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4 Ways to Get Out of a Sales Slump!

By Mike Brooks

Let's face it - every now and then sales don't seem to be going our way and we can begin to get into fear about *making our numbers*, making our mortgage, taking that vacation, etc. While we may not be able to control the ebb and flow of sales, what's important is that we keep control of our attitude and expectancy level. In other words, keeping positive, reflecting on wins, and expecting success is what always drives a top producer through the seemingly slow times in sales.

I like to compare keeping my attitude up to how a pilot tries to stay on the radio beam when he's flying. A directional beam is projected to guide the pilot to his destination, and as long as he stays on the beam, he's safe and he'll make it through just fine. It doesn't matter that the weather may be temporarily blinding him or that he may not be able to see where he is or where he's headed, as long as he can locate and stay on that beam, he'll be all right.

It's the same thing in sales. If things are temporarily not going your way, or if you have to start prospecting again, or if that big client or if those deals didn't close, that's OK. All you have to do is to get back on the beam of being positive, expecting to close more sales, and continue to reflect on your sales

goals. If you can do that (and that may sometimes be a tall order given the temporary appearances), then you'll be fine in the end.

What you can't fall victim to is negative thinking. That only leads to deflated attitudes, less activity, and poor sales skills. It tends to feed itself and you start looking for reasons to fail, and you often find them! *You know you're "off the beam" if you're in fear, if you get agitated easily, if you become resentful of others or if you begin feeling depressed in any way.*

If that happens, here are 4 ways to get back on the beam:

1) Reflect back on your previous wins. Get quiet and begin reliving all the times when you closed big deals, when you made your goal and when you got new clients and closed deals. Remember those feelings... This will immediately move you back towards the beam.

2) Remind yourself that your very next phone call could result in the biggest deal of your career. This is not only true, but by dwelling on it you'll begin to want to make more calls, and you will actually begin attracting that success to yourself.

3) Review your financial goals and begin imaging how you feel now that you've achieved them. Relish those feelings. Get excited about what you're enjoying now that you've reached your goals. This is visualization 101 and remember that your subconscious mind can't tell the difference between a real event and one vividly imaged with feeling.

4) Change your attitude into one of absolute service to others rather on if you're going to get a deal. Start each phone call with the thought, "I'm here to be of maximum service to this person." That will not only take the pressure off

of you, but your prospect will feel it - and respond to you.

Any one of these techniques will get you back on the beam. If you combine all four of them you'll be out of your temporary slump in no time and you'll be closing deals like the top pro you know you are.

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