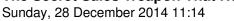


## The Secret Sales Weapon That No One Talks About Sunday, 28 December 2014 11:14

The secret weapon isn't a startling new approach, it's not a trick, and it doesn't need you to sell your soul.
It's confidence.
Simple as that.
Real, natural confidence.
Here's how it works.





Being passionately in favor of local, organic produce and working in sales for Monsanto probably won't end very well. You might try to sell the latest, most beautifully engineered product, but the disconnect between what matters to you and what you're doing will wreak havoc with both your soul and your targets.

Fact is, people can smell sales patter a mile off, and if you're not able to get behind what you're doing, that's all you have. There's no meat for the potatoes; no yolk in the egg; no warmth in the soup.

But acknowledging, honoring, and expressing the things that matter to you is perhaps the most important way that confidence is found and applied. Think about it. Knowing what matters to you ten thousand feet down inside, and then using those things gives you a congruity that people pick up on and trust implicitly. You radiate rather than sell. That's real confidence—and that's what people are interested in.

Targets, numbers, and deadlines. The lifeblood of sales.

It's all about landing the sale and hitting the numbers, so you start to do things you think will deliver on those targets. Sometimes, the things you do might not be how you'd normally go about things. You might take a short cut or seven. You might leverage some bluff and bluster just to land the damn sale. You might play the role of a "successful" salesperson, even if that's just ego and hot air.

Point is, when your focus is all about extrinsic targets and outcomes, two things happen. First, your brain will create thinking it hopes will help you minimize risk (i.e., not hitting your target) and maximize reward (hitting your target), even if that same thinking has you behaving like a Trump-sized asshole. Second, you disconnect yourself from intrinsic motivations, and things like pressure, expectation, status, and validation take over. You start chasing a specific outcome because of the status it will offer, because you have a reputation to keep up (even if it's in your own head), or because that's the only measure of success you have.

