

Skyrocket Your Success by Overcoming the Most Common Business Fears.

By Margaret Lynch

Must I Really Sell?

Why are sales and marketing important? You can have the best product and service in the world, but if people don't know about it, they suffer and you suffer. They suffer with the lack of improvement in their life and business and you suffer with the lack of business growth and income.

Sales and marketing come under the often-discussed idea of working "on your business" instead of "in your business". Or working "on your career" instead of "in your career".

We all know how to work "in" our business, it's easy, it's comfortable because it's our area of expertise. It's what we're good at and we like it. But working "on" our business is a bit trickier. Selling and marketing ourselves sometimes feels uncomfortable, pushy, somehow like it's too much tooting our own horn.

Even those of us who are purely sales people by trade struggle with the stereotypes of bad salespeople, both in our minds and lurking in the minds of our prospects. No one wants to be pushy or make others uncomfortable! This comes up in cold calling both in person and over the phone, in networking and in customer meetings.

This is the first block to all sales!

We can all remember the negative images and experiences we have had with dreaded "salespeople". The ones who pressure us in to a sales, who double talk all of our objections, who sound smarmy and insincere, who just keep pushing missing all the polite cues and signs that we, the buyer, want to run for our lives. Salespeople are pushy, manipulative, annoying and insincere. UGH!

Are you hearing the judgment? This is a tap-able issue! As long as you believe or imagine that people will judge you that way, you will be unwilling to sell.

So, how do we get away from all these bad vibes in addition to tapping? It all starts with your definition of "Sales". So let's try a new definition to get us thinking in a new direction.

A New Definition for "Sales"

Sales is:

Sharing your passion for what you do with people who will welcome hearing about it...because they will truly benefit from it.

Let's break down and understand this new definition.

1. Sharing your passion...

When you share your passion, it means you are sharing something you LOVE! It comes from the heart and will sound and feel sincere to anyone listening. In addition, people who speak with passion and sincerity are captivating to listen to! This will never feel pushy or manipulative. When you share what you love you, your words and body language will have natural energy and excitement.

2. With those who will welcome hearing about it...because they need it

We are not annoying people at dinner telemarketing blindly! We don't need to convince everyone, debating skeptics and pushing against the vacuum of disinterest.

There are people out there who will welcome hearing about your product/service. Who desperately need it and want to buy it. Future customers/clients who have been waiting to hear exactly what you are saying, exactly how you are saying it. Who have been looking for the

person that exactly matches their belief, style, approach and fills them with confidence (and relief) they have found the “right” person for the job.

When you truly believe that you are sharing something that will make a difference in a customer or client’s life, how can you not be passionate and excited?

So I ask you, in your heart of hearts, do you truly believe that your product or service will benefit others? Do you truly believe it will help them, enhance their lives or enhance their businesses?

If the answer is not YES, then why are you selling it? You shouldn’t be!

Sales is often about looking for the 1-2 or 3-5 people in any group who are connecting with us, seeing our passion and sharing our vision. Those people who are listening to you and saying “YES” in their heads. They are out there and when you are willing to share your passion and vision, they will find YOU! They won’t need or want to “be sold to”. They will want to buy from you!

3 Key Attributes of Top Salespeople

So if you want to stretch and grow yourself into your own top sales rep, how do you start? I recommend you start by measuring yourself against the key attributes found in world-class sales people. There are 3 as outlined in one of my favorite books (and required reading for my students) [The Ultimate Sales Machine](#) by Chet Holmes.

1. Sincerity – The Fundamental Secret

The fundamental secret behind selling and marketing with integrity is sincerity. Could it really be that simple?

YES!

The bottom line is manipulating people does NOT work. As a matter of fact the more direct our sales approach with a “push” the more we force people

to feel resistance and struggle with control issues of the ego. This is human nature. Think of how you felt any time someone pushed a sale or even an opinion on you.

The great part is...you already have this one! You just need to remind yourself how sincerely you do believe in what you do, and how sincerely you believe it is good for people and the world! When you remind yourself of this, all your selling will feel different!

2. Ego Strength

Ego strength means you can handle other people having their own opinions separate from you without feeling REJECTION or JUDGMENT! It means that you so believe in what you do and how well you do it, that you are impervious to anyone disagreeing or telling you otherwise.

We all carry a big button called the “rejection button” that we let other people push. As long as it is really big and painful, we will find people pushing it all day long. When you tap on your belief that you will be judged and rejected and all the emotion you feel about that – fear, sadness, embarrassment, anger, etc – you are on your way to becoming impervious! When you add to that tapping to voice the part of you that really sees and honors how good you really are at what you do, you become more than impervious, you become empowered!

2. Ego Drive

Ego drive means you bring your personal income goals and dreams to the table when you come to work! It means you set a goal and require your top sales rep (YOU) to reach this goal. Wishy-washy goals will equal wishy-washy results! So, how much money do you want your income to pour into your life, and how BAD do you really want it? That is your drive! If writing down that goal pushes your buttons, tap on it!

The Power of Intention

Different question, take your current product/service out of the equation:

Is it really your intention to help others?

Is your intention through your work/career for the best and highest good of others? For their lives or for their businesses?

