

## Successful selling: what's holding you back?

by Connie Brubaker

You may not realize it, but the art of selling is about 85 percent emotional and only about 15 percent knowledge- and skill-based. This helps explain why salespeople who have the same basic knowledge and comparable experience still meet with vastly different levels of sales success.



### Connie's Comments

The creator of *Integrity Selling*, Ron Willingham, uses a model that shows how sales success is largely the result of correctly balancing five key emotional aspects. He calls this diagram a Sales Congruence Model. Gaps between the five circles signify problems or danger signals. The larger the gaps, the bigger the problems.

I've listed description of the different emotional dimensions below, along with clues that reveal if there's a problem and specific solutions.

**1. View of Selling** – Understanding selling as a noble profession that creates value and helps people.

*Clues that Improvement is Needed:* Being product focused; looking for techniques and gimmicks; using words like "sales pitch" or focusing on closing techniques.

*Suggestions for Improvement:* Study the sales process used by highly respected professions like physicians, dentists, accountants and counselors; interview people who have high ethical standards to discover how they like to



be sold; recognize that selling is identifying and filling people's needs and creating value for them.

**2. View of Your Abilities** – Believing you possess the necessary talents and abilities to be successful in selling.

*Clues that Improvement is Needed:* Significant reluctance to make sales calls; activity level too low to generate sufficient sales; excuses for lack of sales success; don't see yourself relating well to high level decision makers.

*Suggestions for Improvement:* Study successful salespeople and identify their skills and abilities; look for and immediately reward even slight improvements in yourself; practice, learn and prepare prior to sales calls.

**3. Values** – Possessing a high degree of internal sincerity, conscientiousness and honesty that drives behavior.

*Clues that Improvement is Needed:* Inability to feel good about what you do, but not knowing why; low activity and missed sales commitments.

*Suggestions for Improvements:* Build strong belief in your product or service as one of integrity; model strong values; believe that honesty and integrity are success strategies and the core foundations for your prosperity.

**4. Commitment to Activities** – Upon understanding the activities necessary for sales success, you will commit to them, and then diligently do them.

*Clues that Improvement is Needed:* Contact activity is too low to produce sales success; disorganized and scattered efforts; you allow busy work to get in the way of sales-producing activities.

*Suggestions for Improvement:* Use time and contact management systems; set sales and income goals and commit to the activities necessary to reach these goals.

**5. Belief in Your Product** – Passionately believing that your product or service will create value for people.

*Clues that Improvement is Needed:* Low product enthusiasm; jump from  
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In this issue of SOLUTIONS:

- The five dimensions of sales: Discover what's holding you back.
- When to tell clients thank you.

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**Integrity Training Solutions**  
**Connie E. Brubaker**  
 Business Consultant  
 8125 Gutherie Drive  
 Austin, TX 78750  
 (512) 346-7270  
 CBrubaker@integritytraining.com

Building People, Productivity and Profits through Integrity

# Five easy keys for sales success

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selling one product to another with little sense of product pride; don't own or use product yourself; not passionate about what value your product or service creates for others.

*Suggestions for Improvement:* Take time to get feedback from customers; collect testimonial letters of good results; frequently repeat and emphasize your mission statements and vision.



**"May I offer a bit of constructive criticism? When you're having lunch with a client, don't carve little dollar signs in your mashed potatoes."**

Bringing these elements into alignment with each other — what Willingham calls it congruence — will significantly increase your sense of personal power, and your sales will almost automatically go up as a result.

This congruence isn't achieved intellectually, though. It's a matter of developing it experientially, of changing our habits, beliefs and behaviors. One way I foster that positive change in myself is by using daily affirmations. I keep written statements on 3x5 index cards in my daily organizer. I repeat them often and visualize the image they contain. One of my favorites: *My 20 years of owning and operating a multi-million dollar business gives me the experience and wisdom to help other businesses be more successful in getting and keeping customers.*

It takes time to harness the emotional power at the core of successful sales, but it can make all the difference between a successful, satisfying career in sales and a series of stumbling blocks, short circuits and frustrations.

## When to Thank Customers

1. When they do business with you . . . every time.
2. When they compliment you or your company.
3. When they offer comments or suggestions.
4. When they try a new product or service.
5. When they recommend you to a friend.
6. When they are patient . . . and not so patient.
7. When they help you to serve them better.
8. When they complain to you.
9. When they make you smile.