



SALES ATTITUDES & “Life Response”

How your personal attitudes determine the
quantity & quality of the sales you attract

by Roy Posner

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Computerland Story – 1

Computerland Story – 2

A man was working at a computer store, and was asked by his boss to work a second consecutive weekend, after having also worked the weekdays. The salesperson who was at the bottom of the barrel compared to his salesperson peers seemed unwilling to accept his boss's requests.

However, later on when he considered his low sales and his wanting attitude of reluctance, he changed his mind and decided to come in that second consecutive weekend.

When he did within five minutes of entering the store, a man he thought would never buy anything approached him and ended up making the biggest purchase of the salesperson's careers.

In fact that sale jettisoned the salesperson to #1 among his peers, and he would go on to have the biggest monthly sales in the history of the four store chains' operation.

It also led to the biggest pay check of his career, not to mention a reward and celebration for his accomplishment from the entire organization.



Computerland Story – 3

- Moral: Reversing an Attitude Attracts Good Fortune
- What Attitude was Reversed?
- It was **Reluctance**
 - Roy shifted from unwillingness to willingness/acceptance
 - From unwillingness to work hard & make the extra effort, to willingness to do so
 - When he made that effort, **life instantly responded ...and overwhelmingly so!**



What Do We Mean by
“Life Response”?

“Life Response is the phenomenon where the conditions of life suddenly or very rapidly turn positive due to a shift in one’s consciousness.”

What normally takes days, weeks, months, or never happens at all, occurs in a matter of moments, or even instantaneously in the blink of an eye.



When does Life Response occur?



Life Response is happening all the time, but we miss it

Why do we miss it?

It's because we don't see the connection between the inner person and the outer result



Inner-Outer Correspondence

- What is occurring on the outside is a direct reflection of our inner condition.
- We think that the inner & outer are separate, but that is an illusion of our limited consciousness.
- The inner and the outer are actually part of the same single stream of existence.
- Thus, when we change our consciousness inside, life *instantly* responds in kind on the outside.
- In that way life is like a **Mirror**, constantly reflecting who we are; what we think, feel, and believe.

What Changes Within Us Evoke Life Response?

- There are many, of which **shifts in Attitude** is the most common.
- In addition, **Intention, Decisions, and Actions** also evoke powerful positive response.
- In Roy's story his **attitude** changed, and life responded overwhelmingly.
- His **intention** changed as well.
- He also made a **decision** & took an action.
- **We'll focus on Attitudes because it has perhaps the greatest propensity to evoke Life Response.**



The Nature of Attitudes

- *Definition:* Attitudes are our deep-seated emotions and feelings about things.
- Attitudes express positively or negatively.
 - Eg Willingness vs. Unwillingness
 - Goodwill vs. Ill-Will toward another person
- We can also identify three types of attitudes-
 - Attitudes about **ourselves**
 - e.g. high or low self-esteem or self-confidence
 - Attitudes about **others**
 - e.g. trust or mistrust of others
 - Attitudes about **life**
 - e.g. optimistic vs. pessimistic outlook

Attitude About “Possibility”

- Let’s focus on one particular attitude:
- ... our attitude about ‘Possibility;’ i.e. what is possible
- Example: “I can only sell to moderate size organizations. Big ones are out of my league.”
- But what if you were to overcome this attitude?



Larry's Story

Larry's Story

A salesperson named Larry was intimidated about meeting a very large customer. He felt that the effort was a waste of time since he believed the company was too large to penetrate.

As a result, he was unable to secure that or any other sale with the large client.

However, a number of months later, he changed his attitude about working with such large accounts.

The very next day, he was stunned when out of the blue that very same large customer, who earlier turned him down, placed a huge order!



Larry's Story

Overcoming his limited view and attitude that he could not secure larger customers attracted a sudden, overwhelming positive result!

That is the power of overcoming a limited attitude.
Life quickly cooperates with our intention!



