

Propel your Sales Success - Change your Stories

The level of sales success you are experiencing today is a direct result of past sales stories you told yourself. Thoughts produce stories, internal conversations. These can be real or imagined and are conscious or subconscious. Stories typically are about past sales history, setbacks and difficulties encountered developing new business and managing key accounts. Emotions are automatically attached to every story and then we become trapped by repeating the same story over and over and over, even though this undermines the very objective we are aiming to achieve. Stories become a self-fulfilling prophecy.

Research has shown **we normally have 6,000 thoughts per day and 95% of those thoughts or 5,700 are negative.** That is a lot of negative weight and unhappiness to carry around.

A wise mentor told me – *“Unhappiness is the space between where your life is now and where you should be.”*

The question you need to ask yourself – ***“What stories are helping or hindering you from achieving your sales goals?”***

You may be like most salespeople and not aware of the stories you have been telling yourself? Now that you are aware, you have an opportunity to break the cycle of stories that do not serve your best interest. If you are an average or below average sales performer and do not want to change, ask yourself what reward is there to continue with the old stories, what is your payoff to stay deep within your comfort zone?

Change the story and change your sales results. Stories that support where you are headed are powerful and reinforce your determination to succeed. Begin by letting go of fear – the fear of failure, past mistakes, the story others say about you and anything that feels emotionally heavy and holding you back. It is natural to feel uncomfortable as you let go of old stories and act on your new stories. The feeling is **disintegration anxiety** and when you feel it you know you are on the right track.

Examples of old verses new stories:

- Selling cycles are long / Sales are often confirmed; my sales funnel continues to grow with qualified opportunities
- I am impatient / I take time to thoughtfully respond to clients
- I become anxious when stressed / I am calm and will not be triggered by anxiety
- Other salespeople are better / I am unique and have much to offer
- I am not good at business development / I convert prospects to clients with ease
- Competitors discount / I provide personal and professional value clients do not get from competitors.

Take time out to relax and breathe slowly as you **create new stories using mental imagery, feelings, and beliefs.** This will access your subconscious mind though your initial reaction could be, *“I do not believe the new story.”* It does not matter. The subconscious mind is irrational and has no judging capacity, so it will take the new story on board. Consistently repeat your new story to reinforce and strengthen.

We have all created stories based on our past sales history consciously or subconsciously, paid attention to and acted on in autopilot. If your story prevents you from achieving your goal, then change the story. In the short term as you actively embrace the new story you will experience feelings of disintegration anxiety. This is natural as the old story weakens and the new story takes over.



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.

Kurt is the author of 21 Timeless Insights for Sales Success. Sold in eight countries. Available at amazon.com.au or salesconsultants.com.au

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