



Finding the best way to help you

Hope you're well.

You'll know by now that my mission is to support businesses as they build the nation's economic recovery.

How? By arming you and your sales people with the up to date, successful, yet simple techniques they need to move your business through this recession.

So after speaking with many of my business colleagues, we're making a slight change. From today, instead of a monthly, more detailed 'Tricks of The Trade' newsletter, we are converting to a weekly version offering a shorter, sharper digest from the 2012 world of sales.



I know how busy you are so we'll be ensuring our weekly messages take no more than two minutes for you to read.

So it will be quick, to the point suggestions and advice that you can put into practice immediately.

No time to lose - let's get going...

Jonathan: Mind your language please!

The language you use internally has a huge impact on your behaviour - and ultimately your results.

If you say things are hard...guess what, they are. If you say things are less than easy you'll generate a very different internal response. Think about the words you use to yourself - are you making things tougher than they need to be?

Many of my friends get concerned when they get a sore throat "I do hope I'm not getting a cold" they say. Dangerous talk, I think!

Our brains don't actually process negatives.

What happens when I say "don't think of a blue tree"...you think of a blue tree right! That's because you can't not think about something that you don't want to think about, without thinking about it first!

So when you say "I do hope I'm not getting a cold", you are focusing your mind on the words "getting a cold" and manifesting the very climate for a cold to take hold. Deepak Chopra (M.D. and founder of the Chopra Centre for Wellbeing) says "*your immune*

system is constantly eavesdropping on your internal dialogue"...and it's not just your immune system!

So - in sales, every time you don't want something to happen, your focus of attention is fixed right on it. I hope this isn't going to be a tough sales meeting; I hope they don't say no; I hope the client isn't challenging - these are all versions of "don't think of a blue tree!"

Now let's get real here...

I don't deny that the world sets us certain obstacles to overcome but I do believe that the obstacles are easier to overcome when we use positive language!

Rather than saying "This is really hard" you could say, "this may not be easy right now but it will get easier each time I practice". Positive words create a very different internal state that is much more empowering and resourceful...and with that comes more success.

Even the most positive people...

...can fall into the trap of negative language - so start to notice when you do this for yourself. Every time you hear negative language, reframe the comment using positive language that's framed on what you want rather than what you don't want.

You'll start to notice yourself becoming much more positive, goal-focussed - and successful!

Let me know how you get on.

All the best.

Leigh

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