

# Sales Mastery™ 'Lead the Pack'

## Sales Newsletter



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When hunting, a wolf moves carefully and quietly concentrating with all its senses. An excellent salesperson also uses all their senses, knows when to talk and engages their prospect into discussions.

### The Emotional Meaning of Money

Our personal beliefs about money impact our selling and conviction. There are five basic money motivators: importance, comfort, dependence, security, and existence. Each meaning we have given to money is a way we have agreed to let money make us feel. Being aware of these feelings will allow us to discard the ones that cause our hang-ups, or at least be aware of them, and consciously make decisions based on what we know about ourselves.

First, the **importance** of money is the self-worth thought that undermines our happiness by making us feel as though we are nothing if we don't have much of it (money). This also relates to power. Some believe money is the only way to get power.

Next, **Comfort** regarding money has to do with one's comfort level with making financial decisions. The more discomfort we feel around money, usually the more careless we are with it...not keeping a budget...not balancing the checkbook...not being careful with credit spending...not thinking through decisions before making a purchase...not having money discussions with prospects.

**Dependence** on money makes some individuals feel in control or maybe controlled by others. If someone stays in a bad marriage or a bad job, because of money, they obviously feel very dependent about money. But if you know without a doubt, that you will always land on your feet, no matter what outside forces try to knock you down, you are going to feel independent about money.

It is hard not to make a very powerful case to identify money with **security**. It can keep the wolves away from the door provide food, shelter, clothes and a great deal more. Security is also safety. If our entire feeling of safety comes from the amount of money we have, a fearful outlook on life is always lurking around the corner. If security is not at all important to an individual, the individual may be more willing to take large risks in investing or making changes.

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### UPCOMING EVENTS

Please contact us for registration information.

303.462.1277

#### SALES MASTERY™ CLASSES & SALES MASTERY™ ADVANCED

View our calendar at:  
[www.LeadershipConnections.com](http://www.LeadershipConnections.com)

#### SALES MANAGERS' WORKSHOP 1:30 PM—5:00 PM

June 13, 2007 *Building High Performance Teams, Part II*

Use a systematic and proven methodology for selecting the top sales talent and duplicating top producers. Apply interview processes that uncover the real candidate. Live interviews will be done in this session.

#### Hiring and Ramping-up New Sellers

9:00 AM—3:00 PM

May 17, 2007

**Owners and managers report that sales jobs are among the hardest positions to fill.**

Learn...How to hire when you can't find the experience you need. How to attract talent with limited budgets. Motivators to bring in good people. A hiring method you can duplicate. How to shorten ramp-up time. How to accelerate production. Why you must be involved in the first 30-90 days. How to create a coachable and accountable team.

Classes held at Leadership Connections Training Ctr,  
2420 W. 26th Ave., Suite 445D Denver, CO

303.462.1277

## The Emotional Meaning of Money (Continued)

**Existence** occurs in overspending problems. Some think “Buying things makes me feel good.” This is one of our most basic aspects of our relationship with money. People feel unrecognized by others. They feel that they don’t really exist. Shopping and spending can make us feel we are “somebody”. Others pay attention when we spend money.

How does conviction and ‘self talk’ regarding money impact the buyer? Think of ways to change your own ‘money hang-ups’ and negative self-talk so it doesn’t reflect negatively during a sales call. When we realize our own money motivators we can then learn to talk comfortably about money and pricing and gain the advantage to qualify prospects for their ability and willingness to pay. When we start looking at what makes people different from one another by looking into how they might be perceiving money, we learn a lot about each other. How important is money to you? How important is money to your prospects?



Because we think something (our products or services) is a lot of money others may not. If we are comfortable talking about money our customers will be more comfortable talking about their budget and the investment you are asking them to make.

“Money is conceptual.”



“You cannot sell to someone who cannot buy!”

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**Read Garry's Article:  
Create Accountability in Your  
Sales Culture  
in the Denver Business Journal**

## Too many words may be too much

Abraham Lincoln delivered his Gettysburg Address just over 130 years ago. Look at how his words compare:

	Number of Words
Gettysburg Address	272
Bag of Lay's Potato Chips	401
IRA Form 1040 EZ	418
Average USA Today cover story	1,200

It's important to remember sometimes the fewer words said the greater the impact!

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