

First 2 chapters!



iSell

Unlock your winning sales mindset

"This is a ground breaking book that shows you how to develop unshakable levels of self-confidence in selling anything to anyone."

Brian Tracy
Best-selling author of *The Psychology of Selling*

Leigh Ashton

What others are saying about this book...

“This is a ground breaking book that shows you how to develop unshakable levels of self-confidence in selling anything to anyone.”

— **Brian Tracy**

Best-Selling Author of *The Psychology of Selling*

“As an avid learner of anything to do with influence it's commonplace to read books on 'how to close sales'. Then there's those who inform on getting the mind ready for the encounter with a customer, client or patient. Seldom though - is there anything that takes the whole persuasion process from 'soup to nuts' and lays it out in such a clear, concise structure as the one described in Leigh's brilliant book.

If you've a mind to be more persuasive. If you're certain 'sales' makes the commercial world go round. If you want to fully understand how ethical selling is the only way forward. Then you are in the right place - at the right time. Don't be too surprised just how persuasive this book is as it explains persuasion!”

— **Peter Thomson**

The UK's Most Prolific Information Product Creator

“One book can make all the difference! Books do change people's lives and over the years many have gone on to make me \$100k - or more. This is one of those books you'll want to read over and over again, high-lite and also use as a tool. This is a book written by someone who understands selling, business and how to encourage the mind function at optimum. I can pretty much guarantee that when you come to the end of your career you will be able to look back at the books you read – and when it comes to working out those that made the difference to you, this will be one of them. Once I picked it up I couldn't put it down and I'm sure it will be the same for you. Enjoy!”

— **Ron G Holland**

Top Biz Guru and author of *The Eureka! Enigma*

“I love this book. It’s just so different from the normal sales books around. Leigh tackles head on why some people smash their sales targets whilst others fall by the wayside – and shares her secrets on how anyone can improve their sales results.

In my view this book would be a valuable aid for anyone in selling – whether entering the sales sector for the first time or as a senior sales manager responsible for multi million pound sales targets. It’s a unique exploration of how combining psychological techniques with conventional selling methods can produce sensational results.”

— Penny Power

Co Founder of Ecademy and author of *Know Me, Like Me, Follow Me*

“In an ever changing and dynamic world, it is vital that we all learn the technique of sales – for we are all always selling, whether it be ourselves in a job interview, or a product or service for a business or a job. What leads people to fail is the lack of understanding of the sales process and the sales psyche, and this book proved just that understanding.

An easy to read, informative book about what really happens in your mind when you start to sell. The knowledge and ideas are presented with honesty and integrity and congruent with the building of long term and profitable sales generating relationships. It’s an informative and practical guide to improving your sales – in any situation – and it has the added benefit that you will understand yourself better along the way. Read it!”

— Gill Fielding

Secret Millionaire and author of *The Book of Riches*

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Leigh Ashton



iSell – Unlock Your Winning Sales Mindset

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*This book is dedicated to the Sales Professionals
and Business Owners that strive to improve their
minds in order to achieve greater things.*

*I hope the ideas in this book help you make
changes that take you to the top of your game!*

Thank You

My journey has been blessed with many words of wisdom and support from others. Without them I would most certainly be a very different person.

Thank you so very much...

My Mum and Dad

Jonathan Mills

Paul Ashton

Maria Millman

John Sproson

Martin Eldon

Daniel Priestley

Mindy Gibbins-Klein

Peter Thomson

...and to all the people that have touched my life and added to who I am of which there are so many!

To the greats that have inspired me...

Brian Tracy

Tony Robbins

Tad James

Contents

Introduction	11
1. How Your Thinking Determines Your Sales Success	
Your amazing mind	16
Communication is key	17
Focus of attention	18
Different maps of the world	22
Your perspective	23
The things that get in the way	24
The valley of reasons and excuses	25
What you believe	28
2. How Your Beliefs Impact Your Thinking...and Your Results	
How beliefs are created	32
Your beliefs around sales	35
How you reinforce your limiting beliefs	37
Eliminating your limiting beliefs	39
3. Sales and the Inner You	
Friend or Foe	48
The importance of language	50
Chunking up	52
The sum of the parts	53
4. Putting Yourself in the Right State of Mind	
How your state of mind impacts on your sales success	58
Good state...bad state	59
Change your state in a heartbeat	63
Circle of excellence	65

