

# The Sales Mindset

## Coaching Questions:

### “How do you feel about sales people?”

#### Topic Introduction

Everyone is a sales person. If you are in an interview, a date, an introduction at a cocktail party, and any other time that you are communicating with another human being. You are selling yourself as someone to know, someone who is good to know, and someone they like. When you are doing these things, you don't feel like a pushy sales person.

#### Discussion Questions

- Is there a difference between being at a party with people versus making a sales call?
- What are the similarities?
- How do you feel about the person at the party?
- Does this change how you feel about the sales person?

#### Key Learning

Everyone is in sales, all of the time. The only difference is that a sales person is in a traditional role and easier to spot. If we think that people who are the life of the party are great, then shouldn't we have more respect for sales people?

### “Do you think you are a good sales person?”

#### Topic Introduction

Aren't some people naturally good at sales? Not necessary. Everyone just has to use different tactics.

The #1 barrier is your mindset. The mind is extremely powerful and positive thinking can go a long way. Think about people who are ill, and have recovered primarily due to their own internal force. There are studies that show that a person who takes a fake drug to make them feel better, will actually feel better because they **thought** the drug was helping them.

Being negative can be harmful. If you think that sales people are pushy, less respectful, something that you can't do, or any other negative thought, than you have reduced your own sales ability.

#### Discussion Questions

- How do you feel about your own sales ability?
  - Do you think you are too quiet? Quiet sales people are great! They are better listeners.
  - Do you think that you are too young? Youth can help you get under the radar.
  - Do you think that you are really bad at one part of the sales funnel?
- Who is the best sales person you know? Why are they great?
  - Do you have an example of a sales person you'd like to be like? Think beyond how much they are making, what type of person are they? What do they do well? Be like this sales person.
  - Do you have someone who was an awful sales person? Think about them, and all the ways that you vow not to be like that.
  - Do you have an example of someone who really helped you as a sales person? Maybe they helped you buy something that better fit your needs? Or they saved you money? Be like this sales person.

#### Key Learning

Great to learn from others. Take your mentor with you on a sales call. If you do calls remotely, record yourself. If you do webinars, record the webinar or invite a colleague to join and give you feedback. If you don't get a sale, ask what happened to find out how you could improve in the future.

### How do I keep my energy up?

#### Topic Introduction

Keep in mind we are all human and we have good days and bad days. But it is important to always keep your energy levels high when you are communicating with a customer.

#### Discussion Questions

- What is important to you? What are your values? How is this tied to your product / service?
- What is important to your customer? Why is it critical to them that you exist?
- Are you creating a family empire? What is your vision? How could what you are doing change the world?
- How often do you remind yourself that what you are doing is important?

#### Key Learning

Start with what's important to you and then consider why this might be important to a customer or prospect. The end result of this exercise should be a client centric statement that charges your batteries.

## Examples

### Motivation Statements

Personal Message Examples:

- I add value. (to my clients, my colleagues and myself everyday).
- A happy client = happy family.
- I want to help my clients and have fun doing it.
- I will win everyday. (for me, for my clients, for my colleagues and my family)
- Do 1 strategic thing that moves the business forward. Do 1 thing for myself, to keep me balanced. Do this every day.
- I will speak to 3 people who like my company everyday!
- My business helps its clients every single day.

### Real Life Example

“Working for a transportation company was difficult as the industry is seen as a commodity. I couldn’t see why my own company was different. So I used a motivational poster that outlined why my company was better and why I was a great sales person. It helped me start each day with the right attitude. That came across when I spoke to customers.”

### Mini Case Study

Sally walks into her coach’s office feeling really discouraged about sales. She is a small business lawyer and really doesn’t know where to start when it comes to selling. She doesn’t want to cold call – that would completely ruin her reputation. She tells her coach straight up,

SALLY: “ I’m not some creepy sales person – I’m a lawyer!”

COACH: “(laugh) Okay Sally, I got it! I definitely understand how you want to protect your reputation as a lawyer. You might not want to start putting flyers on cars in the local parking lot.”

SALLY: “Right. So you think my assistant should start calling for me?”

COACH: “Let me ask you a question. Who do you think your clients trust?”

SALLY: “Me of course.”

COACH: “Now who do you think your future clients need to trust?”

SALLY: “I never really thought about it that way. But I don’t really have the time. And cold calling seems like it could be a waste of time.”

COACH: “You’re probably very right. But selling happens everywhere. It isn’t just through cold calling. Selling can happen at the mall, volunteer time, your kid’s soccer game, the dentist office, taking professional development courses, a coffee shop, or any other place you find yourself. Everyone is selling themselves all the time. Have you ever gotten new business or leads through an unexpected place?”

SALLY: “Yeah. But I didn’t think of it as selling.”

COACH: “And you didn’t think of yourself as creepy. Which is probably why the sale was so easy. You were in the right mindset. You were probably a great sales person without even trying!”

SALLY: “So the mindset is a part of selling?”

COACH: “More than a part of it. It is the most important part. So the first thing we are going to do today, is to stop thinking that sales people are slimy or pushy. Agreed?”

SALLY: “Okay. But some of them are!”

COACH: “Great place to start! There are some pushy sales people. What do they do that bothers you?”

SALLY: “They follow me around in the retail stores, they talk a lot without listening to me, they don’t seem to care what I need!”

COACH: “So you obviously don’t want to be like them. That is a good start. Knowing what to avoid is sometimes more important than knowing what to do. Now think about a great sales person. How has helped you in the past? Who do you admire in sales? What traits do you wish you could mirror?” .....(continue talking about who they want to be and positive traits of a sales person they have)