

The truth about why sales people don't achieve their sales numbers

By Ian Segail



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What if you learned that the biggest reason salespeople fail to hit their sales numbers consistently has very little to do with skills, productivity or sales process?

In fact, as it turns out, all too often, the reason most salespeople are either failing or just not achieving their sales goals, isn't even their fault!

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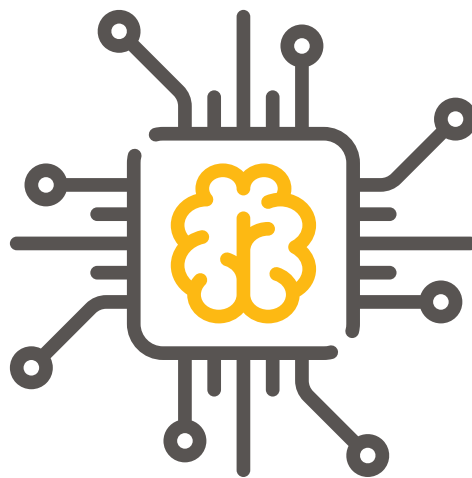
Over 90% of what we do is unconscious

Did you know that neuroscientists estimate that over 90 % of our mental operating systems - beliefs, behaviors, patterns - are unconscious? IOW: The surface story we tell ourselves about our sales success, therefore represents less than 10% of what's really responsible for over 90% of what we do which impacts our sales results each day.

The dysfunctional psycho neuro-emotional system killing sales

What if you learned that salespeople who don't achieve consistent sales success, actually have a destructive and dysfunctional psycho neuro-emotional system locked deep inside of their brains (psyche) which is blocking their success. And...

This psyco-bioneuro chemistry barrier is in fact hundreds of millions of old. The reality is that it's this age-old brain glitch which is actually responsible for hijacking and costing the majority of salespeople, 90 % of their sales.



Without any real conscious awareness, this ancient, psycho neuro-emotional system, unconsciously releases a powerful, toxic neurochemical cocktail, triggering the brain's instinctive threat (fear) response sparking a form of anxiety (often happening unobtrusively). Unfortunately we then transfer our anxiety, at an unconscious level, activating the fear circuitry in our potential prospects and customers.

Even when it's really subtle in it's interchange and almost unnoticeable, this ancient neurotoxin, amalgamation made up of Norepinephrine, Cortisol and Adrenaline, acts as a trust circuit breaker. Our thoughts and tensions fire off our stress response, cutting off our natural creative ability to influence and flow compellingly. Even our listening skills become clogged with biases and personal judgments.

Selling is a transference of feeling

As has so often been stated: that ***selling is transference of feeling***. Transference includes the transferring of both excitement and stress emotions. Which is why you've ever been on a momentum roll, when everything is just clicking, sales just seem to flow with ease. Yet when things have slowed down, or worse...stopped, sales become like pulling teeth.



FACT: It's this unseen and destructive brain chemical mix which is responsible for killing more of your sales than any other business constraint.

Unfortunately for the vast majority of sales people, this neurological roadblock has been pushed under the carpet like the proverbial... “Elephant in the room”. No one wants to talk about it or even acknowledge its existence. Because the truth is, that up until now there really hasn’t been an effective and proven, sustainable methodology to solve this enduring issue. So it’s much easier to blame the individual, as a poor hire, for their lack of sales ability or motivation.

This lack has been called many names:

- Lack of motivation
- Lack of desire
- Poor attitude
- Negative attitude
- Lack of drive
- Lack of ambition
- Lack of confidence
- Lack of ability
- Performance choking
- Hiring error
- Inconsistency

Just to name a few...Call it whatever you want...It’s still the biggest killer of sales and there’s yet to be a sustainable solution put forward as a solve...Until now!



3 KEY AREAS TO IMPROVE SALES

Let's examine the facts. Over the last 60-70 years, Sales Performance improvement companies, Sales Managers and trainers have essentially focused on 3 key areas to improve sales results...

