

The Sales Mindset

It is a real shame that these articles are limited to one page sometimes. I could talk and talk about the sales mindset for probably days on end and yet it is something that you quite simply need to settle into immediately when you either call or visit a customer.

The most successful sales people have several characteristics which are always very common and the brilliant thing about anyone looking to emulate this success is that you can alter your mindset to achieve the same approach. It is something that takes little practice to achieve but a lot of dedication and self-reminding to maintain.

The perfect sales mindset combines many things but what always comes across as most vital to me is **confidence**. You need to have full confidence in your product or service, in the way you conduct yourself and that the customer will benefit from buying from you. A lack of confidence is the biggest weakness a sales person can have as the customer will almost always associate this uncertainty with you and therefore your product and they will not buy. There is a difference between *acting* confident and *being* confident. You need the latter and the latter involves you coming fully to terms with your product and your mission before beginning the sales process. As your confidence grows, your performance will improve and your sales will increase.

Another important mindset pattern is **determination**. Every sales person has to start from scratch on day one and experiences weeks or months where sales are not as high as usual. The only thing that can minimise this lull and continue to bring brilliant results is the determination not to let external problems effect your performance and to continue to work hard at what you believe in. Determination is also easier to muster if you set yourself high but achievable goals.

With hard work comes the temptation to cut corners or to try to gain sales, whatever the cost. The perfect sales mindset always maintains **integrity**. You will always be honest with your customer if you are determined to be successful. The bullshitters of this world get found out sooner or later and cannot build the relationships that support long term business growth. Do right by your customers and your co-workers and you will always be moving in the right direction. **Compassion** is also a part of this. Listen and consider, you will then always be able to provide the best solution.

A final example for today is **energy**. By this I do not mean the same as determination, having the energy to make calls and visits, I refer to the magnetism that will make your customer want to be a part of what you are doing. There are sales people who can just light up a room when they walk in and others who you just can't wait to get rid of. Those with the energy that sales are those who smile, care, laugh, believe in their products, take an interest in their customers, build rapport and so on. Take your lust for life into your work and you will hopefully take more people on your journey with you.

I may continue this topic in future articles but for now....

Happy Selling!