



HIGH PERFORMANCE SELLING

MODULE 4

Psychology of Selling

INTRODUCTION

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Psychology of Selling

Selling is more **mental** than it is physical. 80% of your success in the field of selling will be based on the way you think and feel. What is going on **inside** you is going to largely determine how you behave on the **outside**.

The greatest breakthrough in the study of human potential in the 20th century has been the understanding of the self-concept. How you think and feel inside precedes and predicts your levels of performance and effectiveness in everything you do. When you take full, complete control of your conscious mind, you take complete control of your feeling and your behavior as well.

Up to the age of 18, your self-concept is largely developed as a result of influences outside of yourself. However, when you reach maturity, you become totally responsible for the evolution and development of your own personality and your own character. In this lesson, you learn the key elements of the “Psychology of Selling” and how to perform better in everything you do.

“No matter what
the level of your
ability, you have
more potential
than you can
ever develop
in a lifetime.”

~ James T. McKay

PSYCHOLOGY OF SELLING

1. Why are some people more successful at selling than others?
 - a. The **Law of Cause and Effect** explains everything;
 - b. This law says there is a reason for everything that happens;
 - c. Success or failure are both effects, based on specific causes;
 - d. The key to success is to study the experts;
 - e. Life is like a combination lock, only with more numbers;
 - f. If you do what other successful people do, you soon get the same results that they do;
 - g. The 80/20 Rule applies to selling — sales success is 80% psychological!

2. The primary quality of top salespeople is that they have a positive **self-concept**:
 - a. Your self-concept is the master program of your subconscious computer;
 - b. The average person uses closer to 2% of their total potential in everything they do;
 - c. This means that more than 90% of your potential lies untapped and unused;
 - d. There is a direct relationship between your self-concept, on the inside, and your **performance** on the outside;

- e. Your beliefs about yourself are completely subjective; they are not based on **fact**;
 - f. Your **self-limiting** beliefs hold you back more than anything else.
- 3.** You have a variety of “mini self-concepts” that determine your performance and effectiveness in selling:
- a. You have a mini self-concept for every part of the sales process;
 - b. Your self-concept in areas such as prospecting, questioning and closing determines your performance and your effectiveness in that area;
 - c. Your self-concept is a result of conditioning and past experiences, either positive or negative;
 - d. You are the result today of all your previous experiences and thoughts;
 - e. A negative self-concept in any area is often caused by a lack of competence in that area.
- 4.** There are two major fears in selling that hold you back:
- a. The first is the **fear of failure**;
 - b. The fear of failure leads to poor time management and procrastination;
 - c. The second fear is the **fear of rejection**;
 - d. The fear of rejection leads to call-reluctance and feelings of insecurity.

5. Your self-concept is made up of three distinct ingredients, or parts:
 - a. Your *self-ideal* — your goals, aspirations, plans, hopes and your future vision of yourself;
 - b. Your *self-image* — the way you see and think about yourself at each moment, your “mental pictures;”
 - c. Your *self-esteem* — how you feel about yourself, the emotional center of your personality;
 - 1) *You become what you think about most of the time;*
 - 2) Talk to yourself **positively** about yourself and your work throughout the day.

6. Your self-esteem is the core success quality, the most important of all:
 - a. There is an inverse relationship between the height of your self-esteem and the level of your fears;
 - b. The more you like yourself, the less you fear failure and rejection;
 - c. The more you like yourself, the more you like others, and the more they like you;
 - d. The more you like yourself, the more confident, positive and effective you are in everything you do.

7. There are specific self-esteem building behaviors that you can engage in every day:
 - a. You can act your way into feeling just as you can feel your way into acting;

- b. Start every day with clear goals and plans, written and reviewed;
- c. Take charge of your life — accept complete responsibility for everything you are and everything you accomplish — no excuses!
- d. Use your time well — focus on high priorities and develop a sense of urgency;
- e. Resolve to get continually better at your key tasks;
- f. Invest in continuous learning; learn and practice new skills every day;
- g. Resolve in advance that you will never give up. This is a key self-esteem builder.

8. Persistence is a powerful personality builder:

- a. Persistence is **self-discipline in action**;
- b. The more you discipline yourself to persist, the more you like yourself;
- c. Persistence and self-discipline build self-esteem and effectiveness.

The key to self-esteem and personality building is for you to repeat, *“I like myself!”* over and over again, ten times, twenty times, fifty times, every day.

As you work on and develop a more powerful, positive self-concept, your levels of effectiveness will improve in every area of selling.

Now, here are some questions you can ask and answer:

1. Everything happens for a reason. Give **three** examples of cause and effect in your own life.
2. What do **successful** salespeople do that unsuccessful salespeople fail to do?
3. List **three** areas in your personal or business life where self-limiting beliefs might be holding you back.
4. In what **three** areas of personal or business life do you like yourself the most?
5. What are your **three** areas of top performance in your sales career? What do you feel that you are the best at, in comparison with other areas?
6. What would you do **differently** if you had no fears of failure or rejection at all? If you knew you could not fail?
7. What **three** behaviors could you engage in each day to build your self-confidence and self-esteem?

What one action are you going to take immediately as a result of what you have learned in this lesson?

Now, stop the lesson at this point and answer these questions:

1. Everything happens for a reason. Give **three** examples of cause and effect in your own life:

1) _____

2) _____

3) _____

2. What do **successful** salespeople do that unsuccessful salespeople fail to do?

1) _____

2) _____

3) _____

3. List **three** areas in your personal or business life where self-limiting beliefs might be holding you back:

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2) _____

3) _____

4. In what **three** areas of personal or business life do you like yourself the most?

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2) _____

3) _____

5. What are your **three** areas of top performance in your sales career? What do you feel that you are the best at, in comparison with other areas?

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6. What would you do **differently** if you had no fears of failure or rejection at all? If you knew you could not fail?

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7. What **three** behaviors could you engage in each day to build your self-confidence and self-esteem?

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