



The Future World of Sales

Hello Jonathan

With 'Strictly' and the X factor in full swing, morning frosts appearing regularly and the leaves rapidly disappearing from the trees, we know that winter is well on its way!

Mother Nature continually demonstrates who's in charge - and we have to adapt our habits, routines and actions accordingly.

Not unlike the world of sales.



The Speed of Change

The speed of change in the sales environment is increasing. And you need to adapt - or be found wanting.

So much has changed since I got into sales...

OUT: Heavy handed pressure sales techniques, sales scripts, 'gifts of the gab' sales winners, death by PowerPoint, pre-judging, order taking, 'all talking and no listening' pitches.

IN: Building genuine rapport, integrity and trust, customer service, long term win/win relationships, curiosity - and a positive consultative approach.

Are you in or out?

If you're a member of the 'OUT' list - you need to change or you will likely become extinct.

Technology is rapidly moving forward, attitudes are changing, the selling arena is changing. There's social change...economic change...environmental change. Changes are changing!

So you need to be **100% on your sales game** to achieve business success.

And yes - there's a greater emphasis on psychology in the sales arena than ever before, both in terms of understanding yourself - and your clients... and your future clients!

If you've ever had doubts

If you've ever had doubts or lacked the confidence or belief in yourself to achieve great sales results on a consistent basis ... it's your own mindset that's getting in the way.

It's really important to focus your mind on objectives when undertaking any activity, and some of those objectives need to look something like this!

- Identifying your psychological barriers and finding tools to overcome them.
- Knowing insights on how your mind works so you can keep motivated and stay focussed.
- Being able to identify the psychological patterns of your clients and prospects so that you connect with them at a deeper level - and close more sales.

In truth - how much attention are you paying to your own sales mindset, or the buying mindset of your customers and prospects?

What's next?

Take that one step ahead and take action in your sales by knowing your psychological barriers otherwise don't complain if you get left behind in the change!

Until next time.

Leigh

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