

As part of our 5 Day Challenge, I have an important question for you:
How do you look at sales?

The correct sales mindset is not “us vs. them” where you have to push your service on an unwilling prospect.

Instead, you’re working together to find a solution to their problem. There’s no forcing anything and no battle of wills. **You’re collaborating.**

The prospect is looking for a way out of a problem they’re facing and you just might have the answer. Your job is to gather information from them, present them with evidence about your offering, and then work together to see if it’s a fit.

If it’s not a perfect fit, maybe there’s some way you can customize it so that it does meet the prospect’s needs. You might have another similar offering that’s a better match. Remember, your aim is to help.

If you approach sales this way, you and your prospect are on the same side, working towards a common goal. This will take a great deal of the tension out of the sales process.

This mindset also prevents you from treating the prospect like a number or a potential sale.

One thing people hate about selling is the generic sales pitch and the feeling that salespeople don’t care about the customer’s needs. But this way, you see the person as the individual they are, with the particular situation they face.

Interact in this way with your prospect in good faith and with good intentions, and you won’t feel like you’re “selling” at all.

Today’s Actions:

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

1. Reframe what you’re doing with your customer (that is, selling) as working together with them to find the right solution.
2. Notice how you’ve moved away from pushy sales and you’re now in the zone of supportive, helpful person that the prospect enjoys meeting. Write down how this feels

