

Sales Article #41

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Do your Thoughts Hinder or Propel Your Sales Success?

This is not an article on positive thinking.

We talk to ourselves all day, well not out aloud. What conversations do you have with yourself? Do you become emotionally entangled with your thoughts resulting in fear, frustration and even anger? It can feel like being surrounded by a high fence and you cannot see what is on the other side, where the solution is.

I have seen salespeople confronted with a client problem, give it an interpretation such as *"If I don't fix this problem right now I will lose the account"* and then go into autopilot. They act on their thoughts without considering possible alternatives. Adrenaline kicks in, they breath fast and shallow becoming so emotionally charged their ability to think logically is lost. They are in fight or flight mode.

Our thoughts are powerful and directly impact our emotions and our energy. This affects everything and everyone we come into contact with. Clients can see and feel the stress even if they don't know anything about body language. This can prevent the growth of the relationship.

Interpretations

We all make interpretations because that's part of who we are. Interpretations are stories that come from unconscious beliefs. An interpretation is something created by our perception, belief and opinion. In most cases the interpretation is not a fact. The definition of a fact is *'a thing that is known or proved to be true.'* Test yourself, name 5 facts now. It is not easy is it?

In the above example the salesperson automatically assumed/believed they would lose the account. If they would have asked the client a few questions and then jointly agreed on a logical workable outcome, it would have been better for both parties.

Our brain constantly screens all input and looks for past/current information that's on file and instructs you what to do next...even if it is wrong, because the brain can only reference what it has.

The following can create a circuit breaker:

1. Thoughts are only thoughts, nothing more
2. I have the ability to think new thoughts
3. I see a huge STOP sign and switch my thinking to -----.

The blank space is what you have chosen to focus on. Use the process to take control of your thoughts, emotions and energy. You will be happier and achieve results in a more calm and enjoyable way.



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

If you have any questions about this article or want to discuss a specific sales situation then contact me directly on +61 412 252 236 or email kurt@salesconsultants.com.au.