5. Managing your Inner Software to Achieve More Sales	
Part 1 - How you process	68
Representational Systems Profile Questionnaire	69
Representational System traits	71
Representational System words	74
Part 2 - Meta Programmes	76
Context dependant	77
Understanding Meta Programmes	78
6. The Next Step	
Linking it together	94
Creating Dynamic Goals	99
Increasing your commitment	102
Procrastination	104
7. Modelling Sales Success	
Find yourself a great strategy	110
The Five Key Elements	112
How you learn	114
Planning your strategy session	116
Great strategy elicitation questions	117
8. Measuring Up	
Key Performance Indicators	124
The 5 Keys to Sales Success	126
There's no such thing as failure...only feedback	129
How to make changes	132
Quantum questions	134

9. Putting it all Together

Rapport	138
Open questions	139
IPA and FBI	141
How are you doing with your action points?	143

10. If you Manage a Sales Team

Being a sales leader	146
You train your team how to treat you	147
Stop telling	148
Put them back at 'cause'	149
Feedback	150
Communication is the response it elicits	151
Match preferences	151
Good language	153
The top sales leadership tips	154
How your thinking determines your sales success	154
How your beliefs impact your thinking... and your results	156
Sales and the inner you	157
Putting yourself in the right state of mind	158
Managing your inner software to achieve more sales	159
The next step	161
Modelling sales success	162
Measuring up	163
Putting it all together	164

Case Studies and Testimonials

167

About the Author

174

Introduction

Congratulations. Because you've picked up this book I can probably guess that you are either frustrated by the lack of sales results or that you just want more sales. Pat yourself on the back – you are in the minority that take action to do something about it. The question is will you read this book? Many people that buy a book of this kind don't get past the first chapter! Which one are you? How much do you want sales success?

I first came into the world of sales in 1984 and whilst it was a little scary for me as I'd switched from a career in banking...it was also very exciting. I soon realised that I loved this new world. Four years later when I was promoted to sales manager - and the frustration set in. Why did some people achieve their targets and some not? What was behind the varying behaviours and results that sales people had? Why couldn't they just do what I did to replicate the success that I had achieved? It seemed like common sense to me but either they didn't want to or couldn't...no matter how easy I thought it was.

This prompted a curiosity to learn more about the way people think and process. What I learned allowed me to change the way that people do and think about sales...and significantly increase their results in a way that was perfect for them. Not my way... their way.

The future world of sales

So much has changed since I got into sales.

OUT: Heavy handed pressure sales techniques, sales scripts, 'gift of the gab' sales winners, death by PowerPoint, 'all talking and no listening' pitches.

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

So if you're a member of the 'OUT' list – you need to change or you will likely become extinct.

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

You need to be one step ahead at all times if you're to achieve sales success.

There's a greater emphasis on psychology than ever before, both to understand yourself and your clients...and your future clients!

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

My outcome for this book is to:

- Help you identify your psychological barriers and give you some tools to overcome them
- Give you some insights on how your mind works so you can keep motivated and stay focussed
- Give you some pointers to identify the psychological patterns of your clients and prospects so that you connect with them at a deeper level and close more sales

Your goals for this book

It's really important to focus your mind on objectives when undertaking any activity. Reading this book needs to be useful to you...or there's no point in taking the time to read it unless there's value in it for you.

So what do you want to achieve from this book? What would need to happen for you to think that your time was very well spent?

Write down three important things you want to get from reading this book:

1.
.....
2.
.....
3.
.....

This book is my way of sharing what I've learned, why it's useful, how you can use it to change your thinking and grow your sales success...no matter what level you're at...no matter what industry you're in.

So if you're ready...let's get started!

Leigh Ashton
London, 2011

1

How Your Thinking Determines Your Sales Success

“The mind is its own place and in itself, can make a Heaven of Hell, a Hell of Heaven.”

— John Milton, Poet

Your amazing mind

Your mind has amazing potential. More than you can possibly imagine. It controls everything you do...most of which is completely unconscious. In fact about 95% of what you do is unconscious. You have no real awareness that it's going on...like the blinking of your eyes, breathing in and out, the blood running through your body, the pulse in your neck, your fingertips on this book and so much more. Until I mentioned them you gave those things no thought at all. They just happen.

Now that's fine when they have no consequence but sometimes they have very negative effects that get in the way of your success and that's what you will be exploring in this section. So if you have patterns of behaviour or thinking that get in your way, start to get excited because you are about to uncover these hidden and not so hidden gremlins and find out how to rid yourself of them for good.

Too good to be true? Keep reading with an open mind and make your judgement later. This has worked time and time again for thousands of people and it will work for you too.

So here's some theory for you. Your mind is split into two parts – the conscious and unconscious mind. Your conscious mind is the logical rational part of you that often talks you out of things. Your unconscious mind is where the deep stuff is. It runs and protects your body. It stores your inner thoughts, values, beliefs and processes them to create the behaviours that serve you. In fact it really wants to serve you...so much so that it agrees with everything you tell it.