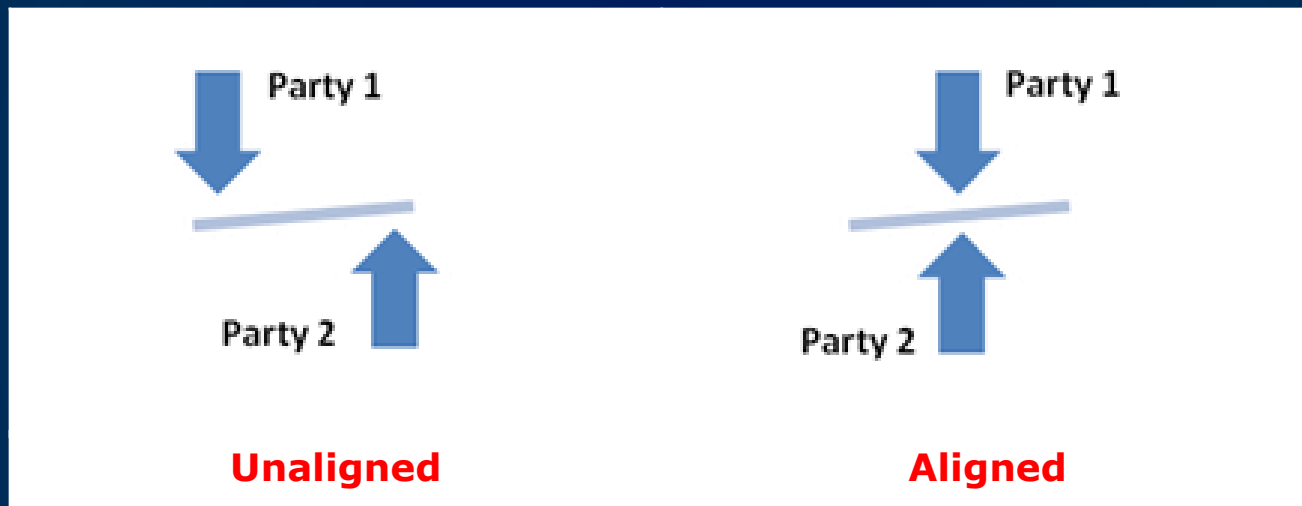
Attitude Change & Sales Results

When we overcome a negative attitude in sales, any number of responses can occur, including-

- a sudden and/or unexpected sale
- a spike in overall sales
- new opportunities appearing out of nowhere
- other startling, unexpected events

Life Response is Alignment

When You Attract a Sale you Have
Moved into Alignment with the Customer





Overcoming Negative Sales-related Attitudes Instantly Attracts

(puts us in alignment with the customer, attracting the sale)

E.G. Computer Store Incident



Negative Attitudes We Can Overcome that Attract - 1



- Shift from Pre-Judging the Customer to Being Open to All Possibilities
 - Don't judge others by their appearance, expressions, what you have heard, etc.
- Shift from Being Absorbed in Your Own Thoughts & Wants to Customer's Needs self-givingness, rather than Ego always attracts the positive!
 - Episode: Concern for the Best Needs of the Customer Attracts Overwhelmingly

Episode: Concern for the Best Needs of the Customer Attracts Overwhelmingly

Paul Roos was a technical sales representative for a well-known computer company.

A customer wanted to buy an HP product for a particular application. Paul knew that the HP product would not work well with the application. So Paul refused to sell the customer what he wanted by convincing him that it would not solve his problem.

Then when the customer asked Paul what he should buy, Paul took his competitor's catalog off the shelf and took 15 minutes to select a product that would meet his needs. The customer finally bought the product from his competitor.

However, the customer came to Paul after a few months with a purchase 100 times more sales value than the first "lost" opportunity.



Episode: Concern for the Best Needs of the Customer Attracts Overwhelmingly

Morale of the story? Paul wanted his customer to get the best solution for his problem. Thus, he focused on the needs of the customer, not what he had to sell, and attracted an astonishing result far beyond his initial intent!



Negative Attitudes We Can Overcome that Attract - 2



- Shift from Your Perspective to Seeing Things from the Customer's Viewpoint
 - It enables you to see things from a new perspective
 - And often the customer will soon-after turn around and take your original point of view!
- Shift from Being Bothered By a Problem that Arises to Calm and Still
 - It attracts immediate positive conditions
- See Problems that arise as Opportunities
 - Perceive that negatives are really positive opportunities in disguise!
 - That includes customer's objections.



Negative Attitudes We Can Overcome that Attract - 3



- Shift From Reluctance to Doing Whatever is Demanded of the Work
 - Remember Roy's Computerland episode
 - Make a full, exhaustive effort. Doing so will attract results beyond belief!
- Shift from Habit & Routine to Doing Things in a Fresh, Innovative Manner
 - So many successful life-response related sales events turn on the ability to-
 - Change directions when things aren't working out
 - or take a new, innovative strategy



Negative Attitudes We Can Overcome that Attract - 4



- Shift from Too Much Talking to Active Listening and Silence
 - Listening elicits the facts you need to address the needs of the customer
 - Silence compels the other person to agree with you... and purchase what you are offering!
- Shift from Believing a Sale is Too Small to Pursue to Embracing It Fully
 - A tiny sale can be an opening to a vast opportunity! Don't turn it down.
 - Episode: Small Order Blossoms into Vast Orders Over Time

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When an unknown customer called from a neighboring state and placed a **\$150 order**, the sales manager of a flooring company decided to treat this tiny order by an unknown customer as if it had been placed by the biggest & most important customer the company ever had.

The company laid out the red carpet and delivered super service to the customer.

The manager's actions didn't make sense to his staff, since they spent much more on the order than they made.

But one thing led to another.

The customer was so pleased, he spoke to another company and that company placed orders with the flooring company for more than **\$5 million** over the next few years.

Episode: Small Order Blossoms into Vast Orders Over Time



Negative Attitudes We Can Overcome that Attract - 5



- ✓ Shift from being aloof to being fully interested and engaged in the customer's interests, concerns.
- ✓ Shift from being fixed in one's approach to being open-minded and flexible to the need for change.
- ✓ Shift from deception and deceit to honesty and truth.
- ✓ Avoid over-anticipating and talking about the fact that you will get the sale until it is fully secured.
- ✓ Avoid over-celebrating once sale is secured. Stay humble. Otherwise the sale can get cancelled!
- ✓ Shift from blaming others for problems to taking responsibility
- ✓ Shift from doubt and fear to calm and self-confidence and faith



Other Sample Negative Attitudes that Block Achievement, Success in Sales

"That customer isn't worth it"

"He's a pain in the neck"

"Why bother for such a small result"

"It won't add to my paycheck!"

