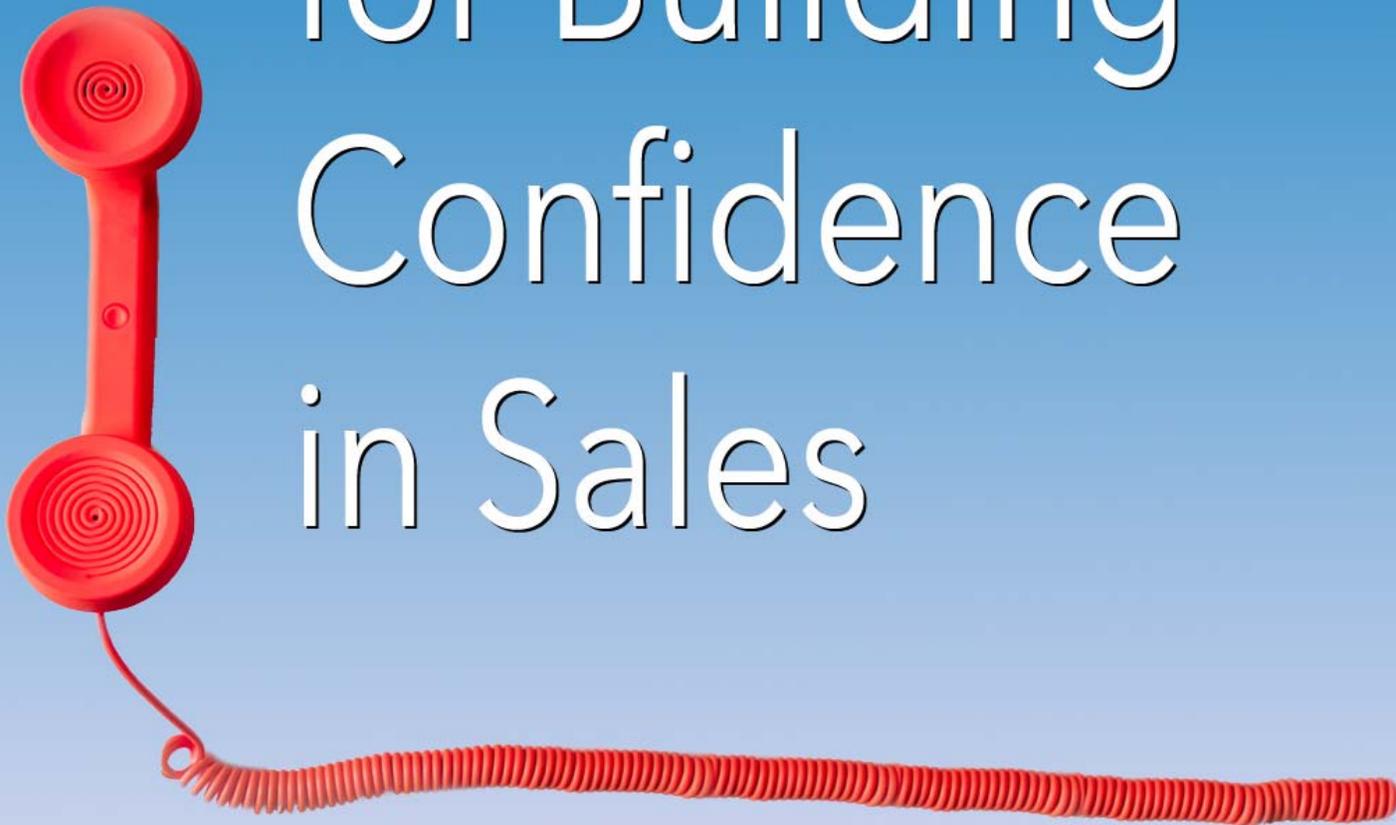


# 8 Tips for Building Confidence in Sales





## Tip 1

# Flip the Script with Your Mindset about Sales

### *REMEMBER*

- The world revolves around sales. Humanity could not function without it.
- Stop letting others label you with negative adjectives. You have something special to offer and you are NOT that person.
- Change the word 'selling' to 'educating.' You are identifying exactly what your prospect needs and then you're **educating them** on how your product or service can help meet their needs.



## Tip 2

# Bring Passion to the Conversation

Become the expert in your field. The more you know about your product or service and how it can truly help your prospect, the more passionate you will be in the conversation with them.

### *ACTION ITEMS*

1. Create a document with all the reasons your prospective customer will benefit from what you have to offer.
2. Include the things that you feel set you apart from the competition.
3. Right before the call or meeting, review the list. Guaranteed that you will feel jazzed because you just reminded yourself of the many ways in which you can help them. You will bring excitement and passion, instead of fear.



## Tip 3 Listen More than You Speak

Ask open-ended questions and resist the urge to start sharing right away. Your curiosity will allow you to help them or perhaps even solve a problem.

### *DID YOU KNOW?*

Studies show that wait staff tips are 20% higher when they repeat back to a customer exactly what the customer asked for when placing their order. People will trust you more when they feel you have their best interest at heart because you *heard them*.