Your unconscious doesn't know the difference between reality and fantasy so whatever you feed it...it will grow. It doesn't distinguish between good seeds or bad seeds. So what seeds are you planting? What you really need to know is that the unconscious mind drives you. Plant positive seeds and you'll

reap the magic later. Sow negative seeds and you're destined to live your life in a sea of negativity.

For example...most people keep their car keys in the same place. You automatically go to that place without thinking. Then, one day you decide to store them somewhere that offers more security, so you move them from the shelf by the front door, to a cupboard in the next room. The first few times after you've moved your keys, you set off for the 'old' place. Over time, you retrain your unconscious mind to head towards the new location.

Leaving the car keys in the wrong place is relatively harmless stuff – but what about those mass of actions, thinking and habits that you have built up over the years. Many of these will serve you well. Yet other unconscious habits, actions and thoughts will undoubtedly be holding you back. And it's these negative unconscious habits that can be replaced with positive equivalents to catapult you to the success you desire.

Creating a great relationship with your unconscious mind is an essential part of creating success! Communicate with it on a regular basis. Get to know it. The more aware you are, the easier it is to get the sales success you want.

Communication is key

Having excellent communication skills is vital if you are going to achieve sales success.

When you communicate with others you are creating an experience for the other person. Everything you say has an impact...even the smallest things. What's interesting is that every word you use will have a unique interpretation for the person you are communicating with. When working with groups I often ask people the first thought that pops into their head when I say the word 'success'. Interestingly, no two people have ever come back with exactly the same response. Some say 'promotion',

some say 'sitting on a beach', some say 'loving family', some say 'money'. And even if people say they thought of money...when questioned one may have seen a big house, the other the actual word came to mind or maybe a £ or \$ image. So imagine a string of words in a sentence and a string of sentences in a conversation and you begin to realise how easy it is to create confusion or misunderstanding.

How does this happen? What causes the mind to do this? (Go with this, the figures coming up are astounding!)

You are subjected to over two million bits of information per second...and that's a conservative estimate. Your mind can only take in around 134 bits of information per second (that's 0.0067%). So imagine for a moment somebody giving you two million matches in your right hand and you take 134 of these matches into your left hand...every second. Now what do you think happens to the ones that are left in your right hand? They get discarded. What's more interesting is how you select the specific 134 each second. You will select the ones that are important or relevant to you and what's going on in your world right now. This is based on your beliefs, values and all your acquired life experiences and influences up to that point.

Focus of attention

If you believe the world is a rubbish place you will pick the information that supports your belief. Likewise if you believe the world is a great place full of opportunity then that's the information you will take. Remember your unconscious mind wants to support and agree with you. If you're having a bad day full of negative thoughts, it won't say 'Hey you, don't be such an idiot'. Remember that time you had a great meeting and closed the sale. You're great'. No – it just allows your negative thoughts to filter because that's the way you've trained it and it wants to please you.

The reason we all have different interpretations of the word 'success' is because our inner world is created from so many variations of the two million bits of information per second. We are all taking different 134 bit sections.

So what's the lesson here? Easy - What are you focussing on?

It's really important for you to continually focus on what you want rather than what you don't want. That way you create the thinking that allows you to take in the positive information that creates and supports your sales success. Doing anything else other than focussing on what you want will ultimately sabotage you – and your sales.

In life, you don't get what you want, you get what you expect so expect positive outcomes and you're more likely to get them. When you think that things are going to be tough that creates in you a behaviour that prepares you for that experience.

For example you're going to a meeting with a dissatisfied customer. All the way there you're thinking of all the things you're going to say in your defence. That puts you very firmly on the back foot and in your own space. Very likely you will enter that meeting with an air about you that could well instigate a heavy discussion. By visualising a positive outcome and putting yourself into their space, the behaviour you demonstrate will get a very different response.

Whatever your objective is when you communicate with prospective clients will impact on your expectation and if that's low or non-existent you may well find yourself creating the very lack of great results that you crave.

Think about it this way...put 'wealth' into Google and what do you get? Lots of websites to do with wealth! Put 'poverty' into Google and you get sites about poverty. Do they both exist? Of course they do. Focus on what you want, not what you don't want and you will notice it more and attract more of it.

I want you now to think about a problem you have in your area of sales generation. Once you have something specific in mind answer the following questions.

Go with your immediate response.

What is your problem?

.....
.....

Why is it a problem?

.....
.....

Why do you have this problem?

.....
.....

What caused it?

.....
.....

What are your limitations in solving it?

.....
.....

Who's to blame?

.....
.....

Why haven't you solved it yet?

.....
.....

