

How to be Driven to Succeed in Sales

...it is not what you think.

If success has eluded you despite being a competent salesperson, you have read books on sales, gone to seminars, and completed sales training courses, then there is something else preventing you from being the salesperson you want to be. This article aims to give you insight into what it could be.

If there is no selling or sales strategy competence issue, then it is your mind's program preventing you from success. **Changing the program changes the results.** This is no motivational hype or quick fix.

Be aware your mind will filter out the content, in part or all, if you believe you already know the subject matter, or it does not align with your current program.

Conscious Mind

The conscious mind accounts for 5% of your brain's capacity. It is the thinking mind. It is rational, analytical, makes selections, comparisons, and deals with external input. It is where willpower and awareness are seated. If you rely on thinking your way through a complex sales problem or think you need to do more to get better sales results you are working from a broken strategy. There is a point of no return when this limited capability is only used.

Subconscious Mind

The subconscious mind holds the 95% balance and works twenty-four hours a day. It receives direction from the conscious mind via mental pictures, sensitive to thoughts, feelings, and beliefs. It puts weight on where your focus is, will prioritize and act on it, and repeated enough will become a habit and automatically be reinforced and strengthened when triggered.

The subconscious mind is irrational and has no judging capacity. This means if the conscious mind transmits a false belief, for example *"I am not good at business development"* then this will become a self-fulfilling prophecy. Other subconscious attributes are it is subjective, emotional, creative, insightful, and retains long term memory.

The subconscious mind is where your self-image is housed that controls your success.

We think all day, so why not program the subconscious mind to work in harmony with what you want to achieve by **aligning** your conscious and subconscious mind to create the change.

What to do?

The subconscious mind can be reprogrammed by numerous processes. The following process can be done in 90 seconds and repeated three times a day:

Find a quiet place where you won't be distracted, take a deep breath, release slowly, relax and close your eyes. Flood your subconscious mind with thoughts, images and feelings of the type of salesperson you see yourself as being.

This must be done using present tense, for example '*I am the number one business developer in the company*' and not '*I will be the number one business developer in the company*.' If you do not believe it, that is okay. Your subconscious does not know. Remember, it has no judging capacity.

It will require focus, repetition, and persistence. Be patient and never force, allow your conscious and subconscious mind to work in harmony. You will be surprised at what is possible.



Kurt is a sales practitioner who created sales records in five industries and won major sales awards including Salesperson of the Year. The products and services he sold were newly released, consultative, relationship and retail. He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability. His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe.

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