

Sales etips



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## Are you telling yourself the right thing?

A seasoned professional liked to say, "There is little middle ground in selling. You are mostly either up or down." Professional sellers learn how to change the negative self-doubt talk that every seller occasionally experiences when facing lost deals. You know the

internal voice that says, "It's going to be another one of those days," or "I need to get out of sales," or "I never get a break," or "If only..." Self-talk is programming for the brain. Change your self-talk and you can change your programming. Make your self-talk in the present tense and positive. Self-talk programs your mind's software, creating beliefs, attitudes, and feelings, which induce productive actions.

**"...learning to manage, control, and direct the resources of your mind is the greatest challenge you will ever face." -Shad Helmstetter**

### Leadership Connections

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