

Selling From The Inside Out

‘What you expect to happen influences what you do.’ Steve de Shazer

‘Seek first to understand, then to be understood.’ Stephen Covey

Have you had the experience where you know what to do in terms of:

- Managing your key account customers
- Preparing for a sales call or visit – setting objectives, preparing presentation materials, planning your agenda
- Structuring your meeting with key customers

but somehow something within you stops you from doing what you know you need to do?

Inside Out Selling is about having the disciplines listed above but also understanding how your thoughts and beliefs impact on your mood, behaviour and ultimately your performance and success. It is about increasing your self awareness and learning techniques to transform any negative and limiting thoughts and beliefs into positive and empowering ones, which will support you in behaving in the way in which you want to in order to bring about success.

Planning your work – We can provide you with an annual or weekly/daily sales planning process but unfortunately sales people are often drawn into sales largely because they enjoy interacting with people. This often means they are not naturally suited to doing the admin or planning their time and work rigorously. Having the right mindset can help you to become more organised and approach this side of the job with more enthusiasm. Once you have the process AND mindset, your results improve dramatically.

Managing your mood and motivation – This is essential for sales people. Yet, if you are out on the road a lot, face setbacks or feel isolated from your colleagues it is easy for your mood and your performance to be negatively affected. We will share with you methods to actively manage your moods and so remain positive.

Preparing for customer meetings - Despite the best sales aids and rigorous preparation your thoughts and beliefs will have a powerful impact on how you come across to others in terms of your tone of voice and body language. Therefore preparing yourself mentally is just as important as preparing the content of a meeting or customer telephone call.

Managing the interactions with customers – Your selling presentation, structure and materials may be professional but whether it is on the telephone or face to face, learning how to build rapport and manage your interactions with customers is essential. People are very sophisticated nowadays and know when they are being ‘sold to’, therefore being able to build a natural relationship with a customer is essential. It is important to not let any fears about the sale affect how you are with the customer.

De-briefing and learning from your experiences – All sales people, however long they have been doing it, need to learn from their experiences in order to stay ahead of the game. Beating yourself up after a sales call will not assist your learning. Instead you need a rational analysis of what went well and what could be done differently. We will teach you how to rationally and positively analyse and learn from your sales experiences.

Do you want to know more about our Inside Out Selling programme?

Ring Melanie on 01865 377334 or email mg@inspiretransformation.co.uk to find out more or click [here](#) for an overview of the programme.

Specialist Advice and Guidance

Melanie can provide both in-house and public workshops, as well as 1:1 coaching around this and other topics. For more information or to book on one of her public workshops call Melanie Greene on 01865 377334 or email her at mg@inspiretransformation.co.uk

Click [here](#) for our free monthly coaching newsletter, **Inspire**, which covers a different topic each month.

Click [here](#) to order Melanie’s book Master Your Inner Critic, Release Your Inner Wisdom.

Click [here](#) for my Master Your Inner Critic Online programme.

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