These have been:

1. Increasing sales productivity:

- Make more calls!
- Sales is a numbers game...
- Focus on the numbers and the sales will take care of themselves.
- If you do more, you'll create more
- GOYA

2. Sales quality (effectiveness/enablement):

- Improve sales skills (techniques/tactics)
- Focus on effective sales process (recipe)
- Customer journey mapping
- Improved sales tools, scripts, copy and sales aids
- Sales coaching

3. Increase motivation:

- Incentives - throw more \$ at the issue
- Motivational programs -Trips and conferences
- Personal development
- Personality profiling
- In/extrinsic motivational programs
- Consistently motivate to deliver consistent results

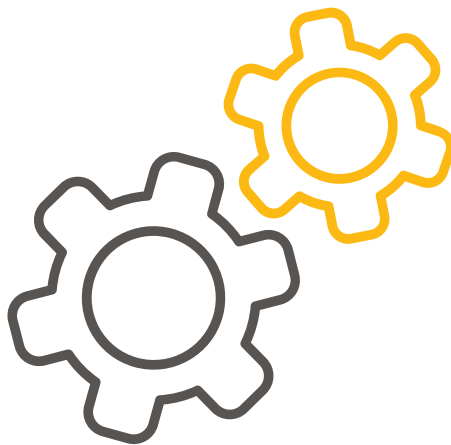
And yet still, why is it that conversion rates hover around only the 10% mark (on average)? By the way, a large portion of those sales being driven and brought in by only a tiny percentage of Rainmakers (naturals). Why is this? What's going on here?

What's going on here?

With all the advancements, work effort, high tech solutions, training and sales enablement strategies that have been developed and implemented over the past 20/30 years, you'd think the sales conversion rates and the amount of sales people achieving their quota would be a lot higher than it actually is...Wouldn't you?

And yet still both, sales company numbers, and the sales research data, tell us there's a problem...

It's a very rare sales organization that has an average, overall conversion rate, consistently in excess of 10% +... Quarter after quarter.



So if it's not the:

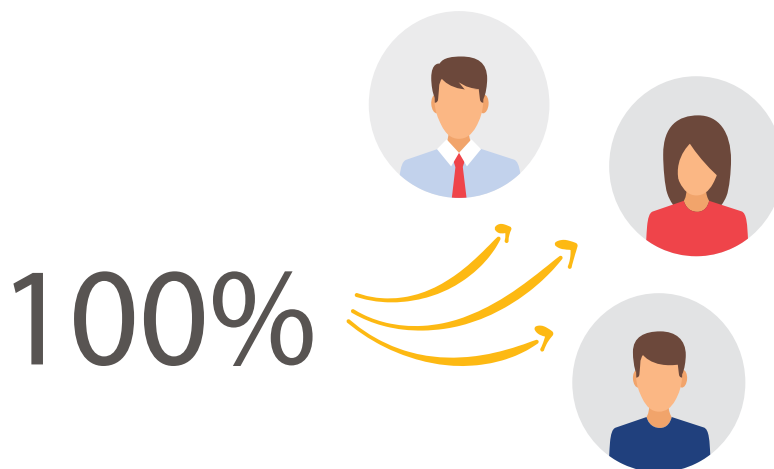
- Process
- Systems
- Skills/proficiency
- Work effort/productivity
- Quality
- Product
- Price
- Guarantee
- Promise/POD
- Hiring

Then the only thing left has to be a **MINDSET issue**

If only there were more Rainmakers!

(In sales, a Rainmaker is known as a person who flourishes in business development and wins new deals at an impeccable rate. Rainmakers are A-Players that typically outperform every person in the organization.)

Maybe there just aren't enough "Rainmakers"? Well that's probably true. Just look at the data.



Only 3 out of every 100 sales people are what we call Rainmakers... That's just a mere 3%.

The rest of the sales population is made up of either, Solid Citizens who make up about 18% of the sales population, 22% Lemons (Those individuals who will never make it), with the balance of 57% made up of what we call Potentials. Over time, Potentials may become either Solid Citizens or possibly even Rainmakers. Unfortunately all too often they end up as Lemons, failing at sales without ever knowing why.

What sets the Rainmaker apart?

So, what sets aside the Rainmaker from the rest of the selling population? The conventional narrative we've been told and bought into is that Rainmakers are simply just "born" with the natural talents and skills.