### *Features Tell. Benefits Sell!*

Share what the *benefits* are of doing business with you. People buy what a product or service can DO for them, not the features.



## Tip 4

# Always Stay in the Driver's Seat and Follow Up

### *DID YOU KNOW?*

- On average, only 2% of sales are made during the first point of contact. That means if you don't follow up, you're missing out on potentially 98% of your sales.
- Only 8% of salespeople follow up more than 5 times.
- WOW! 80% of sales are made between the fifth and twelfth point of contact.

### *PRO TIP*

- Get permission and agree on a specific date and time to follow up. This is not pushy or controlling - it is just good business!
  - For example, I might say, part of my job is to follow up so would it be okay with you if I call you next Thursday at 4 pm to see if you have any additional questions and what the next steps might be?"
- Silence is not a decision. Follow up until you get a 'yes', 'no', or 'no, not right now'.



## Tip 5 Desensitize Yourself to Rejection

### *GO FOR NO!*

- Read the book ***Go for No*** (Richard Fenton & Andrea Waltz) to help desensitize you from the fear of rejection.
- Play the *Go for No* game and make it fun by rewarding yourself after you've hit your 'NO' goal.



## Tip 6 Stop Pretending You're a Mind Reader

### *DON'T ASSUME!*

- We pretend like we have this uncanny ability to know what others are thinking. We make lots of assumptions and, almost *always*, they are flat out wrong. Assumptions are the easy way out and they really foster a negative mindset. You keep yourself safe from rejection when you make assumptions.
- Whatever your internal chatterbox is saying (e.g., 'they must not be interested' or 'maybe they think it's too expensive' or 'I've already called them 3 times and now they are going to think I'm being pushy) ask the question.... *"How do I know that to be true?"*

### *PRO TIP*

Put a sticky note somewhere visible so when you go to make calls, this question will be staring at you. ***"How do I know that to be true?"***



## Tip 7

# Dedicate Time on Your Calendar for Sales

### *CONSISTENCY BREEDS SUCCESS*

- If you don't want to be riding the 'Feast or Famine Roller Coaster' you must dedicate time on your calendar every week to make calls.
  - Every time a prospect has said 'no', you want to add a new prospect to your pipeline.
  - Every time a prospect says 'yes', you want to add a new prospect to your pipeline.
  - In both cases, that prospect has moved from the prospect pipeline to the 'customer' status.
  - If you don't make a habit of this, you'll wake up one morning and your pipeline will look really sparse. When that happens, panics sets in.
  - Nothing screams 'lack of confidence' louder than a state of panic.
- Pick a cadence that works for you. Whether it be mornings, afternoons, every Monday, etc. Find the best time and make it happen, consistently.



## Tip 8

# Set Goals then Focus on the Process

### *KNOW YOUR INTANGIBLE WHY:*

*If you want to make 100K a year, why is that important to you? If it's to cover your expenses and have enough to save some for retirement, why is that important to you? When you tap into the **emotions** behind your tangible why (e.g. I need to feel financially secure in my retirement years) that's the fuel to keep you going when you have ebbs and flows in your business cycle. (And you will have ebbs and flows!)*

### *BREAK DOWN YOUR GOALS:*

- *Once you've identified your overall goal (i.e. yearly sales, income, etc.) break that down into monthly and even weekly numbers. Then determine how many prospects need to be in your funnel and how many conversations you should you be having.*
- *Visit your overall goal quarterly or semi-annually.*
- *Focus daily on the process to get you there (j.e. filling the pipeline, making calls, etc.) If you're not connecting and having conversations, that revenue/sales goal is simply a hope and we know that hope is not a strategy. It's the day-to-day activity that will lead us to our Big Bold Audacious Goal.*

# TAKE ACTION

Which of the 8 Tips to Build Confidence in Sales resonate the most with you?

What is your action plan to take your confidence to the next Level?

## HINTS:

1. Start with one tip and work to master it. Then add another and so on!  
Before you know it, **you will build confidence in sales!**
2. Find a friend to act as your accountability partner.
3. Embrace a mindset of Progress over Perfection. This is a journey and adapting new skills takes time.
4. Tune into the *Women Selling with Confidence* podcast (with Gwen Krilova) to learn even more Tips & Tricks to make you a sales pro!

## CONNECT WITH GWEN

Gwen Krilova is a highly skilled entrepreneur, sales leader and trainer, and coach, supporting female sales professionals and entrepreneurs to achieve exceptional sales results. With 30+ years sales/sales leadership experience, she understands the common thought traps for most women in sales including the mindset of not wanting to seem 'too pushy', fear of rejection and fear of judgment. Beyond helping women learn and understand the components of the sales cycle, Gwen's passion is to help women unlock their potential by overcoming their limiting beliefs and gaining the confidence necessary to not just survive but to *thrive* in their sales careers and businesses.

Gwen is a Certified Professional Coach and Energy Leadership Index-Master Practitioner with iPEC (Institute for Professional Excellence in Coaching) a fully accredited program by International Coach Federation (ICF).

She can be reached at [www.gwenkrilova.com](http://www.gwenkrilova.com).