Is it truly your intention to contribute for the good of others in the unique way (niche) that only YOU can with your strength, talents, experience and personality?

Does your intention matter? YES, because it matters to YOU inside and it matters to customers. They can feel it, they can hear it in your voice, they can see it in your actions! Your intention is the difference between you and the stereotype salesperson in your industry. Remind yourself of your intention often – this is the goodness of your own heart – and it will transform every goal you have everything you do.

Your intention is the difference between you and the stereotype salesperson in your industry.

Belief Vs Intention:

Your belief in your current product/service and your intention for a higher purpose are important AND different parts of the equation. Here's the difference....

Your belief in your product/service allows you to offer it with sincerity, integrity and passion. But, products and services change with time.

Your intention for a higher purpose or higher good is a constant. It drives your energy and commitment to people beyond the product currently in your catalog. It is your reminder of the goodness of your own heart and it will inspire you.

Your positive intention will inspire new ideas, new products, new services in alignment with the intention. This is the pull-through value of intention!

One more thought on intention...have you ever noticed that the intention of the seller can actually make up for shortcomings in products and services? The intention and commitment of the seller can command a higher price for similar items or service.

Give them the Benefits!

Now that you have enhanced your sincerity, intention, ego strength and ego drive, what do you do next? Here's exactly how to translate all this into compelling sales messages for your business. All you have to do is to think about your business and your customers differently.

Sales and marketing at its simplest core is finding the simplest, clearest way to communicate the benefits. We DO sincerely believe in the benefits of our product and have seen the benefits experienced by our customers. RIGHT? And beyond our current products, we have our true intention, our higher purpose.

But in our focus on the product itself and our concerns about offending people with tacky salesmanship we get distracted us from the essential task. This task is simply *sharing the benefits in a way that really paints a picture for our potential client.*

So here is what you must do!

We must openly share our passion and belief about the benefits in a way that captivates, inspires and motivates our prospects. We need to paint them a picture!

The following are 2 of the exercises I recommend that will help to create your sales story to do just that!

EXERCISE 1: What is your passion?

This exercise is to help you find ways to feel and express your passion for what you do and why you do in a way that captivates and inspires listeners.

EXERCISE 2: What are THEIR benefits?

This exercise is to get you off your ego and onto the customer's ego. Forget about what you are trying to sell and think about what they want to buy. Picture the benefits of your service and tell stories about those benefits in full visual and sensory descriptions!

EXERCISE 1: What is your passion?

This exercise is to help you find ways to feel and express your passion for what you do and why you do it.

Why do you love what you do? Why is it your passion? Why does it move you?

When you are tired, what keeps you going?

Think about when you provide your product /service to people and watching them reap the benefits, experience the benefits...

How/Why does that move you? How does it make you feel?

How/why does that inspire you?

What was your personal TURNING POINT in knowing it was your passion?
When did you realize THIS was it for you?

It is important to know the story, tell the story! By showing your personal moment or moments of inspiration, your turning point, or the person or people that inspired you, you let your customers see the goodness of your heart.

Do people often hear you say “Boy I just love what I do” What comes after the “because...”

Do you share with customers/clients the stories and statements that give them glimpses of the GOODNESS OF YOUR HEART? Glimpses of your positive intention?

EXERCISE 2: What are THEIR benefits?

This exercise is to get you off your ego and onto the customer’s ego. Forget about what you are trying to sell and think about what they want to buy. Picture the benefits to them and think about how different clients found different benefits from the same product or approach. Think of as many benefits as you can to as many different markets/people. Because the benefits go beyond the product/service don’t they? And those personal, often emotional life benefits can be the most important benefits of all.

- What do they get? What are they going to have as result? What are they benefits to them?

- Think about when you provide your product /service to people and watching them reap the benefits, experience the benefitsHow does it make THEM FEEL? What do they experience? Use full visual and sensory descriptions!

Tapping World Summit – 2010

- What other benefits did that lead to in their life? Maybe secondary benefits, or benefits they did not anticipate that they then realized were also AWESOME.

- What does their life or business look like with your product /service in it? Share your vision of the solution in their life in the future.

- Who bought your product and was transformed? How and Why?

- What OTHER group of people could benefit GREATLY from your product/service?

- What would their benefits be?

- How does your product/service/ business make the world a better place? Locally? Globally?

Tapping World Summit – 2010

Okay, we may not be curing cancer or creating world peace, but our efforts impact the lives of hundreds, maybe thousands of people over our lifetime. Impacting a company impacts hundreds of employees



Margaret Lynch is a Success Coach and widely considered a top Emotional Freedom Technique (EFT®) Expert. As author of the “Secret of Intentional Wealth” Program, Margaret’s specialty is getting to the core of what blocks our success – the limiting beliefs and old programming that hold us back in our careers, businesses and finances. She teaches her clients how to use EFT to break through wealth and success and confidence limits to create higher levels of wealth, health and passion in life.

Please learn more about Margaret and her great programs here:

www.newenglandsuccesscoaching.com

www.margaretmlynch.com

www.secretofintentionalwealth.com

www.beyondstressmanagement.com