In fact, what sets the Rainmaker apart from the rest of the selling populace can be boiled down to a **single word**.



That single word is not...

- Talent (Many Rainmakers don't have the talent).
- Nor is it Charisma. (Many Rainmakers don't have much charisma at all.)
- Well...what about Selling and Persuasion Skills? (It seems that there are many Rainmakers who don't have what you'd call typical sales skills either.)
- How about work ethic? (There are many Rainmakers who seem to create sales without too much effort at all.)
- Motivation. What about Motivation? (Supposedly the Rainmaker is more motivated and more driven than the rest of the sales population), that's why they succeed! Right? - Not true!

Poor Motivation

Whilst the lack of motivation has been seen to be the cause of so many sales people failures, this distorted notion has been neither verified by sales research on one hand. Nor is it backed up by all those salespeople who have really put in the hours and the effort, yet still struggled to hit their numbers.

Are these non-performing salespeople simply just lazy?

For sure there may be a few lazy salespeople out there giving the rest a bad name, but what about all those salespeople who really work hard and yet still struggle to deliver their numbers?

What about those sellers who work really hard, putting in the effort, and yet still fail? Why do they still come up short?



Starting out strong

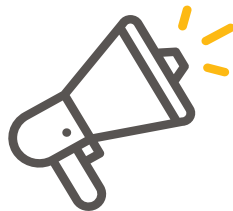
The fact is that the overwhelming majority of people who start out in a sales career are highly motivated to achieve sales success. As were you.

But...The lack of consistent sales success over time, tends to beat out one's motivation. This is even more so when we have to continually pick ourselves up and "re-motivate"... Yet still somehow we tend to fall short.

The one word

So what is it then? What's the one word that sets aside the typical Rainmaker from the rest of us is. That one word is BELIEF.

Rainmakers have an unshakable belief, an unwavering conviction in their ability to sell without need for proof or evidence.



Henry Ford is often quoted as saying:
"Whether you think you can, or you think you can't – you're right."

In sales whether you believe you can or if you believe you can't ... you're right!

You either believe completely, or you don't!

Your belief in your ability to sell is either totally and completely resolute in it's conviction or it isn't.



The simple truth is...***The beliefs you have about yourself and selling are the single greatest factor holding your sales back.***

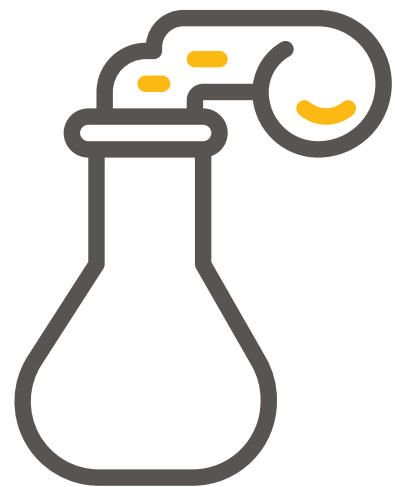
Think about it this way, If a salesperson had **an unshakable belief, an unwavering conviction in their ability to sell without need for proof or evidence**, what would their sales results look like? Regardless of skills, tools, systems etc?

Clearing disempowering beliefs

To achieve the sales success of your dreams, you'll need to remove those hindering belief systems that work against you... The very same beliefs which have become clogged mindset habits or limiters preventing you from achieving the sales numbers you can only seem to dream of.

Toxic triggers

In fact it's those very same limiting beliefs, which trigger your own neuro-emotional toxic cocktail. Inducing stress and anxiety, causing misfires and stumbling. Somehow mostly ending up with "not right now, thanks" or "We've gone with someone else", or multiple other forms of lost sales.



- Do you have sales number targets, either your own, or those set by your company, that always seem to be just out of reach?
- Do you have aspirations to earn the BIG commissions and bonuses just like the sales superstars but somehow just can't get there... no matter how hard you try?
- Would you like to find easier and more fulfilling ways to smash your sales numbers but just don't know where to start?
- How would you like to finally say goodbye to the fears and anxieties and limiting belief systems, you experience everyday that block your sales success?

