



Tricks of The Trade March 2012

Hope you're well.

During last week's whirlwind visit to San Francisco and Silicon Valley I felt a sense of optimism around California that the United States economy is finally on the up.

Certainly the delegates present at my trainings were definitely confident in their ability to drive forward and contribute to America's recovery. It seemed that, deep down, they really believed they can be successful at selling.

It all reminded me of the power of the unconscious mind in general and how it can influence your sales results in particular.

Who is your inner critic - and how are you going to manage it? It's another key element in 'The Psychology of Selling'!

Your Inner Voice - Helping or Hindering Your Sales?

Your inner voice is your unconscious mind and its primary function is to look after you and keep you safe.

It's great when your inner voice is saying positive and empowering things to you. However, what about when you hear the other side of your unconscious mind...**your inner critic!**

Who is your inner critic?

Who is the person you hear in your head when things don't go as planned? When you lose a sale? When you can't get an appointment?

Your inner voice is a result of all the stuff you've heard from others in your life mashed together with your inner fears.

Your inner voice can be your best friend too. The key is to control your inner critic so that you get the positive benefits without the debilitating effects of negativity.

Whether your inner voice is saying positive or negative things it's really important to recognise that there's a positive intention in the message.

What could it be for you? Maybe you haven't had great success with a new sales strategy or technique and it causes you lots of angst every time you try it.

Or there's a particular client or prospect that takes lots of your energy to communicate with. One positive intention is to stop you feeling the pain of the disappointment or trauma of communication with this person...so let's not bother doing it again...just in case there's some pain here.

That would be great if it weren't such a useful tool to increase your sales or potential for future business. You avoid the short term pain but the long term impact is that you won't get any better at your craft and your sales are less likely to increase. Sound familiar?

What's the positive intention?

It's really useful to think about the positive intention when your inner critic stops you moving forward. Once you know what the positive intention is you can incorporate it in another way, which will allow you to focus on the task in hand and keep the inner critic happy at the same time!!

Action

Start recording the negative things your inner critic says and ask yourself the following questions...

1. Whose voice is this?
2. What is the positive intention of this message?
3. How can you preserve the positive intention in your new strategy?

These questions will give you greater awareness of what's going on within you and give you greater control. They allow you to make friends with your unconscious mind and change your reaction to that inner voice. Rather than letting it crush you...just be curious to the reasons behind it.

Understanding what's going on behind the voice will ultimately give you more control to change the voice!

It's your choice how you react...you have the control... so what are you going to choose?

On my training sessions this issue of the inner critic comes up over and over again. One thing for sure...cracking this one makes you unstoppable!

Let me know what you think by emailing me at [**results@sales-consultancy.com**](mailto:results@sales-consultancy.com)

Until next time.

Leigh

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Quick Sales Tip 1

If you're a boss and have a team working for you - one of the most powerful questions you can ask your team, either as a team or individually is..."Tell me how I can help you to do your job better".

It will open up an honest thread, nip problems in the bud and for all sides to say what's on their minds.

Basically you'll be saying to your team "I'm on your side and I want this to work"

Quick Sales Tip 2

Remember the power of 3 when organising meetings. People only really remember roughly three distinct things from any event, lecture, meeting etc.

At the start of the meeting mention the three things you're going to cover. Then - discipline and focus the meeting to cover only those three main issues.

Finally, review and remind everyone of the three points you want them to remember.

Quick Sales Tip 3

If you have and use a database for email marketing make sure you find out the best frequency and timing with which to communicate via your list. Don't overkill with too many daily emails.

More and more people are unsubscribing due to email overload. Too few and you won't remain on their radar. Experiment over time and monitor the unsubscribe figures.