Now do something else for at least 60 seconds that's completely unrelated before going onto the next part of the exercise.

Welcome back!

I now want you to think of the same issue and answer the following questions. Again, go with your immediate response.

What do you want?

.....
.....

How do you want it to be?

.....
.....

What do you need to get it?

.....
.....

What resources do you already have that will help you get this outcome?

.....
.....

Where are you with regards to achieving it?

.....
.....

What is the next step, which you can take towards getting your outcome?

.....
.....

When will you take this step?

.....
.....

So what did you notice?

The first set of questions would have focused you on the problem itself (what you don't want) and may have caused some negative emotions.

The second set of questions focused you on the solutions to your problem (what you want) and should have been more empowering. These questions also get your unconscious mind to come up with options for resolution.

Create positive self fulfilling prophecies by focusing on what you want and you will have already taken steps to greater sales success.

Different maps of the world

The map according to me, Leigh Ashton has been created from the moment I was born to this very day. All the people I've come into contact with, the experiences I've had, the reactions, significant emotional events...in fact everything that has occurred in my life. It's impossible for two people to have the exact same experiences in life and therefore impossible for people to have the same map of the world.

This is really important, so take note.

- When you communicate with anyone you absolutely must get into their map of the world to get deep levels of rapport.
- You need deep levels of rapport to uncover their true thinking. You need their true thinking to know if you can help them.
- You need to absolutely know that you can help them to create a mutually beneficial long lasting business relationship.

An indication that you are in the other person's map of the world is that you will be using *you* language. Every time you say 'we' you are in your map for example rather than 'we offer you....' it's more effective to say 'you will get....' Other than asking open questions you should be doing little of the talking.

Imagine for a moment going to a party. You see someone that looks interesting and start a conversation with a question. That person then goes on to talk and talk and talk about themselves the whole time. What's that like? Boring!!! Every time you meet with a prospective client and talk about your offering and the benefits you bring as a pitch at the start of the meeting...you become that boring person!

Find out about their map of the world, what's important to them, what problems they have and what they want to achieve...then and only then can you add value. Leave sales pitches to the sales talkers and become a listener and fixer.

Your perspective

There are so many ways of interpreting things that happen around us. Whatever your perspective in any given moment it is influenced by your map of the world. If you agree with me that everyone's map of the world is different, it's true to say that their interpretation is as real for them as yours is for you!

So who's right?

You both are! What's exciting about that is you can change your negative interpretation to a more positive perspective...if you can expand your thinking.

Think about a situation you have that's bothering you. What advice would you get from an alien, a pet, a great leader from history, a wise Indian chief or a comedian...in fact as many diverse characters as you can think of?

When you find yourself in an uncomfortable situation, always ask yourself...

What else could this mean?

You'll be able to come up with lots of alternatives to your current thinking and access many more choices to achieve your sales objectives.

It's been said that you don't know a person till you've walked a mile in their shoes. So take the time to reflect on what they may be thinking. Think about the possible ways they might interpret your actions or communication...incorrectly!! What possible alternative assumptions could they make? It's not always as simple or clear as you think.

The things that get in the way

The world isn't always kind to you. You'll get unexpected things hurled in your direction and the way you deal with these is crucial to your success. You have no control over other people or events that occur...but you do have total control over your reaction to them.

It's really important to understand what causes you to be unresourceful and get in the way of your sales success.

When you're not following through on stuff that you know would really make a difference to your sales success, ask yourself this really important question. *What stops me?* Find yourself a quiet place, grab yourself some paper and keep writing everything that comes into your head. When you get to a blank spot and think you've got it all...dig deeper and go beyond that.

When this happens a second time...dig even deeper. What comes beyond the second blank spot is normally the most helpful to you.

In my experience of working with sales professionals and business owners the barriers to success fall into two categories...regardless of the number of ways they manifest themselves.

First is the valley of reasons and excuses and the second is what you believe!

The valley of reasons and excuses

You may have already come across the concept of cause and effect. In simple forms it's how you react to people and situations outside of you.

It's far easier to blame the recession, cut's in budgets, lack of money, the boss won't let you or any other reason and excuse you can come up with. It lets you off the hook...it's not your fault!

Imagine you are in the land of delusion...which is about five miles west of the valley of reasons and excuses! The place where whatever you do, it's not going to have the effect you want because of someone or something else. These excuses become the mask you hide behind to explain your lack of results. Poor you. It's not your fault! You're such a victim.

These words may seem harsh to you and maybe they are but if you are to achieve great sales results you must put yourself at cause to be in control.

Staying in effect makes it impossible to give 100% to the actions that get results. Even when you believe you're trying hard...deep inside you'll be thinking it's all pointless because...

