

As I talked about in my previous challenge email, the concept of enjoying sales requires a different way of thinking from the one you are used to. Over the last 4 days you've done some incredible mindset work to change your thinking to a better way.

In a high-pressure sales situation, the worst thing that could happen is that you don't make the sale. In this environment it means all of your effort was wasted.

But if you can approach sales opportunities with a more positive mindset, you'll see this really isn't the case at all.

Let's recap. When you "lose" a sale, you gain priceless feedback by finding out why your offer wasn't a match. You also create a relationship with a person, even if they don't decide to buy from you today. If you can help them in another way, you can gain long-term benefits. You give the customer value, and this turns them into fans, future customers, and hopefully lifelong advocates.

For example, you find out that the prospect isn't going to buy now. Maybe they don't feel that your product is for them, but they still have to deal with the problem they're facing. So instead, offer them some free content or resources that can help them in a way your product can't.

In fact, you could even introduce the prospect to a competitor. Your products don't offer the specific help the person needs, but those of another company do. Tell them about this other company and wish them well.

To a traditionally-minded salesperson, this must sound like the most insane idea on earth. Referring someone to a competitor? But it's a long-game strategy. What you're doing is helping the person out of the goodness of your heart, and they'll recognize this.

They left you for now, but they left thinking the world of you. When they do need what you have to offer, you'll be the one they come to.

What you've done is started a relationship on the right foot. The prospect now knows that you're here to help, and they are likely to tell others. All of this helps the reputation of your brand, which is more valuable than the single sale you "lost" today.

Every interaction is valuable, whether the person buys or not. When you understand this, you'll find your sales interactions much easier.

Today's Actions:

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

1. Someone didn't invest in your service today. Write down 3 ways you can be of service to them
2. Enjoy how you've moved away from pushy sales and you're now in the zone of relationship nurturing. Write down how good this feels.

What happens now you've completed day 5 of the sales mindset challenge?

It's time to evaluate whether you need to increase your sales skills in other areas.

Sadly, this isn't something we can do over email but we can do on a call. [Click here](#) and book in a call and you can share with me how you found the sales mindset challenge, and where you're looking to go next.

The call is without obligation, and if you're suitable and have the desire to bring sales as service into your business (sales strategies that are in alignment with who you are as a person) then we can have that conversation.

Most people find that when they have the call they feel excited about how their mindset has improved and they're ready to explore the next option

