

Mastering The Selling Mindset

Many people think that being successful in sales means being an extrovert and a great public speaker, but the reality is that traits like these will only get you so far. To further your success as a salesperson, you must adapt the selling mindset. This mentality transcends the impersonal transactional selling approach and focuses on self reflection, development, and adding meaning to each interaction.

Self Reflection:

1. Discovering Your Purpose
 - Think about why you are selling. Does your sales motivation align with your core values and passions?
 - Know your target audience. Who are you aiming to sell to?
 - Know exactly why your product or service can help your target audience.
2. Exposing Your Sales Blind Spots/Weaknesses
 - Understand your clients and the reasons behind their buying decisions. Stay focused on what is meaningful to them.
 - Identify a clear sales strategy. Implement a plan and analyze which aspects were successful and which were not.
 - Be proactive. Ask for feedback from multiple sources including your managers, colleagues, and clients. Keep an open mind.

Self Development:

1. Overcoming Sales Fears
 - Reflect on the source of your fears (worries about not being liked, fear of rejection, cold calling, quotas, etc.) and deconstruct your negative perspectives.
 - Focus on what you can control— your attitude and effort. Although rejection and lost sales are out of your control, your response is not. Stay positive.
2. Growing Your Sales Confidence
 - Always be prepared physically and mentally. Dress for success and work on using assertive body language and nonverbal cues. Know your product/service and prepare a strong sales pitch. Improve your communication skills.
 - Set achievable short-term and long-term goals. Celebrate your accomplishments.

Connecting With Your Clients/Customers:

1. Empathy Is The Key To Sales
 - Add value to each interaction by showing a real interest in your client and their needs, keeping an optimistic attitude, being a good listener, and establishing trust.
 - Do not try to push the sale, have your clients best interest at heart.
2. Follow Up
 - Reach out to your clients after the sale to make sure they are satisfied and offer additional help. Build your long-term relationships and a loyal clientele base.

The selling mindset comes down to being genuine to yourself and to your clients/customers throughout the entirety of the sales process. “Your mindset affects your business as much as your strategy does.”