Imagine no longer being afraid of upsetting people or looking stupid...

Imagine finally being able to say goodbye to the...

- fear of rejection or the fear of failure,
- the fear of "closing,"
- the fear of cold calling and prospecting for new business,
- the fear of asking the tough questions,
- the fear of being intimidated by "C suite" executives.

Imagine finally being able to say goodbye to whatever limiter that's getting in your own way and sabotaging your sales success.



Your unique achievement limiter

Have you somehow created a limit to your achievement because of some kind of fear? Then not only do you need to get to the root of the subconscious limitation/s you have created in your own life and your success achievement, you also need to let go and rid yourself of your limiting beliefs and erase your negative programming.

You need to be able to dig up the destructive belief weeds that are strangling your success and destroy them forever... Then once removed, it's essential you replace them with self-empowering and supportive, successful, sales beliefs and habit patterns of thought and behaviours. An empowerment mindset that sets you up for sales success.



The myth of uncapped earning potential

Attitude defined: A predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation. Attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards (together called stimuli). - <http://www.businessdictionary.com>

A success mindset/attitude is not a new concept. In our first week as a salesperson we were probably told something like: ***"Sales success is 80% attitude and only 20% aptitude."*** (or words to that effect) As salespeople we bought into the idea that working in sales means we have uncapped earning potential...Isn't this pretty much what motivates most people to get into sales in the first place? ***The promise of being able to write one's ticket to financial freedom.***

That said, unfortunately all too often our results don't reflect that potential.

Why? Because most often, it's our attitudes, made up from our limiting unconscious beliefs, not our skills or efforts, that end up torpedoing our sales results and thereby our goals and dreams.

This sentence is so profound it bears repeating:

"Most often, it's our attitudes, made up from our limiting unconscious beliefs, not our skills or efforts, that end up torpedoing our sales results and thereby our goals and dreams."

Our Point of View

Our sales skills and abilities and more importantly OUR SALES RESULTS are driven largely by our current mental map. (Mental Map= A person's point-of-view)

This is why, as an example, a salesperson, who, let's say ...believes they have to discount to win, always tends to end up yielding to the slightest price pressure.

Or, say a salesperson believes he/she is incapable or "too small" to hold their own in a commercial conversation with a powerful authority figure, say a CFO. How would that impact their ability to sell with complete confidence at a Senior Leadership table?

On it goes, until and unless... mental map, the limiting belief/s that underpins the salespersons "smallness" is eliminated and replaced with positive self empowering beliefs....

If you truly believe you can...YOU DO!

A salesperson's actions and therefore results, are a manifestation of his or her beliefs. When you truly, at a subconscious level, believe you can... You do... If you subconsciously believe you can't, You don't!



IOW:

- If you've ever put limits on your sales achievement...
- If you find yourself making excuses to avoid uncomfortable sales activities...
- If you have some self-defeating habits that need to change...
- If you've created a limit to your achievement because of some kind of fear...
- If you find yourself "yeah butting". and making excuses,

Then the odds are you are being held back by self-limiting beliefs. The great news is when you can convert those blocking beliefs into empowered beliefs that bolster your success, this effortlessly results in higher sales achievement.

In essence this means ousting the limiting belief at it's foundational root ...and replacing the restraint with self reliant beliefs.

This is how you truly get to **shift your attitude** and get to compete with the sales champions.

Because as stated earlier...***The beliefs you have about yourself are the single greatest factor holding your sales back.***



The evils of self-limiting beliefs

You've probably heard this all before. Most sales trainers, sales managers, and motivational speakers, preach to no-end about...***"The evils of self-limiting beliefs and how they compromise your sales performance."***

These experts will also suggest a plethora of positive thinking exercises, or books, video's or seminars, or more sales training, to counteract them.

Some may even suggest psychotherapy or Life or Sales Coaching to shift and remove limiting sales beliefs.

Success breeds success

We've been told that "***success breeds success***," and if you've ever been on a roll, you'll know this to be true... Until the momentum stops...for whatever reason. And then we start the sales slump all over again. Up and down like a YoYo. It's exhausting and hard work and it's this "hot n cold" which kills most successful sales careers.



