



# etips

## *'Lead the Pack' Sales Training*

### **Wanting vs. Needing**

There is a big difference between wanting something and needing something. Both are emotional states but there is usually more pain associated with need. Feeling that you need something too much, like a sale, can weaken your confidence, conviction, and personal strength. It is as if you are stalking the sale. Somehow, prospects notice that, and you lose your power to sell and to negotiate. It is advantageous for the prospect to know that you 'want' their business. It is detrimental for the prospect to sense that you 'need' the business. Use visualization and anchors to relive past successes to maintain confidence and conviction during slow times.

**"Love like you have never been hurt, dance like no one is watching, and sell like you don't need the money." -**  
*Anonymous*

### **Leadership Connections**

*Leading you to exceptional sales success, Connecting you with top line results*

**Sales Mastery 'Lead the Pack' Sales Training**

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