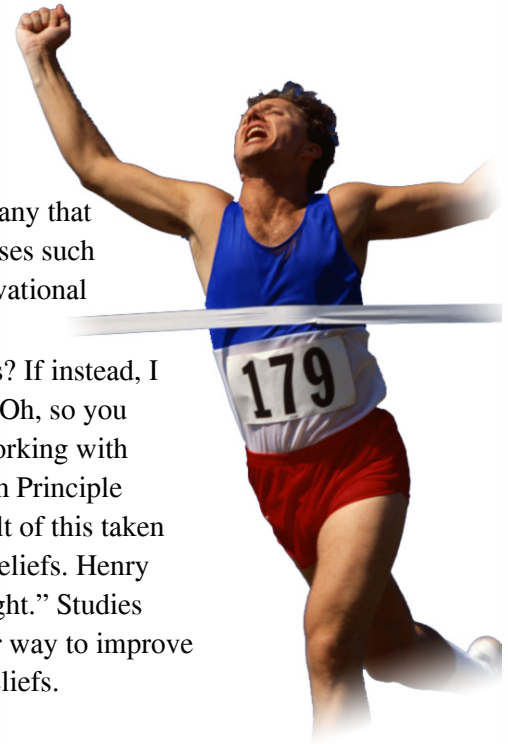




Aspirations You get what you expect.



It's interesting how people respond when I tell them that I work for a company that trains sales people. Almost always the conversation quickly leads to responses such as "Oh, you mean motivational stuff," or "Yea, my uncle's cousin is a motivational speaker as well."

Why is it that selling is so closely tied to motivation in most people's minds? If instead, I had told them that we train people who drive trucks they would not say... "Oh, so you motivate people to drive trucks." The reason is because selling involves working with people and the direct correlation to the Pygmalion Principle. The Pygmalion Principle simply stated means that your expectations come across to others. The result of this taken one step further is that you get what you expect: your actions follow your beliefs. Henry Ford said it best "Whether you think you can or think you can't - you are right." Studies have been done; the theory has been tested and validated. There is no better way to improve your selling or negotiating ability than to improve your attitude and your beliefs. Pessimistic sales people seldom set sales records.

The biggest thing you have to overcome is to realize just what your attitude; or as we like to call it, your aspiration level is? To find out, you have to listen to yourself. If you think it is hard to listen to other people - that's nothing. Try to listen to yourself. I mean really think about what you say to yourself - your inner most thoughts. How do they sound? Do you hear things like "He will never buy this because..." or "There is no way she is going to pay this price" or "I can't make this quota. My boss is out of his mind."

Careful! This is what sets your aspiration level, and I can guarantee that the people with whom you work and sell can sense it. So now you know how to identify what your aspiration level is, how can you improve it? Like the alcoholic, the first step is to admit that there is a problem. Then change begins.

Take control of your thoughts. The next time you catch yourself thinking "The customer will never go for this" or "There is no point in calling on that company" or "I can't do whatever" STOP! Stop right there and say to yourself "this can and will work, I just want to find out how." Think of three ways to overcome the challenge. It may take awhile, but over time you will get results. Methods to help you include:

- Review past successes with other customers. Why did things go well? How can you leverage those experiences to this current situation?
- Take a break, exercise. Get the blood going through your body. It will help you think and be more creative. It will also energize you and make you more alert.
- Get prepared. Many times we are negative because we are nervous or scared. Preparation is the best cure.
- Spend some time with the best sales people in your company. Watch what they do, say and think. Learn from them.

Listen to yourself. Do you encourage yourself or discourage yourself? Remember, you are in control.

The next tip on or about Nov. 15~ Types of Communication — What are the Values of Each?

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