



# PSYCHOLOGY OF SALES

## DEVELOPING PEOPLE TO GROW YOUR BUSINESS

World-class athletes have learned to use the psychological tools that propel them to success. These top performers have learned mastering the three pounds of gray matter located between their ears is their most critical performance field. This course breaks new ground by providing sales personnel the necessary psychological tools that drive world-class performance, i.e., peak sales performance, and to be a trusted advisor to your customers.

Not everyone is cut out to be a salesperson and this course may very well separate the wheat from the chaff or those salespeople who control their destiny to peak performance vs to remain an order taker.

### **Creating A Personal Vision**

World-class performers have a clear vision of their desired success and know the “why” that drives them to achieve their vision. Participants in this class will create both their vision and mission statements that when used provide the fuel that drives their journey to world-class sales performance. This passion provides commitment and perseverance to achieve world-class performance goals.

World-class performers or trusted advisors do what others don’t do. Class participants will learn how to use their vision, mission as well as other psychological tools to maintain their self-discipline to keep their eyes locked onto where they want to go and to use today’s struggles as the footsteps to tomorrow’s successes.

### **Personal Obstacles Can Sabotage Success**

Low self-esteem, a lack of self-confidence, and fear can sabotage your success. Class participants will learn how to use fear as their best friend to propel high performance and learn the necessary tools for self-esteem and self-confidence required for peak performance.

### **Personal Accountability**

Both the participants and the dealership are responsible to implement accountability to achieve the trusted advisor status. Participants will learn a structured performance management system that makes exhibiting personal and corporate accountability easier.

### **Building Trust**

Trust is the lubricant of working relationships for a trusted advisor. Attending this course will show you the essential behaviors to build a trusting relationship with customers. The good news is these behaviors are already residing within you and their use is free.

### **Personal Change**

To say change is hard is an understatement. Participants will learn how to use a 7-step personal change process to overcome personal resistances to change their journey to become a trusted advisor.