



CHANGING YOUR SALES MINDSET

7 DAY CHALLENGE

*The Basics 101. How to change your mindset
around selling and have fun doing it!*

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Introduction

Welcome sales mindset changer!

In just 7 days, you will go from having no confidence in how to sell your product or service, to having the top tips in your sales toolbox to get you on the right track. In less than 30 minutes a day you can learn these tools and apply them for the coming month.

It's going to be heaps of fun and you will feel more confident and knowledgeable by the end of the 7 days.

Once you know a few of these tips you are going to be off and racing.

Let's get started!

Lesson #1: Creating the Right Mindset.

Before you even think about being in sales, you need to have a very clear understanding of the sales mindset.

To be successful in sales, the key is your mindset.

However, what is the difference between a sales mindset and a non-sales mindset?

Let's do an exercise and find out.

Exercise:

You love what you do, you have your product or service and you are now keen to tell the world all about it.

To uncover your sales mindset try this exercise.

By answering these questions it will really help you get a handle on what your mindset is to sales. The more detail you provide the better.

- 1. What are your limiting beliefs about sales that are stopping you from taking the next step?*
- 2. What is preventing you from picking up the phone?*
- 3. What are you scared of?*
- 4. What stops you from getting excited about your product or service when it comes to presenting it?*
- 5. What is the first thing you do when you get to your place of business?*
- 6. What does your day look like when it comes to selling your product or service?*

Once you have taken the time to note your responses, your next step is to consider what those answers say about you and your product. You should be able to confidently say in a sentence or two why your product is worth selling.

By doing this it will help you change your mindset around selling your product or service.

Here is an example.

I love sales, and love teaching sales. Sales is easy if I have a product or service that people need. When I sell that product or service I deliver on what I say and support my customers to have a great experience. It's that simple. If I do that they will buy off me!

Off you go, it's your turn.

Lesson #2: Insight - Understanding your own product

Welcome back. You are probably thinking right now, I know I have to sell my product or service, but what steps can I take to help me master this? The sales process is actually a journey and every sale that occurs has steps you must undertake to get better at sales than you are right now.

You might also be thinking, "But I don't have the skills yet to sell my product". The first step is to know your product by understanding how it works and what its core benefit to the customer is.

Always have this question in your mind.

'Why do my current customers buy my product or service?'

After today's exercise, you will have a better understanding of your product or service than ever before. If you have a range of products, pick one and do this exercise on that one product.

Exercise

Grab a pen and paper or whatever you use to make notes with. You are going to need 4 separate pages for each segment.

On the top of each page write.

- *Strengths*
- *Weakness*
- *Opportunities*
- *Threats.*

On your paper headed up **Strengths**, write these 3 headings:

1. *What are we best at?*
2. *Why do customers buy from us?*
3. *What are your competitors' benefits?*

Next - on your paper headed up **Weaknesses**, write these 3 headings:

1. *Where do we need to improve?*
2. *Are there any gaps in our product line?*
3. *What is preventing us from making more sales?*

Next - under the heading of **Opportunities**, write these 3 headings:

1. *How can I take advantage of my new knowledge?*
2. *Is there something unique we offer?*
3. *What did we learn and what can help us in the future?*

Finally, under the heading **Threats**, write these 3 headings:

1. *Is this the right product or service for the current market?*
2. *What happens when the market changes?*
3. *Do you have a sales mindset?*

Now it is time to find a quiet place (or with your team) and answer all of these questions honestly. I often find what works best is to ask yourself, "what's the first thing that pops into my mind when I read that question?"

Don't get too tied down with this exercise, it's not limited to one page if you find yourself writing and writing.

Have fun - Sales is easy!

Lesson #3: On the Path - Evaluating The Clients' Needs

Good to have you back for Day 3. At this point you have adjusted your mindset (“Yes of course, it was easier than I thought”) and achieved some solid insight into your product or service. You are now ready to begin on the path to sales. The next step is discovering what your clients’ needs and wants really are. You are not quite ready to make a sale but you are close and it’s all in the path you take. Think of the path as the discovery process behind every sale, where we find out how we can match up our product with the needs of the customer.

Exercise

I want you to look back over your 4 pages you did yesterday. Look through all of them and start asking yourself these questions.

Find a quiet place and set aside 30 minutes to go through this exercise. This is an important one and many of my clients say that its possibly the best exercise in the challenge.

- *Why would a client want to use my product or service? Look at all the strengths that your product or service has that might be compelling to a potential client.*
- *Could you list 3-4 reasons why your potential clients would want these strengths?*
- *What result would a potential client receive by using your product? Write down that result. What benefit would they receive by using your product (more about benefits in later lessons).*

Now you need to ask yourself these questions.

1. *Why do my current clients buy off me?*
2. *What does my product do for my client?*
3. *What am I really selling? Think of something emotive for this response.*
4. *How do my clients feel when they buy my product?*
5. *Why should someone do business with us vs our competitors?*

As always, just go for it with all these questions. Don't think too much about yourself but rather, put yourself in the client's shoes. Often when selling we think only about how great our product is when in reality, your client only thinks about why it's important to them.

Have fun and remember - sales is easy. Next lesson tomorrow!

Lesson #4: The Selling Journey - Walking the Path - Start a conversation with yourself

How was that last exercise? Did you discover lots of reasons why your clients buy from you? Do you now know what the benefits of your product are over your competitors?

In this section we are going to help you gain confidence when you go to visit a client. Sound good?

Making appointments and going out to see your clients is often challenging and even the most successful go through the fear of rejection.

Just remember, you have done the exercises in this challenge up until this point for a reason. They have been designed to give you confidence in your product or service. In this lesson we are going to give you some questions to ask yourself before you go and talk to a potential client.

Why?

