

Sales etips



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If you think it's just a numbers game...you're wrong.

**Selling is a numbers game, right? The answer is, yes and no.**

Numbers are part of it, but they are not the most important part. Selling is first a mental game. If the room at the top of the stairs is in disarray, all the calls in the world are going to have little effect. Professionals know to stay away from all the whining, groaning and complaining because it

only drags them down. Confidence, courage, and conviction are everything. Suppose one man believes something is possible and another man believes it is not possible. Who is right? Both are right! Beliefs drive behavior and action. Maintain confidence by revisiting past successes and reviewing the value of what you have to offer. You may have to do this several times in a challenging day or week.

*Optimism means expecting the best, but confidence means knowing how to handle the worst. Never make a move if you are merely optimistic.*    **-Zurich Axiom**

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