Common Sense Corner: Just stop and think for a moment...Seriously... if these programs and interventions really worked, you would you even be still reading this?

Closing the gap

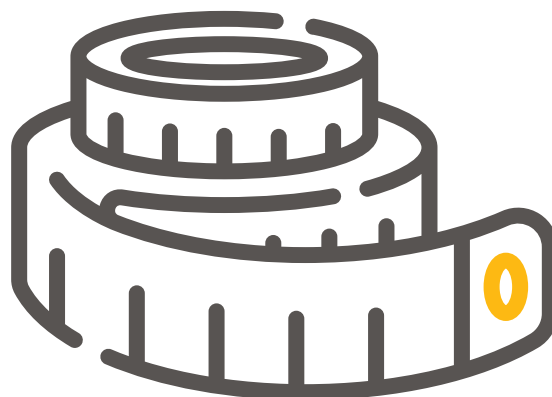
It seems like forever, Sales Managers have been trying to close the gap between the Rainmakers and the rest of the sales population.

Forever, Sales Managers and salespeople have been hard at work to close the “consistency gap” between months and quarters. Their goal is to flatten out the highs and lows of the one good month or quarter and then a slump...Yet still without success.

They have yet to discover a consistent and sustainable method to maintain sales consistency. That is **“Until Now!”**

So...here's the good news ...Your beliefs are not who you are. They are only who you've learned to be. According to Neuroscience: **“What you believe controls your behavior”**.

And let's face it, so much of what you believe is neither true nor is it helpful.



Beliefs are unconscious.

Beliefs are, in most cases, unconscious. They've become hard-wired perceptions of reality.

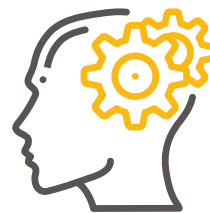
Reprogramming beliefs is particularly difficult because our perceptions of reality are self-reinforcing. We tend to run the same patterns of thought over and over.

Thankfully, your beliefs can be changed. Everything that has caused our automated behavior is really only a memory. The great news is that neuro-scientific research has shown that anything caused by a memory can be changed.

A belief is simply a thought we keep thinking. This means that no matter what you're feeling or thinking or even experiencing (your mindset and beliefs are the main cause of what you're currently living)... And all of this can be changed.

People throughout history have undertaken the process of change and have gone from homeless to owning million-dollar homes. These stories offer proof that people can change what they believe and therefore their lives.

***Our beliefs, thoughts,
emotions, and behaviors
are all run by memories!***



***Athletes have coaches to train their
bodies, but it's their winning mindset
that sets sporting champions apart.***

Winning the battle of the mind really counts in work and life as well as sport. Especially in the emotional taxing world of sales.

If you want to win more sales, you need to not just think like a winner, you need to believe you are a sales winner!

Enter Sales Esteem© - A mindset program specifically for sales people

Sales Esteem© is the powerful sales mindset empowerment program that systematically removes the core limiting sales beliefs which salespeople have created in their own minds. The Sales Esteem© process then replaces them with the powerful sales success beliefs of Rainmakers.

Sales Esteem© removes all your “I can’t because...” beliefs, thoughts, emotions, and behaviors and replacing them with steadfast, success, sales beliefs that set you up for sales achievement.



Your mental garden

The Sales Esteem© program acts like a professional gardener tending to the landscape of your sales mind. First we completely neutralise the negative belief patterns that have held your sales performance in check. This is akin to removing the weeds at the deepest root level.

Then we treat and nurture the soil to ensure that the new shoots of empowered sales beliefs can take root and grow in a healthy mental garden.

Finally the Sales Esteem© process waters, fertilizes and feeds the new growth so that the new empowered belief becomes a natural part of your mental garden (your winning sales mindset).

This mental garden transformation takes place over a 5 week program. You'll be seeded with new sales success beliefs and the mental tools along with the psychic strength to self manage and deliver consistent and successful sales performance.



Applying the MAP® Treatment System

The Sales Esteem© program uses the cutting edge MAP® treatment system, the latest cutting edge in neuro-energetic sciences to cancel out disempowering memories.