Putting yourself at cause is amazingly liberating...maybe a little scary but also exciting. More importantly it puts you in control. Being at cause doesn't mean ignoring the challenges, thinking positively and hoping they'll go away. It's about acknowledging

the challenges and asking yourself 'so if all that is true...what action can I take to get me closer to where I want to be?' People at cause free their unconscious minds to come up with solutions to these constraints and become high achievers!

Take some time to focus on your own reasons and excuses.

What are the reasons and excuses you use most?

- 1
- 2
- 3
- 4
- 5
- 6

What impact do they have on your behaviour?

- 1
- 2
- 3
- 4
- 5
- 6

When you explore the reasons and excuses you use to make you feel better about your lack of sales success you can really start to move towards being at cause and taking action.

I was working with a sales team some years ago when one of the consultants said “I can’t get my target because the company wants me to complete too much paperwork and it gets in the way”. The word ‘because’ is a big clue that this is an ‘effect’ statement. I asked him... *‘so if all that’s true...what action can you take to get you closer to achieving target?’*. He then came up with 3 options that gave him more flexibility with his paperwork and allowed him to give more focus when with his clients and prospects. The following month he doubled his sales and smashed his target.

Your results are really up to you and what goes on in your head.

I have a belief that keeps me very firmly at ‘cause’ and that belief is *‘I create everything that happens in my life by my actions and non actions’* So whatever happens in my life, I’m always asking myself ‘what did I do to contribute to this happening?’

If you’re not getting the sales results you want, I don’t believe you have chosen to be in this situation consciously but I do think that where you are is the sum total of all the decisions you’ve made up to this point. Remember that your results are from activities carried out in the past...so at times when you allow yourself to be in ‘effect’ and take your foot off the accelerator...you will pay the price further down the line.

So when you hear yourself coming up with excuses, don’t fall into the trap of believing them and ask yourself *‘so if all that is true...what action can I take to get me closer to where I want to be?’*

What you believe

The second barrier that gets in the way of your success are the limiting beliefs you have. Some will be expressed openly like 'I'm not very good at networking', 'I can't talk to big groups' and 'I'm not a sales person'. Others will be hidden away deep down. So deep you don't even realise them yourself. That's the scary bit.

The '*what stops you*' writing exercise helps you uncover some of these and the next chapter will help show you how to get rid of them.

Find yourself a quiet space and give yourself plenty of time. Make sure you're not going to be disturbed. You'll need plenty of paper and a pen.

Now think about something that you avoid doing. Something that would really increase your sales success if only you just 'did it'

Write this at the top of the page and below it write "*What stops you?*"

Now it's down to you. Be completely honest with yourself and write everything that comes into your mind...even if it doesn't make sense.

Keep writing till you've finished then dig deeper and start writing again. You need to go beyond 2 of these blank spots before you're done. It's often what comes after the second blank spot that's the most useful.

In the next chapter you're going to find out exactly how you can overcome these barriers and achieve greater sales success.

Summary

This chapter has given you an insight into how you think, take in information, focus your attention, how you structure your map of the world and your inner barriers to sales success. You've explored your reasons and excuses and started to uncover your limiting beliefs. Phew!

Now what are you going to do with all you've learned in this chapter? How are you going to ensure you use it to create more sales?

It's all about action. Knowing and doing are two different things.

So what are your three priority actions that you're going to take as a result of reading this chapter?

1.
2.
3.

Now that you have some action points, put time in your diary to do them. Think about how you can make sure these happen...do you need an accountability buddy, do you need inspiring images around you to keep you on track or maybe it's something else for you. Whatever you need to make these happen...do it!

Also spend time thinking about the things that could get in the way of you completing these actions. What do you need to do to counteract these potential pitfalls? What's your contingency plan?

With that in place, go do them as quickly as you can...anytime **NOW** would be good.

2

How Your Beliefs Impact Your Thinking ...and Your Results

*“If you believe you can or believe you can’t
...you’re right!”*

— Henry Ford

How beliefs are created

From the moment you were born you were subjected to information, emotions and the influence of others. You will have reacted in your own way to these events and created beliefs around them. Some of your beliefs will be really positive and empowering...some of mine are...Mum and Dad are always here for me and love me. All living creatures deserve respect and kindness. I can be whoever or whatever I want to be.

What are your positive beliefs? You will know what some of yours are for you. These beliefs create a really solid foundation for us to build on for our entire lives. Go back to them often for reassurance, inspiration and motivation.

Your beliefs are core to who you are and you will always defend them no matter what. The most heated debates and arguments are caused by people defending their opposing beliefs. Whether they are based on reality or fantasy doesn't impact on the power of your beliefs. They are yours and therefore very real to you.