"That's too far out of the way"

"Too much bureaucracy to get through"

"Why can't they come up with better brochures"

"Our marketing people are incompetent"

"They've never purchased our services in the past"

"They'll never return our calls"

"It will never happen"

"It's a hopeless situation"

"X is getting paid more than me"

"Maybe sales is not my forte"

"That goal is too high"

"Let's chill out somewhere, and forget our obligations"

"They won't be upset if we're a little late"

"We can talk him into buying"

"No way he won't buy. It's in the bag"

Extra Tip:

Overcoming a wanting attitude while trying to elicit a sale from the *current* client often attracts the sudden closing of a sale or a new opportunity from an entirely *different* one!

A 'Generally Positive'
Attitude also Attracts

Examples of a Generally Positive Attitudes

- ✓ Is Optimistic about Sales Outcomes
- ✓ Is Confident that He/She will Succeed
- ✓ Is Cheerful and Upbeat
- ✓ Perceives Endless Possibilities
- ✓ Is Determined; has a Passion for the Job
- ✓ Is Not Deterred by Negative Circumstance
- ✓ Sees Problems as Opportunities
- ✓ Feels Empathy, Goodwill and Gratitude Towards Others
- ✓ Is Selfless (Humble) and Self-giving
- ✓ Sees Everything as an Opportunity to Grow as a Person



Each time you apply any of these
Generally Positive Attitudes, Life will
collaborate with your sales efforts,
bringing you great success!



SUMMARY:

Extremely successful sales people continually attract enormous sales by
(a) constantly shedding negative attitudes and
(b) acquiring or enhancing positive ones.



What About You?

Let's then turn our attention toward
your own situation.



Where are You Deficient in Terms of Your Sales Attitudes?

Go through the presentation again and note down the Attitudes where you can make improvements



Then make the necessary change
in those deficient areas



When you do, astonishing circumstance
will quickly take shape
(including vast increases in sales!)



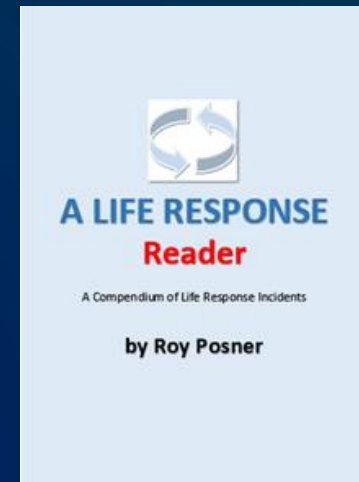
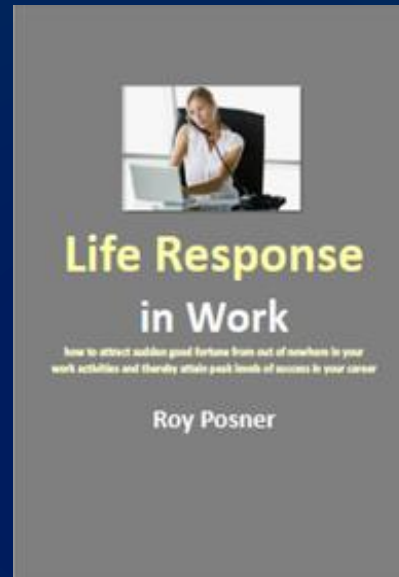
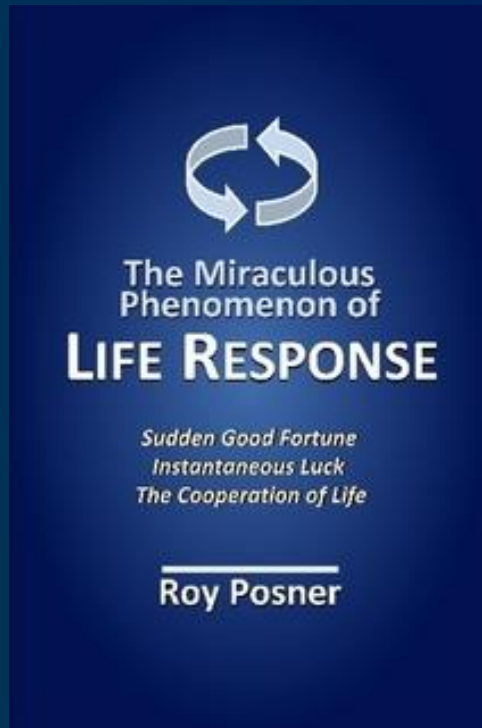
People Who Develop Positive Attitudes in their Sales Efforts See Increases in Sales of 100% or more in the 1st Year.

And it very often occurs through dramatic Life Response (sudden good fortune) events.



Miraculous-like
Circumstance
Await You!

Life Response Books by Roy Posner



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