

SUSANNE RIEKER

ELEVATE YOUR SALES MINDSET

There are a lot of different scenarios as to why you might not take action, for example creating that offer or asking for the sale, even though it's your dream and you know you want this.

Maybe it's "I don't have time", "I feel unmotivated", "I'm exhausted all the time". Maybe you feel you're not good enough. Other people are so much further along. Maybe you fear being judged. Maybe you are procrastinating and focusing on all kinds of tasks, but not the ones that will help you move forward.

The first step is to notice when you do that. To notice when you are distracting yourself. To notice when you are unconsciously avoiding the things that you say you want to create in your life.

We don't realize that we are distracting ourselves or that we are unmotivated or that we are procrastinating because we are afraid.

What we are talking about here is the ability to experience discomfort, those fearful emotions that might show up when you put yourself out there and offer something for other people to buy. You are opening up yourself to be judged and to fail, and that's scary.

Take a moment and think about your thoughts and experiences related to sales:

What current thoughts do you have about selling?

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Where do you think those thoughts come from? What is your earliest memory of having this same thought?

What kind of feelings does it bring up for you when you think about selling?

What results (or lack thereof) has this caused in your business?