In addition to our positive and empowering beliefs, there are beliefs that affect us in a negative way. These are called limiting beliefs. They remind you of your fears and inadequacies. They stop you taking action.

Your limiting beliefs are already in place by the time you are 7 years old. From the moment you're born to age 7 years your mind is like a sponge soaking in everything that happens around you. These are the imprint years. Everything you take in during this time will be interpreted by your very young self.

At this age you have no life experiences to draw on...or adult intellect. It's hardly surprising then that you may have made an unhelpful interpretation that you then carry with you into adulthood.

Let's give you an example. You are helping an adult in your home or garden and really doing your best to do a great job. The adult says to you 'no, no, no...you don't do it like that. Give me that here. I'll do it.' Now this is all done with love and kindness in the hope of teaching you some kind of lesson. The next time you try really hard to get it right and the adult says to you 'no, no, no...you don't do it like that. Give me that here. I'll do it.' Now you're feeling that you may not be good at this stuff. So the next time you try even harder and you think you've done a great job when you hear... 'no, no, no...you don't do it like that. Give me that here. I'll do it.' Well now you know. You are just not good enough for this job and stop trying. You only need to hear something a handful of times before you start to believe that you can't do this stuff! When you're less than 7 years old you haven't got the intellect to work things out in your head so you decide on the easiest option...the one you understand...you're just not good enough!

Imagine this limiting belief goes unchallenged...even though you've achieved lots as an adult. It's lurking deep inside you...and springs into action every time you're doing something for the first time. It stops you learning new things or giving 100%. It's also a great fallback position when you fail to get the result you want. So you settle for less!

Now I don't know whether this belief has any resonance with you or not. It's just an example. If it did...celebrate because at least you know it's there...inside you.

You may or may not remember specific events that led to you creating your limiting beliefs but every day since you will have focused on reinforcing them with events that happen in your everyday life. Remember that you will only take in 134 bits of information per second so those times where you have exhibited the opposite behaviour...when you achieved exactly what you want in the way you want it...well you'll have just discarded those!

Some years ago I was working with a Sales Manager. She arrived before everyone in the morning and left after everyone in the evening. She raced around all day getting as much done as she could. Always striving to do more, lead and motivate her team more effectively, increase sales...the list goes on. She was exhausted and I quietly wondered how she was holding this together.

As a child of 4 she had an opportunity to start school early...she was a very bright child! Her parents took her to the school for a meeting with the teacher to discuss the options. During this meeting her parents and the teacher chatted about whether she was ready for school...was she good enough...or should they let her have an extra year of play. All this was done with love and kindness and her best interest at heart. The only words she focused on were 'was she good enough' and remembered very clearly the feelings of inadequacy she felt as a child. This had caused her to push herself to do more and more rather than achieving the desired outcome. Once she had the realisation that she was actually more than good enough she was able to let go of the limiting belief and focus on getting results. Being busy isn't necessarily being productive. Her hours at work reduced and her results went up!

Limiting beliefs fall into 3 categories:

Hopelessness – this is the belief that it's impossible for anyone to achieve a particular thing

Helplessness – this is the belief that others can achieve this but not you

Worthlessness – this is the belief that you are not good enough or don't deserve success

One limiting belief on its own has the power to stop you achieving the sales success you desire. It really doesn't matter how much sales training you have if you have a limiting belief that gets in the way of you consistently carrying out the behaviour they teach you.

If you're not achieving the success you want in sales, it's quite likely that limiting beliefs are at play. You may know some of them consciously. You may not! However, you definitely need to identify those that are unconscious too.

The great news is that you can change your beliefs. You will have already done this for yourself without even realising. When you were a small child, you may well have believed in Father Christmas or the tooth fairy. Do you believe in them today? Yeah I know...I just spoiled it for you 😊. Think about all the things you believed as a child that you no longer believe.

They used to believe the world was flat...and stone people to death if they put forward a new theory! Remember that you will defend your beliefs at all times...whether they support you or not.

It's also worth pointing out that all your limiting beliefs that affect your sales results will also be affecting other areas of your life. Start to notice patterns and become more aware of what your beliefs are.

Your beliefs around sales

So who do you think you are? What beliefs do you have about yourself? What beliefs do you have about others in the sales process?

You will have uncovered some of your limiting beliefs around sales in the previous exercise, so let's get a little more specific.

Take a look at the following statements and score them between 0–100%. 0 being you completely disagree and 100 being you completely agree.

