

Over the next 5 days you're going to complete one small activity each day that will help you change your mindset and start enjoying selling, even if you don't consider yourself a natural salesperson.

We start with getting to know a prospect. Have you done that recently?

We usually imagine that a salesperson is driven by the desire to make a sale. Nothing could be further from the truth. Great salespeople have a much better motivation: the desire to get to know someone and build a relationship by helping them solve their problems.

You can mitigate the uneasiness about selling if you go into your sales interactions with different expectations to your current ones. You naturally feel nervous when you think, "I have to sell. I have to convince the customer to buy my product."

Instead, get into the habit of thinking like this: "I'm going to get to know this person. I'm going to learn about the problems they face and then see if my product can help." When you approach it this way, you'll not only be more genuine and helpful, you'll also relieve the pressure to sell.

It's not about you.

The idea is to focus on the customer and their problems rather than on yourself. If the whole sales process is about them and not you, this also makes the sale more likely to happen.

You'll show the product and explain it, and the customer will ultimately decide whether to buy or not. You're not a salesperson but a communicator, explaining the product and answering the prospect's questions so that they can decide whether it's for them.

You're not "getting" the sale. Rather, the prospect is getting the benefits of your product or service.

Are you openminded %FIRSTNAME%

Visualise how it will feel to go into a sales conversation with an open mind, expecting only to get to know someone and introduce your service.

Vividly imagine shaking hands with your prospect and hearing what their challenges are.

Imagine talking about your service and it's in response to the prospect's challenge. How curious are they about your service and how it can help them? How good does this genuine interest feel?

Today's Actions:

Use the provided worksheet or your own notebook to complete today's action step:

Having visualised the perfect sales conversation in your mind, take the worksheet and write out what you visualised

- Describe how the prospect appears to you, and the smile on their face
- Describe how the office feels warm and welcoming
- Describe how you listen to the prospect and how they respond
- Describe how you inform the prospect that it doesn't have to be this way
- Share their positive response and how you feel about this

How does it feel to do this exercise?

If you feel nervous remember that nerves are what comes before the excitement and your body is preparing to support your successful mindset.

