

How to Overcome Negative thinking in Sales

How many of us can go for an hour or a day without having a negative thought? If you are completely honest with yourself the answer would be you couldn't or with great difficulty.

Have you ever benefited from a negative thought? Has it helped you achieve great sales results or a happy personal life? Has it made you feel exhilarated or made you feel good about yourself? I think not. So why do we have negative thoughts and persist with them?

Unfortunately the great majority of people think and speak negatively without realising it. Perhaps it's our social conditioning and we have become desensitized or for some people it's to seek attention or to fit in? Negative thinking can become a habit and have a detrimental effect on your level of energy and happiness, and weakens the immune system.

Be careful what you think about most of the time because you will attract it, whether that is positive or negative, wanted or unwanted. The law of attraction is at work and it has no judging capacity and will give you what you want, whether you believe it or not. For example, if you used the phrase *"I need more sales"* repeatedly over time the result will be *"need more sales."* This negative thought will prevent any change from happening such as actual sales. Begin by changing your thinking such as *"I am taking positive action to build on the sales volume I already have."* Focus on what you have and not on what you don't have.

In the short term the positive affirmations will clash with your belief system. Your belief system determines how you think, feel and behave. If you are already a competent salesperson and you want to change your sales results you need to eradicate the beliefs that create the negative result. A belief is a statement said over and over again that you think and feel to some degree is true about a current situation. Though a belief can be strong it is often not based on concrete facts or experience.

Write down and repeat the positive affirmation whenever you get the opportunity to until you create a new belief system. For example, if you are used to responding to a client who has asked *"how are you?"* with *"good"* why not use more uplifting language such as *"great."* Now hold on I hear you say, I don't feel great and that would be telling a lie. Is it a lie? Do you have to act out how you feel every time or can you change your mind? If you knew that you would be creating a better first impression by using more uplifting language and end up feeling better and more energised yourself, why wouldn't you use words such as *"great...wonderful...fantastic?"* If anything is preventing you from changing it's your current belief system.

So where do you to start?

1. Become conscious of your thoughts

Set a time frame such as 1 day and notice your thoughts. You may be surprised at how many negative thoughts you have, but don't be concerned, you are on your way to a major change in your selling career and your personal life. If a negative thought happens, notice it and then let it go and avoid saying it out aloud. For example *"Business is really tough."* You may consider changing your thinking to *"The business environment is challenging but I am up to it."*

2. Change your thinking

Once you have become conscious of your negative thoughts replace those thoughts with positive ones and always make statements short, specific and in a matter of fact manner. For example, *"I really blew that sale"* to *"I am glad I know where I can improve, I will ask more probing questions."*

3. Change how you feel

This is the most difficult thing to do even when you're thinking positively. To unfreeze the feelings you want to replace and refreeze the new ones begin by visualising the outcome you want. The outcome needs to be seen and felt in great detail. Do this repeatedly until the new thought and feelings are part of your new belief system.

4. Take affirmative action

Without action nothing will change. Actively go about your day-to-day work and apply what you have learnt. It is difficult in the beginning but it will get easier with practice. You will achieve the results that you need and you will feel better about yourself. What a great new belief system.

As sales professionals we are expected to handle rejection on a daily basis which makes it difficult, but not impossible to remain positive. Negative thoughts can easily creep in. Start today by becoming conscious of your thoughts. It's the first step in the right direction to taking control of your thinking and leading a happier, healthier and more productive life.

If you would like to discuss this topic or any other relating to sales performance then contact Kurt Newman direct on + 61 0412 252 236 or email kurt@salesconsultants.com.au



Kurt's expertise is in sales strategy, sales management development; group structured sales training and infield sales coaching. As a sales person he has successfully sold products and services in 4 major market/product segments: new product sales, consultative sales, relationship sales and retail. During his selling career he created sales records for three companies in two industries and won many sales awards for outstanding performance.

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