinking and see what happens. Once you've mastered this with little things you'll strengthen your ability to do this with more challenging experiences.

Imagine

...reacting in a completely controlled and positive way...how many more sales do you think you'll achieve? Only you know the answer to that but what I can tell you is that when I coach people in this area and they incorporate this approach, it transforms their results. It's impossible for this thinking not to have a positive impact when practised. Let me know how you get on.

Until next time.

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E = (your) Experience

R = (your) Response

O = (your) Outcome

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The Sales Consultancy

Quick Sales Tip 1

Are you doing too much talking and not enough listening? If you do you're not alone. Remember selling in 2012 and beyond is not about pitching and overcoming objections. It's about genuine rapport and building meaningful connections. And mastering the supreme skill of listening...

Quick Sales Tip 2

Great selling is not selling - it's creating the right atmosphere to buy. That means delivering value first - before they buy. Not the other way round. How can you give value BEFORE they purchase from you?

Quick Sales Tip 3

You won't have all the answers - but some of your customers might have some of the answers. If your sales are down ask some trusted customers to evaluate the situation. Meet with them, get into fabulous rapport - and they might just provide the answers to your questions. Who could you ask?