

# The Psychology of Selling: Who You Are Impacts How You Sell

Nancy D. Solomon, LLC

P.O. Box 159

Gig Harbor, WA 98335

P: 253.265.3240

F: 253.265.3243

E: nancy@nancysolomon.com

www.nancysolomon.com

## Description:

You understand your customer. You understand your product or service. But do you understand who **you** are in the sales process?

In fact, you are the critical Unique Value Proposition. You are the most important component of every sale. Why? Because wherever you sell there YOU are.

- You make the cold call
- You do the presentation
- You close the sale

## Everyone Sells Something

Have you ever wondered:

- What inspires you to make that call or get another coffee instead?
- Why some days you do an outstanding presentation, and other days one that is easily forgotten?
- Who initiates that million-dollar deal instead of settling for last year's quota?

You'll discover how:

- Who **you** are impacts your sales
- To sell with your strengths
- To work toward the passion and away from the fear
- To stop procrastinating and start selling
- To find your power position and use it to close the sale

## Target Audience

This presentation is for entry and mid-level employees, and for their teams. It is particularly powerful for salespeople and their managers.

## Objectives:

- To explore the correlation between who you are and how you sell
- To transform attendees' reluctance and obstacles into clarity and direction
- To focus on the connection between the close of the sale and the core values of your company
- To demonstrate how to reinterpret obstacles as signposts of growth
- To build attendee's self-confidence
- To increase attendees' level of self-awareness

## Statement of Benefits:

- Instill more resilience, stick-to-itiveness, and confidence among employees to increase your organization's competitive edge
- Demonstrate to employees how their mental and emotional well-being has impact and influence on your organization's vision, mission, and goals.
- Assume increased responsibility for their own professional development and advancement instead of relying on the company to initiate change
- Increase confidence, which leads to better performance and higher revenue.

## Delivery Options:

- Teleseminar
- Webinar
- Keynote
- Four-hour (1/2 day) training
- Full-day training
- Retreat (2-3 days)



# Nancy D. Solomon

Turning *what if* into *what is*