



# Positive Momentum

energy engagement edge



## Quick Tips : Sales

### Get your head in the game

How to develop a New Business Mindset

#### 1 Belief

Customers are like children and animals- they smell fear! If you don't passionately believe in what your product or service can do for a customer then you have no hope of convincing others. Even if you manage it, it will be hugely exhausting and you will feel totally unfulfilled – unless of course you are a crook! If you don't believe in what you do then do something else!

#### 2 Energy

Winning new business takes huge amounts of energy and the best way to preserve it is by not wasting it getting frustrated about things you can't change. Traffic, IT problems and irritating people are all facts of life. Get used to it, get over it and decide to love the life you live. If you don't love it – then change it. Life's too short for anything else.

#### 3 Resilience

It's an unavoidable statistical reality that sometimes people will say no. In fact if it doesn't happen very often you are clearly not trying hard enough to build business. Always work out what you need to learn from it and then jump straight back on the horse.

#### 4 Optimism

People tend to prefer spending time with people who are optimistic about the future. Optimism does not mean that you deny reality, rather it means that you accept that you can do nothing about the past and present but can have an enormous influence on the future and are determined to make it better.

#### 5 Focus

Modern life seriously challenges our ability to concentrate however greatness is never achieved without spending time focussing on the task at hand. Whether that's being a better parent, business-person or sports-person the same need for discipline applies. Of course this is much easier when you are doing what you love to do.



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Contact us to find out how we can help you

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We look forward to hearing from you.

## You just can't stop momentum...

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