	%
	True for you
You	
I am a great sales person	
I believe I can sell well	
I have the ability to sell	
I know how to sell	
I can only sell if I am in the right place at the right time	
Selling	
Is about assisting the customer to choose the most appropriate way of moving forward	
Is an honourable way to make money	
Is easy	
Customer	
The customer really wants to know about my offer	
The customer will be pleased to see/hear from me	
The customer will buy once they understand the benefits of the service/product on offer	

My Company

- Offers great customer service
- Offers a great return on investment
- Deserves to be highly successful
- Cares about you
- Provides all the support you could wish for

No matter how many times I do this exercise within companies, the responses are always so varied within the same team. So what do your responses say about you? Your scores are all clues to what's going on below the surface. Your beliefs impact on your behaviour, so if you have a low score against 'I am a great sales person' how do you think that impacts on your sales? How much commitment do you have if you have a low score here? Even if you think you're committed it's very unlikely that your behaviour will consistently reflect this. Whatever is going on inside you will win...believe me!!

How you reinforce your limiting beliefs

When you have beliefs that limit you in some way, you will go out of your way to find evidence to support your belief. Say for example you score yourself low on 'the customer really wants to know about my offer'. Every time you have a conversation with a prospective customer that doesn't get a positive result, you deposit that experience in your Limiting Belief Fund. All the occasions where you had a fabulous result get discarded. You place no importance on them at all...just because they are not in alignment with your belief. It is sad and true!

One of my clients witnessed an incident as a child when her mother verbally abused a salesman that came to their house. Her memory of the experience was unpleasant and shaped her thoughts around sales. She came to me because she is an artist and found it impossible to promote herself or her art. Whilst she had been successful in the past...the sales element had always been brokered by an agent. By revisiting her beliefs around sales and selling she was able to overcome her limiting beliefs and create empowering thoughts and actions that helped her to promote her art and make great sales...and direct her agent more effectively. It's no wonder that she avoided sales. Her fear of the potential repercussions she may experience with buyers was causing her unconscious mind to keep her safe by avoiding sales altogether!

Another thing to consider is the positive impact of your belief. All behaviour has a positive intention and even though your belief limits you in some way, the pain of that limitation is not enough for you to take alternative action. Why is that? It's because you get some kind of payback...let me explain.

Have you ever planned to spend time on the telephone making new business development calls? You travel to work full of good intentions. You have thought about how many calls you were going to make and what approach you were going to use. You have visualised a positive outcome at the end of your telephone session. Then you get to work and make yourself a hot drink...maybe have some breakfast. You decide to check your emails in case any orders arrived overnight. You reply to some emails...then check your social networks...then have a conversation with a colleague about a project...then before you know it the morning has gone. Familiar?

If you have a limiting belief that prospective customers don't want to know about your offer and that you are being a nuisance by calling them out of the blue...then you have successfully avoided the potential rejection you might have to deal with. The other stuff is more comfortable for you. Even though you know this would make a massive difference to your sales you avoid it like the plague. Should you be forced into a position where you have no place to hide and you eventually pick up the phone to make these calls, you have so much angst internally that a positive outcome is unlikely.

Until you deal with these limiting beliefs it's going to be a challenge to get the sales results you want and practically impossible to enjoy the process.

Eliminating your limiting beliefs

How would you like a simple process that helps you get rid of your limiting beliefs? A process that's so simple you can use it again and again!

You will need to complete the writing exercise 'What Stops You' beforehand so if you haven't done it yet...stop reading and start writing! Here's a reminder if you haven't done it yet.

Find yourself a quiet space and give yourself plenty of time. Make sure you're not going to be disturbed. You'll need plenty of paper and a pen.

Now think about something that you avoid doing. Something that would really increase your sales success if only you just 'did it'

Write this at the top of the page and below it write "What stops you?"

Now it's down to you. Be completely honest with yourself and write everything that comes into your mind...even if it doesn't make sense.

Keep writing till you've finished then dig deeper and start writing again. You need to go beyond 2 of these blank spots before you're done. It's often what comes after the second blank spot that's the most useful.

Go through what you have written and highlight every limiting belief. Pick the one that will have the greatest impact on your sales success once it's eliminated.

Are you ready to let go of this limiting belief with the *Belief Buster*?

ESSENTIAL - Only continue with this process if you get a committed 100% yes response!

Your Limiting Belief is:

.....

.....

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.....

The following questions will help you connect with the problems this limiting belief is creating for you and the potential consequences if you hold onto it. You'll also explore the positive outcomes of letting it go.

How has this Limiting Belief blocked you in the past?
What has it stopped you doing/achieving?

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What will you ultimately lose if you don't let go of it?

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Why are you totally committed to letting it go?

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The following questions will destabilise your limiting belief, create a void for you to fill with a more empowering belief and reinforce the positive results of your belief change.

