

The Importance of your Sales Identity

“Know Thy Self”

Socrates

Knowing yourself is the first and most important thing that every Salesperson must undergo in order to discover their inner self, their natural disposition and their innate potential.

When a Salesperson knows who they are - their core value system and behavioral tendencies, and clearly understands what they want - their key motivational drives, then they have a much better chance of discovering how to reach their own success, happiness and personal fulfillment.

Knowing one's true inner self can be of great help to anyone working to reach their goals more effectively.

This not only fills us with much happiness, bliss and calmness but also improves our mindset, our focus, as well as our relationships and ability to connect with others; helping us sell better, faster and more profitable.

All successful organizations need everyone to be “selling” and be a core part of the selling process. It doesn't matter whether the individual is part of customer support, operations, finance or otherwise. Everyone in any successful organizations need to learn to sell. Be it products, service, support or brand mind share.

Typically, salespeople learn to sell in only 2 ways :-

1. Learning from mistakes and gaining needed experience along the way.
2. Copying from others and adapting techniques that have successfully worked for others.

Therein lies the challenge. If you are the type who is naturally aggressive and outgoing, you probably feel comfortable applying the 1st method. However, if you are otherwise, then you will most likely not feel comfortable learning by trial and error.

Copying from others, adapting their successful techniques and making it as part of their sales approach may also not necessarily work for just any salesperson. As a matter of fact, it may even jeopardize their prospective opportunities and what they are trying to achieve.

Despite these ironies, I hold firm to the principle that, everyone can learn to sell. The key lies in understanding one's inherent identity and the natural strengths that will enable them to learn best.

Knowing yourself consequently, empowers and enables you to master your sales approach, adapting to changing situations and winning customers by creating influential choices.

Sales success easily comes to those with the ability to embrace these nuances.

The success of such a journey depends deeply on how bravely you face yourself; on the way, you might discover certain things which you do not like and possibly choose to hide or even deny.

The basic principle of knowing yourself is that every Salesperson is responsible and in control of their mindset and actions, and able to generate their own ability to adapt to the situations they encounter. We will call this ability our Sales Intelligence.

No one Salesperson will ever be the same. You don't have to be someone you are not, in order to be successful. You don't have to be a copy of another Salesperson.

While practicing good habits of great Salespeople is always important and can be useful, it does not enable you to live up to your natural God-given talents.

This means deep inside, you already have what it takes to become a Sales Superstar. You just need to know how to align and harness your natural strengths.

This is a process which may at first seem complex and may well be severely obstructed when one is unaware of how one functions, or if one has a misunderstanding of their true nature.

You therefore need to discover and improve the true you, and not what others perceive you to be, and also not who you believe you must be, but the person that you truly are.

Develop enthusiasm in yourself. Enthusiasm not only draws good relationships but also success. It is that positive outlook that radiates from you, which will make other people like dealing with you.

Your positive and enthusiastic outlook will contaminate and encourage those around you to also become enthusiastic and positive; therefore fully cooperating with you.

Whether your idea and understanding of success is fulfillment in business, friendship, love, sports, a blend of all these or another thing altogether, knowing yourself and working on change for the better will enable you to achieve your goals!

Then indeed, when you reach your goals, you will turn out to be a much happier person. And that is real success in its truest sense.

Knowing yourself will enable you to develop your full potential and be happy, contented and fulfilled.

Remember, as you go through each chapter of discovering about yourself, stop and ponder about your partners, colleagues

or customers. Overlay them in your shoes, as the people of whom their *identity* you are about to discover in place of yours, using the principles in this book. You will see that as you begin to *know yourself*, you will begin to know others much, much better.

So, use this knowledge as your lasting advantage, in partnership with your new found *Sales Identity*.

