



Sales Consultants

Sales performance assured

Sales Article #85

April 22, 2024

Lift Self-Worth Lift Sales Performance

Reading books, watching YouTube videos on sales, and enrolling in classroom sales training will make no difference to improving sales performance when low self-worth is the underlying problem. Unfortunately, it becomes a compounding internal struggle.

To try and hide low self-worth by acting confidently does not work either. It will reinforce the problem. Low self-worth can progress to affecting other areas of your life. To be frank, I have experienced low self-worth, and clearly remember how it felt.

In sales the problem is more common than most would realize. Example, only meeting with supervisory level clients and avoiding senior management sales calls. Self-worth behaviour comes from the subconscious, so it is reflected in your body language without you being fully aware. It can also be expressed in what you say and in your vocal tone. Examples, *"I have a tough sales territory...I cannot see customers on Friday afternoons...Other BDMs are lucky.*

What is self-worth?

Self-worth is the evaluation of yourself as a capable and valuable individual worthy of significance and respect. It is part of your thinking that evaluates behaviour, appearance, feelings, thoughts, and abilities.

Different events can impact your self-worth. It constantly changes depending on your response to what is happening at any given time. Example, if an important client responds positively, your self-worth increases and strengthens. Conversely, if you feel rejected, your sense of value as a salesperson will decrease.

Low self-worth traits

- Expect to be rejected
- Take criticism defensively
- Perform poorly when monitored
- Uncomfortable socially
- Stress related illness

- Show less self-respect
- Earn less income
- Resist change.

High self-worth traits

- Think better of others
- Influence others more easily
- Persist during difficult tasks
- Act assertively
- Admit personal faults
- Take personal responsibility
- Recover quickly from disappointments or failures
- Embrace change.

It is vital to develop a strong inner belief system to block what you do not want; will not accept, and work within the boundaries you have preset.

Self-worth takeaways

1. You are not born with low self-worth. It is learned and therefore what is learned can be unlearned.
2. High self-worth can never be given to you by another person or by an organization. It is internal and therefore, can only be achieved by you, for yourself.



Kurt is a sales practitioner who won major sales awards and created sales records in five industries. Products and services include newly released, consultative, relationship and the competitive field of 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* and *The Most Unlikely Salesperson*. Both are available in paperback or e-book versions online, in bookstores and www.salesconsultants.com.au. A third publication of *50 Inspirational Sales Articles* will be released in July 2024.