

# 3 Simple Mindsets to BOOST SALES

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**CHANGING HOW YOU  
LOOK AT SELLING**  
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**A**s a small business owner, entrepreneur, or independent salesperson, selling can be a real challenge. Let's face it. The knowledge and passion we have for our business is usually tied to the product or service that we represent, rather than to the selling portion of the process. The art of selling, however, is the backbone of any business that wants to thrive. Not selling enough products or services translates to not having enough revenue to sustain your company. Unless you are successful enough to hire someone, the selling process often comes down to you as a team of one.

As an award-winning, record-breaking sales expert, I have spent years watching and studying how people sell. More importantly, my years have been spent training people to sell successfully. I have been nominated for the RBC Women Entrepreneur of Canada Award along the process.

Here are 3 simple tips that will change the way you look at selling and make an immediate impact on your sales approach, results, and overall business:

## 1. DO NOT THINK OF IT AS SELLING.

No one really likes selling and even fewer people like being sold to. Instead of thinking of it as trying to sell to your customer, think of it instead as being an educator and problem solver for your customer. We all want to help people, don't we?

It now becomes a conversation about helping your client, as opposed to a sales pitch. Explain why your product is a good fit for them and how it will be the solution to their problem. Changing how you look at selling is a simple and effective technique that can have a dramatic impact on your results.



## 2. DO NOT TAKE THINGS PERSONALLY.

When a customer says 'no' to your product or service, it is hard not to feel the sting of rejection as a personal assault. But remember, they are not saying 'no' to you - they are saying 'no' to the product or service. Think of it this way. Do you like every shoe in a shoe store? Why would prospects or customers be expected to like everything that you offer them? Recognize that it is not a good fit for them. Maybe it will be a good fit for the next customer.

## 3. PLAY A MINDSET GAME WITH YOURSELF.

As a small business owner, entrepreneur or independent salesperson, selling is crucial to your business. You should be spending 65% of your time selling. Unfortunately, most people get caught in the daily operations of our business and selling is left until last. Make selling a priority by playing a mental mind game with yourself. Every morning when you go to your office, put two to ten rocks or some sort of symbolic item on your desk as a reminder to make a sales call for each rock. Do not move the rocks until those calls are made. Once the calls are made, you can move those rocks. Think about how much your business will be impacted making ten sales calls a day!! As small business owners, selling is often a hated necessity, but changing your mindset will make it easier and hopefully assist you in achieving higher sales volume and reaching the long-term goals that you have set for your business.