

## From First to Worst – The Battle for Salespeople.

Today, most Americans hope like hell that the “the Great Recession” is nearly over and a new era of prosperity is about to begin. Yet after two years of hard times one thing remains clear, the damage to the psyche of the American Consumer has been done. Weary and untrusting, many continue to believe they were pawns in the ultimate game of sales; a game that was rigged from the start, destined for their failure.

The result has been a giant tectonic shift in buyer’s attitudes and a compromised ability to process and make decisions. It’s a shift in attitude not seen since the Great Depression where people remained emotionally wounded for over thirty years.

“Men are not prisoners of fate, but only prisoners of their minds.” Franklin Roosevelt

Today we read about this “New Economy” and many wonder exactly what that term means? In fact, it means that buyers have changed; they are spending less and taking longer to make decisions when they do purchase. They have become untrusting and are no longer easily swayed by fast talking salespeople selling a dream in a box.

The question I get the most in my seminar and workshops is can salespeople still make the kind of living they once did in the past?

For salespeople, the answer to this question is “yes” or “no” depending on their true sales skill, their character as person and their ultimate ability to overcome the negative attitude and fear of their prospects and customers.

It is an absolute fact that many salespeople today have never learned the basic skills necessary to sell. In years past, hard work, scare tactics, and selling “dreams” that never existed, in what appeared to be a thriving economy, allowed many salespeople to succeed in astonishingly big ways. Although many egos admired their own success, the façade simply could not last.

I’m certain there are a few consumers left who will still respond to crazy tactics so prevalent in the last decade. But for the majority of Americans, these tactics are a road to “rags” and one they can no longer afford or want to be a part of. The game has changed and for sales people to succeed today, they must step up and become the person they want selling to them.

## Winning Today

Today salespeople who can get their prospect or customer to “yes,” will be those who change not “what” they sell, but “how” they sell it. The basic skills necessary in the selling and closing process should become inherently second nature. But that’s just the beginning in moving towards sales success today.

Anyone selling in this economy must understand and embrace the inherent problems in the psychology of the consumer and work to overcome it. They must adopt new and better methods to present, speak, build trust and forge deeper relationships. And in doing this, the referral process that only a few salespeople have ever relied upon to grow their business, will become a much more important and meaningful tool to their ultimate success.