Question the Belief

Why do you believe this?

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When did you take on the belief? (Remember, beliefs often get formed before the age of seven and you may not be consciously aware of when).

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What higher level belief may you have formed about yourself that would have caused you to take this belief on? Common higher level beliefs might be “I don’t deserve”, “It’s wrong to ask/want things?”

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How has this limiting belief served you in a positive way in the past? Where has it been useful?

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Think of 3 Counter Examples

Where has this belief not been true for you?

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Who might not believe this is true of you?

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When was this not true for you?

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When have you done something that contradicted this belief?

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Think of a More Empowering Belief

Identify an empowering belief that would support you in achieving greater sales success.

Your new Empowering Belief is:

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Where/when have you acted as if this were true?

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What were the positive consequences for you?

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Where could you practice/continue doing this?

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Visualise yourself holding this empowering belief.

Pick three contexts where you would use this and run through each one.

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What will you do differently now that you have changed?

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How do you feel about that old belief now?

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Can you even remember what it was?

You should be feeling pretty good now...awesome in fact. You can use the *Belief Buster* as many times as you need to...whenever you want to. The more limiting beliefs you deal with, the more sales success you will have.

It doesn't stop there...getting rid of your limiting beliefs will have a positive impact on all areas of your life so expect more success generally!

To Summarise

In this chapter you've really explored your beliefs...specifically those that get in the way of your sales success. You've used a process to elicit your limiting beliefs, eliminate them and replace them with a positive more empowering belief.

It's fair to say that if you've had difficulty letting go of a limiting belief you'll be holding onto it for deep rooted reasons...and may need the help of a coach. Please either contact me or find yourself a coach that can help you work it out.

What are your three priority actions that you're going to take as a result of reading this chapter?

1.
2.
3.

Go do them as quickly as you can
...anytime **NOW** would be good.

Whatever your sales challenge ...there is a solution!

Contact me:

Tel: 020 7903 5426

email: sales@sasudi.com

Find out more:

www.sasudi.com

Follow me:

<https://twitter.com/SasudiSales>

<https://www.facebook.com/SasudiSales?fref=ts>

https://www.linkedin.com/profile/view?id=202780&rk=nav_responsive_tab_profile

Be inspired to take action!





About the author

Leigh Ashton is an author, speaker, trainer and coach. She helps sales professionals and business owners get more sales. Companies turn to her when they've tried

everything to increase sales productivity... and they're still not getting the results they want.

Leigh has been in sales since 1984 and many moons ago as a young sales manager she became frustrated with the inconsistent performance of her sales team.

This motivated her to go and find out why this happens...and crucially how to fix it. She discovered that what goes on inside a person's head has the biggest impact on whether they achieve sales success or not.

Since 1986 Leigh has trained thousands of people to use psychology to make positive changes to their attitude, their approach and their sales results.

Leigh's approach takes people through a process that:

- Helps them identify their psychological barriers and gives them the tools to overcome them
- Teaches them how the mind works so they can keep motivated and stay focussed
- Gives them the ability to identify the psychological patterns of their clients and prospects so they connect with them at a deeper level and close more sales

And at a higher level...

- It creates more success in other areas of their lives so they are happier generally...and happier people generate more sales

She is known for inspiring sales professionals and business owners to take action and increase sales anywhere from 20 to over 100%.

Her approach is aimed at the psychology that influences people's sales results. The techniques she uses identify and resolve these inner issues at source. Changes become embedded at a deeper level and therefore the new behaviour is sustainable and long term.

Leigh says..."So many people struggle with selling. I absolutely know that I can help them identify their barriers to success...I know I can give them the tools to eliminate what's holding them back...and ultimately...I can enable them to achieve massive sales success".



Leigh Ashton

Unlock your winning sales mindset

Even when outwardly confident, sales people and business owners often lack the inner confidence and practical strategies to achieve great sales results on a consistent basis. Conventional sales training doesn't address the inner barriers that get in the way of sales success.

This book does.

With an innovative approach to selling, this book will take you through a process that will:

- Help you identify your inner psychological barriers to sales success
- Give you the tools to overcome what's holding you back
- Teach you how the mind works so that you can maintain high levels of motivation and focus
- Help you connect at a deeper level with your clients and prospects
- Enable you to close more sales

Leigh Ashton is known for increasing sales anywhere from 20 to over 100%...with sustainable ongoing growth long after completion of her programmes. She has been in sales for 28 years and set up *The Sales Consultancy* 16 years ago to help people achieve great sales. Her techniques incorporate psychology to create positive change in attitude, approach and to boost sales. She leaves people feeling inspired and motivated to take action!

You can find Leigh at
www.sales-consultancy.com

