

Sales Statement #19

07 February 2017

How to start developing the right attitude

How do you start to develop the right attitude, one that will lead to positively influencing and uplifting your thoughts, feelings and behaviours? One that will automatically impact on:

- Everyone you come into contact with
- The quality of service you provide
- Your job satisfaction and sales results?

Personal choice

Developing the right attitude begins by taking personal responsibility.

The steps you can take are:

- First thing in the morning, regardless of how you feel, think about the positive aspects of the day ahead. For example the clients you will enjoy interacting with
- Become aware of your thoughts and feelings particularly when you experience negative or frustrating situations. When this happens take a deep breath and let it out slowly and as you do feel the negativity leaving you
- Think of the type of work environment you would like and how you could actively contribute to it every day. A positive attitude is contagious and so is a negative one.

Blaming

If you blame or whinge about others in your organisation, it will automatically reflect poorly on yourself. Clients don't want to hear excuses. What they want is the problem acknowledged, someone to take responsibility and let them know what action will be taken to resolve it.

A client listening to a salesperson winging would more than likely think:

- I'm glad this person doesn't work for me
- This person doesn't want to take responsibility
- I have no confidence in this person and or their organisation
- This person has no loyalty to their organisation.

Responsibility

Being accountable and taking responsibility for mistakes is expected and fundamental to sales. Mistakes can and do happen but by demonstrating determination to resolve them will give the client confidence in you.

Taking responsibility means:

Relying on yourself

Be seen as a can do person. Using language such as *"I will... I can... I'll take care of that... Consider it done...You can count on me"* will inspire others.

Finishing what you start

If you begin a task see it through until completion. Don't leave loose ends for others to do.

Keeping your promises

By keeping your word clients will build trust and confidence in you.



For more information or if you want to discuss a sales or sales management issue then contact Kurt Newman on +61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and he has completed projects in Australia, the Middle East, Asia and Europe.



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