

# Selling In Your Own Skin

## Coaching Questions

### “What are your own traits?”

#### Topic Introduction

No matter who you are – you can sell. Everyone is selling themselves to each other all of the time.

#### Discussion Questions

1. What are your own personality traits? Are you an introvert or extrovert? Are you conscientious? Are you internal locus of control or external locus of control? Are you optimistic or pessimistic or a realist?
2. Which traits help make you a great sales person? Why?
3. What traits hinder you? Why?

#### Key Learning

Each trait in a sales person is a positive and a negative. Being an extrovert can mean that you are great at networking events and speaking with people. But it could mean that you don't listen as well as an introvert, which is just as important at networking events.

### “How can you improve?”

#### Topic Introduction

Knowing the advantages and disadvantages of each trait helps you wield it more effectively.

#### Discussion Questions

1. If there was one thing that you could stop doing to improve you sales, what would that be?
2. If there was one thing that you could do more to improve you sales, what would that be?

#### Key Learning

Focusing on one thing to improve upon makes it more achievable. Going through this exercise makes you aware of how you wish to change. Being self-aware is a difficult part of change.

### “How do you become more confident in your selling technique?”

#### Topic Introduction

Being confident is the most important part of selling. More important than all of the traits that we had already discussed.

#### Discussion Questions

1. Have you gotten a sale before?
2. Have you tried selling to a friend? Or sales role playing with a business partner or colleague?
3. Have you brought someone along with you as a sale partner? For feedback? To help in areas where you feel less confident?

#### Key Learning

The best way to get rid of lack of confidence is to succeed. You need to create small goals and wins for yourself to begin your own momentum.

## Examples

### Real Life Example: Introvert at a networking event

A partner for a research firm was an introvert at a networking event, looking for a sales person. He had selected a board of trade event where it would be a sit down dinner, giving him the opportunity to interact with his table on a more personal level. As an introvert, he didn't expect to meet everyone, but he expected to listen closely for who he could work with.

As it happened, three sales professionals were sitting at his table. Each of them spoke quite convincingly at the table, each had their pitch, each was persuasive in different areas.

By asking questions and listening, he knew at the end who was the best sales professional to help him moving forward. By the end of the meal, he was able to pitch his company in a way that the sales professional was interested and he had demonstrated that he was listening.

### Real Life Example: Team selling

A marketing company was used to launching campaigns, but they were doing a proposal for a holistic medical clinic that was planning their next five launches. The marketing company partnered with a company that focused on organizing start-ups. The two sales people went to the sales presentation together. The marketer was able to address the marketing concerns and questions while the start-up consultant addressed all of the operational concerns.

Unfortunately, they didn't get the sale. In the end, the biggest takeaway was that the two sales people gave each other feedback from their own experience and background. Both ended up being better sales people due to the collaboration.

### Real Life Example: Confidence is everything.

As a sales person for a transportation company, the first time that someone asked me for a quote I was shocked! The next day I confidently got my second quote.

The first time I was asked to give a presentation, I was shocked! The next week I confidently booked my second one.

The first time I got a customer order, it took me 3 months. Within 6 months I had \$600,000 worth of sales.

The first is the toughest due to the learning curve and the lack of confidence. I found this for every single stage of the sales funnel, not just the close.

### Mini Case Study

Demi wanted to start her own home care business, but she was nervous about selling as she had never done it before.

DEMI: "I think I'm ready to hire a sales person. We need sales!"

COACH: "Really? Have you tried selling yourself? You seem like you'd be great at it! You sold your business concept to me the first time we met."

DEMI: "Oh! I thought that you were selling your coaching services to me?! You're naturally the perfect sales person."

COACH: "Why do you think that? What makes me a perfect sales person?"

DEMI: "You're outgoing. You are a great presenter and communicator. When I think of sales person, I think of you!"

COACH: "There's a lot of things that I used to be terrible at that I had to work at improving. I've always been a great speaker, but that actually meant that sometimes I wasn't listening enough. I'm extremely optimistic, but in sales I would always think that a product would show up on time and sometimes it would be late. My customers weren't always satisfied."

DEMI: "Wow. I never thought about the downside of those traits. I just thought that every sales person was supposed to be like that. But you're right, sometimes a sales person is really outgoing, but they don't listen to me."

COACH: "And sometimes the quiet sales person is better for you as they are listening and care. But you just wish that they'd speak up!"

DEMI: "So maybe I'm not as bad as I think I am?"

COACH: "Let's go back to what traits you think are stopping you from being a great sales person. Maybe there is just a tweak we could focus on that could make you a great sales person."