Often it's the questions we ask ourselves that can stop us from having the right sales mindset.

Questions like, "I can't sell" or "I tried to sell once and it did not work". These are limiting sales beliefs. In the last exercise you went through, we got you to think about why a client should buy your product. If you truly believe that, and know that you can deliver on the promise you make, then that is selling. So how can you now take all of those insights into a conversation with a client?

If you create a series of questions that you ask yourself every day when it comes to selling, I promise you it will improve your sales mindset, which will turn out more sales.

Exercise

Find a quiet space at a set time to answer the questions in this exercise.

There are 3 personal questions and 3 business questions. These are designed to help you see clearly how positive questions lead to a sales mindset, which leads to better results down the road.

Personal. Answer these as best you can. Take some time.

1. *What am I most excited about in my life right now? What makes me excited?*
2. *What am I grateful for in my life right now?*
3. *What am I committed to in my life right now?*

Business. A lot of the answers to these questions will come from your responses in lesson #2.

1. *What am I most happy /excited about in my business right now?*
2. *What am I most proud of my business right now?*
3. *What am I committed to doing to improve my sales skills?*

The key to this exercise is to take control of the conversation in your head. Then, when you come to talk to a client direct, you have the confidence to be yourself and get to know your client. This part of the challenge is probably the hardest part of the process.

Hang in there, I promise these tips will help you be better at selling.

Spot you tomorrow!

Lesson #5: Presentation - Talking benefits

Wow, it's getting close to the end of the exercises. We hope you are still with us and working through all of the lessons.

We know it might seem like a lot of work, but preparation is one of the key attributes to selling more of your product or service. By learning a skill every day, this speeds up that process.

As we talked about in our other lessons, the key outcome is to match up your product or service with the needs of your customer.

Before you begin to give your advice, you need to be absolutely clear with your customers that the product or service you are going to offer them is the right one.

One way is to know the difference between a **feature** and a **benefit**.

A feature is a characteristic or trait: simple facts about your product or service. Benefits are the specific advantages a product or service can offer a client. We have just one exercise in this lesson. It's about knowing the difference between a feature and a benefit.

Exercise

We will show you the difference between a feature and a benefit using some everyday products. Then we are going to ask you (yes, time to work) to do the same for your product or service.

Okay, let's get started.

Examples:

- *Feature: This car has 6 airbags.*
- *Benefit: You and your family will be safe from a side collision.*
- *Feature: These boots have thick rubber soles.*
- *Benefit: Your feet won't get wet.*
- *Now do the exercise for your product.*

- *Your product or service:*
- *Feature:*
- *Benefit:*
- *Feature:*
- *Benefit:*
- *Feature:*
- *Benefit:*

Once you have done this exercise you will have some useful information on how to present your product or service. The secret with helping you **sell more, is to sell benefits more than features.**

In sales, features tell but benefits sell.

Nearly there, have fun with this exercise. See you tomorrow!

Sales is easy...

Lesson #6: Negotiation - Everybody Wins

How did the last exercise go? What you learnt in that last exercise will certainly help in this next lesson.

When it comes to negotiation, your ultimate goal is that everybody wins. Often we think negotiations can only succeed one way. We present our product, say all the right things, and get the client really excited about the product. Then we ask for the business and they jump across the desk and hug us, saying "You saved my life!" Right?

It simply does not happen that way. Often salespeople don't ask for the business for fear of rejection. They are afraid to hear "No, not at the moment" or "I want to negotiate".

Exercise

Here is a negotiation checklist exercise we want you to do so you have it on hand when you sell your product or service.

- 1. Create a checklist of what will come up in the meeting.*
- 2. Work out what your acceptable trade-offs might be. Could you give them something added in return for your business?*
- 3. Find out if you are talking to the decision maker.*
- 4. What is their counter strategy going to be? Consider in advance what questions they may ask - Create a list as they are often the same ones every time.*

Overcoming objections exercise:

Grab a piece of paper. List the most common concerns your clients have about your product. Then list the most common answers to those concerns.

There are usually three common ones in business-

1. *I want to think it over.*
2. *You are too expensive.*
3. *I am not interested.*

Have fun, see you tomorrow for the final exercise. Sales is easy.

Lesson # 7: Continuation - Always Moving Forward

Wow! We are on the final day of the **CHANGING YOUR SALES MINDSET 7 Day - CHALLENGE!**

If you have been doing all of the exercises, you are well on the way to changing your sales mindset.

You will know by now what your product or service can offer to your potential clients and guess what - we promise you that just by doing these exercises you will be way ahead of your competitors.

The most successful people we know always do the bit extra to get ahead.

Now to our final lesson.

Some companies think the sale is over when the buyer signs on the dotted line. Businesses can be too quick to end the relationships. Many business opportunities come from repeat customers who buy over and over again. Many come from the no's or not just yet's.

Here is a simple exercise to do to keep in touch with your clients long after the sale.

Or even if there is no sale, it's about keeping in touch with your core client base.

Exercise

Here is a short exercise for you to do and then we are going to summarize where to from here.

1. *List every client you have presented to over the last month - buyers and non-buyers.*
2. *Send a handwritten thank you note this client list.*
3. *Prepare a survey using a survey tool (we can help) to talk to your clients.*
4. *Go and see 5 clients face to face every month.*
5. *Collect 5 testimonials a month.*

All these simple tasks build upon each other. Please take the effort to do all the lessons, just spending 30 minutes a day this last week will build your confidence.

Well you've done it - you have fast tracked your sales ability! I hope you have gotten something out of these lessons. Every sale has to include some element of these 7 lessons so you should find they come in use.

I invite you to join The Sales Mindset community, and over the coming months we will be building our online **Sales Mindset Blueprint course**.

It will come in many forms, for the novice and the more experienced.