

# Sales Mastery® 'Lead the Pack'

## Sales Newsletter



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The act of seeking and receiving acceptance is an oft-repeated ritual that helps hold packs together. Flattened, outward-pointing ears are an element of the "wolf smile", conveying affection in the clearest terms. Alpha leaders will allow their muzzle to be nibbled, but signal their status by holding the tail high, the head up, ears erect, and the mouth partly open. Those wolves seeking approval are careful to keep their tail low; ears flattened, and may whine seeking their leader's approval and reassurance.

### Avoid the Need for too Much Approval

Sellers needing a lot of approval work hard at being good: (1) at their job, (2) in their home life, (3) with their spouse, (4) as a parent, and (5) as an adult child with their own parents. They also often wait for others' permission to give themselves recognition for what they do and depend on customers to give them a sense of self-worth. A high need for approval creates conflict avoidance and results in weak problem solving skills. Peace becomes important "at any price" in a relationship, putting the customer in total control. "People Pleasers" tend to do, act and be present solely for others and what they think the others want, sometimes giving away the store. They may have hesitation in letting others know how they think or feel about things so as to not alienate the customer. A tendency to be "over-responsible," taking on the responsibility of others (children, spouse, co-workers) in order to get things done is common. Confidence suffers due to doubt about their own skills, abilities, and knowledge. They tend to see themselves as "not as good". The tendency to "hide the truth" when they think conflict will arise by telling the truth results in a do anything mode to avoid hurting the feelings of others, even if it means swallowing their own feelings or denying the reality of things. Sometimes sellers have to say "No", "I can't do that" or "We can't do that". Fear of rejection and disapproval causes the giving up of their own wants, needs, and rights subjecting themselves to the wants, needs, and whims of the customer. "Analysis paralysis" over what the possible consequences of a decision might be creates procrastination and hesitancy to take a "stand" or convey conviction on price or value. A frequent belief is that no matter what they do, it "isn't good enough" so they either work harder or give up trying

#### *In response to sellers who have a need for approval, people may:*

- ❖ Take advantage by implying that greater effort will be needed in order to gain such approval.
- ❖ Feel uncomfortable with being so "needed" and avoid the relationship.
- ❖ Enjoy the position they have and become unreasonable in their demands and expectations of the vendor.
- ❖ Ignore this need and never grant approval, preventing the seller getting in the door.
- ❖ Occasionally respond in a guilt-ridden way for not giving enough positive strokes or business to the salesperson.
- ❖ Respond in a "nurturing" way and rescue them so as to reduce their sense of frustration and stress.
- ❖ Become overwhelmed by the obligation to always "be there" for them and suffer burnout in the relationship.
- ❖ Become anxious about saying the wrong thing and become tongue-tied, frustrated, and find it easier to simply avoid the salesperson.
- ❖ Become convinced that no one could satisfy this deep need and stop trying.

Remember, as a seller you have rights too. When you solve problems and provide solutions you are entitled to a fair price, decisions and respect. Strong relationships work best on a two way street.

### UPCOMING EVENTS

Please contact us to register.

**303.462.1277**

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[info@LeadershipConnections.com](mailto:info@LeadershipConnections.com)

#### Sales Mastery® 'Lead the Pack' SALES TRAINING

Every Tuesday | 8:30 AM—10:30 AM

#### SALES MANAGERS' WORKSHOP: Building High Performance Teams Part II

June 10, 2009 | 1:30 PM—4:30 PM

Use a systematic and proven methodology for selecting the top sales talent and duplicating top producers. Apply interview processes that uncover the real candidate. Great managers and great leaders know how to "see" the real candidate and choose the best candidate based on competencies, not just on a "feels right" decision.

#### SALES MASTERY TRAINING WITH COACHING & ACCOUNTABILITY

##### Ongoing sessions available

Our accountability coaches are experts in training, encouraging, and assisting sales personnel to stay focused and improve performance while achieving sales goals.

**Telling is not coaching.** Our team members know how to coach, inspire, train skills and hold sellers to a plan and develop personal accountability.

Call 303.462.1277 for details!

**LEADERSHIP  
CONNECTIONS**

# What steps can you take to reduce the need for approval?

**Step 1:** Identify and refute the irrational belief that the approval of others is necessary in order for you to feel good about yourself and what you do.

**Step 2:** Identify your fear of: rejection, disapproval, and look for the origins of these fears. Identify rational means to desensitize yourself to these fears. Re-frame your perception and definitions of outcomes, failures and what "no" means.

**Step 3:** Develop an inventory of the positive attributes you possess. Ask others to assist you in making the list all-inclusive.

**Step 4:** Develop a list of positive affirmation self-talk scripts you can use to affirm yourself on a regular basis.

**Step 5:** Reflect on your feelings about conflict events. Do not avoid conflict situations, but use positive assertiveness to maintain your position and protect your rights. Emphasize how you feel about the issue by using "I" statements.

**Step 6:** Answer the question: What do I gain if I am agreeable and pleasing to everyone in my life and never take a "stand" on how I really feel about things? Do I sell my values and principles short?

**Step 7:** Develop a list of issues important in your life, those you never let others know about for fear of their reaction to them. Develop a plan of action by which you systematically let others know your beliefs concerning these issues. An act of courage.

**Step 8:** If you find you are still working out a need for approval, return to Step 1 and begin again.

Read Garry's Article  
in the...

DENVER  
**BUSINESS JOURNAL**

## When Decisions Get Delayed

Salespeople hate to hear the dreaded decision "stall" and in this environment it is increasing in frequency. Find out what you can do to in this situation and how to avoid stalls that prospects will throw in your path.

[http://www.leadershipconnections.com/Newsletters\\_and\\_Articles2.html](http://www.leadershipconnections.com/Newsletters_and_Articles2.html)

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### Prospecting Workshop

June 17, 2009  
8:30 AM—4:30 PM

Training Location: 1767 Denver West Blvd., Suite A, Golden, CO

Learn **NEW** prospecting strategies and cold call techniques that actually work and produce appointments.

To register log onto our website: [www.LeadershipConnections.com](http://www.LeadershipConnections.com)



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