

# Sales Success and Self-Worth

Self-worth is part of our personality that determines personal value and what is important to us. It impacts on our behaviour, appearance, feelings, thoughts and abilities.

High self-worth individuals have the strength and the capacity to overcome resistance and move forward in an energized manner whilst those with low self-worth find setbacks and adversity near impossible to overcome. They tend to give up.

What is important to know is **high self-worth can never be given** to you by someone else or by society. It must be desired and developed by the individual for themselves.

Your **self-worth is not set in concrete** meaning that it changes as your perception of what is happening around you changes.

### The Three Vital Links

#### 1. Self-Concepts

This is the logical and rational part of your being. It is the ability to think and learn and make informed decisions.

#### 2. Self-Esteem

These are the feelings and emotions you experience. Emotions can have such a powerful impact that what you think can be subordinate to your emotions. According to author Ron Willingham on average 85% of our emotions motivate external behaviours.

#### 3. Bio-computer

This is the unconscious side of your being. Learning how to draw on your bio-computer can provide wisdom and energy.

Internal harmony occurs when self-concepts (what you think) are congruent with the bio-computer (your unconscious) which influences how you feel and therefore impacts on your self-esteem.

How do you know if you currently have low or high self-worth? The following behaviours are an example and not a comprehensive list:

#### **Low self-worth:**

- Expect rejection
- Become defensive when criticized
- Overly sensitive during group presentations
- Become quickly stressed and can suffer the side effects of stress
- Earn less commissions on sales
- Overindulge in alcohol and or food
- Avoid change and use excuses to justify
- Perform poorly during role plays and networking.

#### **High self-worth:**

- Persist during difficult times
- Happy disposition
- Take personal responsibility
- Expect good things to happen
- See others in a positive light
- Embrace change
- Act more assertively
- Bounce back from setbacks quicker.

Sales success and self-worth are integrally linked. With high self-worth you will always outperform those with low self-worth. The great news is if you are currently experiencing **low self-worth you are not locked into it**. Become conscious when you do and begin by changing your thoughts.



If you want to discuss anything to do sales or sales management then contact me directly on +61 412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au). Please enter the subject heading Enquiry.



*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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