

GET REAL SALES

G

get to feelings fast! Everything in life is about feelings – I keep saying it because it's true! If people don't feel trust or good around you, they won't buy anything.

E

engage people by actually listening to what they want but also listening at a deeper level to hear what they really are looking for and need to solve their issue. Ask questions that allow you to hear the deeper message.

T

trust. Without trust, there is no sale! Of a product, idea or anything else. Integrity is an essential character strength for ongoing sales. Sure, you might be able to 'get away' with someone once or twice, but not more often. Consistent integrity is a key – in all areas of life.

R

resilience is a skill that can be developed. There are many ways to build resilience but one of the most effective is to stop the inner stories; the inner voices that tell you how bad things are or have been and won't improve; or how tired you are or bad you are at something. If you get real about who controls the dialogues in your head...you would admit it is you!

E

energy and exercise keep your body well and are other keys to resilience and results. Low energy and enthusiasm around an idea/product you have means others can't or won't be enthused! Being excited about what you are sharing inspires others!

A

awareness of yourself and others is pivotal. Get real about who you really are – how can you be authentic if you don't know who you are deep down – if you show the world one persona and worse – if you don't even show yourself – your self!

L

learn and unlearn and re-learn as Alvin Toffler said. Lifelong learning indicates and promotes a growth mindset, which is crucial in all sales – which means all professions and jobs! Fixed mindset people drag cultures down; they diminish; they mock, they are full of fear – and generally not fun to be around.

S

stories as you no doubt have read and heard are critical in all communication where you are hoping to influence someone else. Many say that people don't change (leopard won't change its spots) but we know that's not true! Think of a time when you heard a story that touched your heart and you instantly changed your thinking or behavior – in a heartbeat! Stories work!

A

all fears interfere with sales. The biggest one is often FOWOT – fear of what others think! Others don't think about you because they are too busy worrying what you are thinking of them! Being self-absorbed and focusing only on your own needs, fearing you will miss out or lose are other big sales destroyers!

L

listen. VERY carefully! Listen in particular to their nonverbal communication. 93% of what we communicate is nonverbal – through vocal variety, micro muscle movements in our faces, our breathing and more. What you are thinking literally shouts out of your body. It's a critical tool in sales and influence.

E

epigenetics is a newish science that changes everything you thought you knew! It's about the power of beliefs and how they – literally – control our lives – not our genes. Our beliefs control our health, happiness and performance.

S

stress undermines performance in any area – well actually not stress itself, but what we believe about stress. New research has turned our traditional approach to stress on its head! Things like see a higher purpose in what you do, having a sense of meaning, what you tell yourself about situations, connecting with other hearts and other fascinating findings are giving us new ways to be excited about change and challenge rather than being intimidated or overwhelmed!