By applying the MAP® treatment system the subconscious can independently diagnose how to address necessary memories and create the evolution of certain memories to occur.

The MAP® belief changing system engages the subconscious mind. Without hypnosis or manipulation, **MAP** supports the client to access and clear deep seated and undesirable and resistant memories, beliefs, thoughts or emotions, converting them to potent and useful beliefs.

MAP® is setting new standards in the treatment of limiting beliefs and has received globally validated results for thousands of clients worldwide.

Recognised as a truly life-changing method, MAP® utilises the leading scientific principles of neuroplasticity, with an ability to create new neural pathways in the mind.

By replacing old unhelpful beliefs and behaviors, this leads to demonstrable rapid, profound and long-lasting transformation.



Only 5 weeks to sales success

Say Hello to the power sales mindset that comes from transforming your limiting beliefs into a robust selling performance.

Sales Esteem© uses the latest cutting-edge belief transformation techniques developed by **MAP® system (Manifesting All Possibilities®)** to transform and reset underperforming sales mindsets.

Over the course of just 5 weeks, applying this neuro emotional change program will neutralize and eliminate your limiting thoughts and resistant beliefs which have been blocking your sales success till now.



Sales Esteem©

In just 5 weeks Sales Esteem© will

- Remove the limits you've placed on your sales achievement
- Stop you from making excuses to avoid uncomfortable sales activities
- Clean up any self defeating habits that need to change
- Unlock your doubts, fears, and excuses are scaring you from making the most of your sales opportunities
- Clear the nagging fear of rejection and fear of success allowing you to step into your greatness
- Finally start achieving those sales numbers that have always seemed out of reach
- Remove your fear of "closing" or cold calling and prospecting for new business
- Release you from the fear of asking the "tough questions"
- Free you from being intimidated by a prospects status or knowledge
- Liberate you from your fear of upsetting people or looking stupid
- Give you the courage and fortitude to easily navigate negative sales waters
- Provide you with a positive and resilient mindset
- Overcome the unhealthy belief systems that work against you

Sales Esteem© will remove you from the clutches of failure and allow you take back the life of freedom you deserve now.



Your Sales Esteem© Coaching Program

Week one - Clearing the basics - Introduction: Creating and setting up a mental framework for lasting change.

Week 2 - Understanding and clearing the big roadblocks (Example - Fear of failure; Fear of rejection; Fear of success) that are holding your sales back

Week 3 - Clearing self defeating habits and beliefs - Enjoy the supreme confidence in any selling situation

Week 4 - Establishing a vision for what's possible and clearing the beliefs that hold you back from achieving the vision - Radiate with self-belief and eliminate doubt completely

Week 5 - Setting up and clearing roadblocks to a successful, habitual framework for sustainable success. - Feel certain in your decisions and your ability to succeed

BONUS - Invitation to the weekly sales magnetization program



Love it or leave it - 100% Guarantee

If Sales Esteem© doesn't work for you, you shouldn't have to pay for it.

Because... Whilst Sales Esteem© has been proven to rapidly replace old limiting beliefs and behaviors leading to demonstrable profound and long-lasting transformation in many sales people, it may not work for everyone.

As a result, if having undergone the 5 week treatment course and completing the weekly development exercises, you don't notice or believe you have had a demonstrable shift in your mindset and the way you are approaching your selling practice, you are entitled to a **100% money back guarantee.**

Fundamentally change the way you think about your sales career and your life.

So, take action now!

Book your call on the button below!

BOOK YOUR CALL!

Sales Esteem uses **MAP®** - The amazing cutting edge neuroscientific modality which literally rewires the brain during a session. It's FAST and neutralises past memories and associations, releasing you to focus on the present and an empowered future. - Available online, in the comfort of your own home.

Written by Ian Segail



Creator and Founder of Get, Grow & Keep Profitable Retail People in Australia.

Ian's last corporate role was head

of Human Resources for a large multinational, publicly listed retail company, with over 2500 employees.

He is also the published author of 7 eBooks on Sales, Sales Management and Marketing. Ian has been a Sales and Marketing Strategist for over 15 years.

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