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## What is the Biggest Mistake Most Sales People Make When It Comes to Generating Sales?

They sell.

And this is bad.

Why? Because the focus is on the wrong person.

If you are selling, the focus is on *yourself*. Not the customer.

You've probably heard this before: In order to be a great salesperson you need to become a problem-solver. This idea is what shifts the focus from off yourself and onto the customer. And once this idea internalizes, you naturally begin taking the right actions.

Here's what happens:

When you are talking to a customer with the intent to solve their problem, your discovery questions become **organic**. This results in asking the **right questions**, that gradually lead to **deeper questions**, to reveal their **true problem**, thus allowing you to find the **ideal solution**.



If the focus is on yourself through selling, there cannot be a relationship. Business is all about relationships, so you can either choose to be in a relationship with yourself, or with your customer. Consequently, it is the difference between a small paycheck or a big paycheck.

Here is a motto for you:

“I do not *sell* products, I *offer* solutions.”

Have I beaten the dead horse? Is it sinking in yet?  
Great! Let's move on...

### **Here's one way to internalize a new mindset**

Knowing where your mindset originates, and why, is the beginning of real change. Most sales reps and consultants (and yes, managers), start the morning off with an ongoing internal dialogue saying “I need to make a sale today.” They have to meet their numbers for the week, reach their quota for the month, pay their bills, please their managers, feel competent amongst their colleagues, etc.

Knowing this, they say.... “I *really* need to make a sale today!” Many times over.

The selling mindset is further reinforced when they get to the office. It's the language throughout the office. Office communications are all about selling – from managers during meetings and one-on-ones, from internal emails, at daily board-outs, listed on sales rankings and Star's reports. And don't forget about your colleagues wishing you a good day of selling or asking at the end of a day “How'd you do today, did you sell anything?”

**No doubt, the mindset of “selling” is almost impossible to escape.** Additionally, it isn't easy to shift your mindset on demand or to stay in the right focus. But at least it's simple:

### **Take the time + Make the effort = Get results**





That's it. Plain and simple. If you want happier customers and bigger paychecks...you need to be intentional about what you do and how you do it.

First, take 5 minutes to **identify** when it is most important to get into the right mindset. Do you need to start your new internal dialogue while you brush your teeth or when you start the car to go to work? The most successful way to develop a new habit is to attach it to one you already have. Only you know when you should **implement** your internal dialogue. In the morning, pick the time and place.

Next, take 5 minutes to **know the triggers**. Make sure you don't let the selling mindset come back when you're at work. Have your new internal problem-solving dialogue with yourself right after a meeting, each time you drink from the water cooler or use the printer, during

“windshield” time before you walk into a business. Only you know when the triggers happen. **Re-adjust** your mindset when necessary.

Finally, at the end of the day, take 5 minutes to **reinforce** your new belief by knowing you are a genuine problem-solver. On your commute home or before you fall asleep, you can feel good about how you help people and businesses.

**Identify**  **Implement**  **Know the triggers**  **Re-adjust**  **Reinforce**

*Amy Sahf is a copywriter, sales coach and marketing consultant living in Western North Carolina. If you have any questions or comments email her at [amyis1216@gmail.com](mailto:amyis1216@gmail.com)*