

# Sales Mastery™ 'Lead the Pack'

## Sales Newsletter



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We use all five of our senses to take in information and to give out information. We also have preferences on how we like to give and receive information in certain situations. Like wolves, great salespeople have highly developed senses and are excellent communicators.

### Self-Image: How to Get It, How to Use It

The image we have of ourselves exists largely because of our past experiences. However, those experiences have not made you the way you are; they have made you *believe* you are the way you are.

It is thought that by the time you and I reached the age of two, 50 percent of what we ever believed about ourselves had been formed; by six, 60 percent of what we ever believed about ourselves had been established, and by eight, about 80 percent. By the time we reach the age of fourteen, over 99 percent of us have a well-developed sense of who and what we believe ourselves to be.

First, recognize that you have the power to decide what you believe about yourself. Don't allow people to impose limitations on what you can do or become. Take the bumble bee for example. Biologists have determined that, technically speaking, the bumble bee cannot fly. Fortunately, the bumble bee doesn't believe a word of it. Remember: You will rise no higher than your expectation of yourself. If you expect little or nothing from yourself, don't be surprised if you achieve little.

Second, know that you communicate power through your image. Powerful people empower others and encourage others to express themselves openly. Do you project an image consistent with strong leadership and confidence as a salesperson? Avoid slang, jargon, and vocal hesitations. Show your authority which is inner confidence. Trust your skills and abilities and focus on a "I deserve to be successful" attitude. This attitude radiates outward as you assert your rights, honesty, and the willingness to give to others and of yourself. Assertive behavior is active, direct, and honest, not overbearing or abrasive. Communicate an impression of self-respect and respect for others. By being assertive, we view our wants, needs and rights as equal with those of others. An assertive person wins by influencing, listening, and negotiating so that other people choose to cooperate willingly. When writing reports, proposals, letters and even emails, write clearly and succinctly.

Third, successful sellers network extensively. Good networking increases your visibility and gives you a valuable circle of people from whom you can give and receive support and information. When communicating, clearly state who you are and what you do (*a 20-Second Commercial*). Stand tall and walk proudly, remember that you have value as a person. When networking, be clear in your own mind, about exactly what you are after. Be prepared for discussions and respond to questions

### UPCOMING EVENTS

Please contact us for registration information.

**303.462.1277**

#### SALES MASTERY™ CLASSES & SALES MASTERY™ ADVANCED

View our calendar at:  
[www.LeadershipConnections.com](http://www.LeadershipConnections.com)

#### SALES MANAGERS' WORKSHOP 1:30 PM—5:00 PM

July 9, 2008

#### Leading & Managing Diverse Behaviors

Great leaders and managers recognize the necessity to understand, relate and communicate with a wide variety of people. The great manager also recognizes that each person will be motivated and responsive to differing stimuli and have differing needs. Join us for this sales managers' workshop!

Classes held at Leadership Connections Training Ctr,  
2420 W. 26th Ave., Suite 445D Denver, CO

**303.462.1277**

[Info@leadershipconnections.com](mailto:Info@leadershipconnections.com)

Read Garry's  
article **Replacing a Competitor**  
**Requires Research, Stealth in the**  
**Denver Business Journal**

## Self-Image: How to Get It, How to Use It

and comments with confidence. Remember, the two hardest things to handle in life are failure and success, our past experiences, both success and failures have valuable life lessons that can help each and every one of us improve. Practice projecting confidence, not arrogance, with just your body posture and demeanor. Breath deep, shoulders back, chin up and sincere eye contact.

Sellers may experience more defeats than others in other professions, but successful sellers understand that because they were unsuccessful obtaining a particular sale that it is not their value that was lost. It was a sale. Think of an unsuccessful tennis match or golf game. You may leave thinking, "I am not a good player," but you don't leave thinking "I am not a good person" just because you had a poor game. Same in selling. Separate your roles from your own self concept. Keep a fuzzy file, and don't be hesitant to revisit your past successes. The bottom line is this:

***The two hardest things to handle  
in life are failure and success.***

**—Anonymous**

***You are responsible for developing and maintaining your own self concept and image.***



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### Put a ***Spark!*** In Summer Sales *Get a Summer Sales Tune-up!*

#### *Do you know...?*

- The 5 musts for every seller in a slower economy
- Why features and benefits aren't enough to sell value
- How to access decision makers via telephone
- What is necessary to build trust in less time
- How to stop chasing quotes and proposals
- How to get referrals when you ask

### ***Sales Tune-up Summer Special!*** *\$365.00 per person*

Work smarter | Gain the competitive edge | Shorten your sales cycle | Fill your funnel  
Reach more decision makers | Stop price pressure | Get more appointments

Thursday, July 17, 2008 ▪ 8:30 AM—4:00 PM ▪ 2420 W. 26th Ave., Suite 445D, Denver, CO

## Do You Want More Control in Meetings?



Do you want more control over the conversations in your team meetings? Try changing your seat location. In corporate America, the type of office, type of laptop, cell phone, and now where you sit in meetings is all part of your status and identity in the pack.

As creatures of habit, many people tend to sit in the same place at meetings. Try to change your seating. Most managers and leaders like to sit at the head of the table usually facing the exit so no one can sneak up on them or leave until the meeting is adjourned. However, researchers have found that managers sitting in the middle of either side of a rectangular table have more control over their meetings. **Note:** If you have a rep who never really gives you or other personnel full attention, sit directly across from him or her.

During the meeting when discussions are under way it is good business etiquette to allow senior members to contribute first. Some meetings are more "listen" type meetings while other meetings are more "sharing information" type meetings. No matter what type of meeting it is, when sharing information it is best to be brief and ensure what you say is relevant and important to the meeting at hand.

