

## **Making the Shift from Need the Sale to Prefer to Work Together**

Recently I was teaching a workshop on my Confidence Selling Program™. I had one hour to impart some wisdom and instruction. I am deeply committed to creating value and substance whenever I teach, but my commitment to myself is to provide the information.

What each person takes from the training is not in my control. This mindset releases me to be passionate and giving without fear. As is often the case, the training went well. My thesis is that traditional sales training has created a lot of the communication and confidence problems we have today.

Teaching people to be over-enthusiastic, to overcome objections, and force people into a sale has created a crisis in trust and communication. This traditional selling came about because sales people have trouble feeling integrated and confident when they don't really believe in the value of the product they are selling.

One of the participants came to me afterward to talk about how he had a traditional sales job and suffered from this gap between his values and the product. He was able to leave his traditional sales job and start a career as a professional organizer. This shift has helped him to align his values with his product, but he is still seeking the deeper level of passion and confidence that comes precisely from the confidence strategies I was teaching.

Confidence comes from being disconnection from the outcome of a conversation about your product or service. This happens more naturally IF you believe in what you are selling. Belief in your product is a necessary but not sufficient condition for success.

That's why "do what you love and the money will follow" is a partial truth. You still need to understand your emotions and how they are driving you to success or failure. The next time you pick up the phone to call a potential client, remind yourself that you are not connected to the outcome. Your goal is to have a gentle conversation.

The decision of your prospect is irrelevant. It has to be. Your goal is to just listen to the needs of the prospect and see if the match is right. Take the conversation slowly. Pause and really listen. Ask questions.

Don't rush to "close". After you have had a conversation or two, and you think you would prefer to work with them, and then ask, "Where would you like to go from here?"

You can do this if you are not needy. This switch from need to preference is the beginning of confident selling.

Until next time -feel free to contact me with any questions or comments.

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