



The Psychology of Sales Mastering the Mental Game

90% of sales is mindset, only 10% is skill. If you can ride a bike (a skill) then you can learn to sell. However without the right mental game, you will never be great at it.

The mindset you have when you come to the sales is how the sales will go for you, and the prospect.

Sales is about serving people with goods and services they want and need. It's about leading them to making an investment in themselves, their businesses, their families, their lives. An investment that will substantially improve the quality of their lives.

If we fail to "sell them" we are leaving them in their 'pain.' And denying them the pleasure they could have received from our product or service. If we leaving them in their 'pain' we are denying them their dreams and goals. Don't do this.

Get GREAT at Sales.

7 Psychological Mindsets That Will Improve Your Sales:

1. Sales is about building relationships and providing solutions.
2. Money is a Metaphor for Value. Your compensation is in direct proportion to your contribution.
3. A Sale is Always a Win-Win
4. Stop Selling and Start Leading
5. Master the Art of Influence
6. Your Income Reflects Your Impact
7. Self-Reliance is a Myth