

# The NLP Take On Why Selling can feel Unnatural and Uncomfortable

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Jack is a gentle, considerate, soul who believes passionately in giving his clients quality. He felt an utter failure when he was thrown into a job where he had to negotiate bulk prices for low cost household products like washing powder. The people he dealt with were extremely combative. Their focus was on price not quality. He was dealing with people whose values were in conflict with at least one of his values - quality. Jack thrived when he moved to a sales role, selling high value products which were better suited to a more consultative sales process. He was able to ensure his prospects understood the value of his products and were pleased with their purchase.

Selling can feel unnatural and uncomfortable when there is a misalignment between your:

- **Identity**
- **Values and Beliefs**
- **Skill set**
- **Behaviour**
- **Environment**

Thinking of identity, values and beliefs, skills, behaviours and environment as a hierarchy is a useful metaphor. Changing at the lower levels of the hierarchy is easier than at the higher levels. Moving to a different sales environment or choosing to sell a different product is easier than creating a new identity for yourself or changing your values or your beliefs, for example the belief about yourself as a successful salesperson.

If your environment doesn't support who you feel you are, selling will feel uncomfortable. Jack was happier when he was in an environment where he was selling high end products to people who shared at least one of his values and was able to satisfy some of his own values.

A lack of success in selling is, also, dependent on your behaviour.

Some examples of self defeating behaviours are:

- Engaging in negative self talk,
- Making pictures of how difficult the sales meeting will be,
- Not preparing for the meeting,
  - You haven't found out about your prospect,
  - You haven't put yourself in a good place of feeling confident and resilient.

These can have a negative impact on you and affect your confidence levels. This, in turn, can affect how you interact with your prospect. You may come across as defensive or closed if you are afraid of being 'found out' because you don't believe in yourself or your product; it'll be like driving with the brakes on; consciously, you know you need to make a sale but at an unconscious level you will hold yourself back.

Other examples of behaviours that produce less than desirable results are:

- Talking at your prospect instead of questioning them about their needs,
- Listening but not hearing.

People love to buy but hate being sold to

Unless you have strong self esteem, believe in yourself and know who you are, unhelpful behaviours can create a vicious cycle of missed sales opportunities leading to a belief that selling is hard and not for you or that you're no good at selling.

Beliefs are largely unconscious. Your beliefs about sales people can impact how you feel about sales and stop you from excelling at sales. You may dislike the fact that a large number of people attempt to sell things to you which you don't value or want. You may believe that sales people follow a process and

are not interested in you, the prospect; who you are, what your issues are, or whether you need their product or service. Selling can feel unnatural if you:

- Believe selling is a dirty word,
- Don't believe in yourself or your product,
- You focus on cost and not on value,
- Hold negative beliefs about salespeople in general.

Your values are your 'hot buttons'. They are, largely, unconscious, drive your behaviours and are powerful motivators and de-motivators. Jack was very de-motivated when it came to selling low cost items and having to deal with people who didn't value quality. He was massively motivated when he was selling high value products. Another of his values is having strong, trusting relationships. The consultative sales process suited Jack. It gave him the opportunity to do what he did best – build long term, quality relationships. Unless you bring your values to your conscious awareness and choose your environment, behaviours and skills to fit in with your values, selling will be harder.

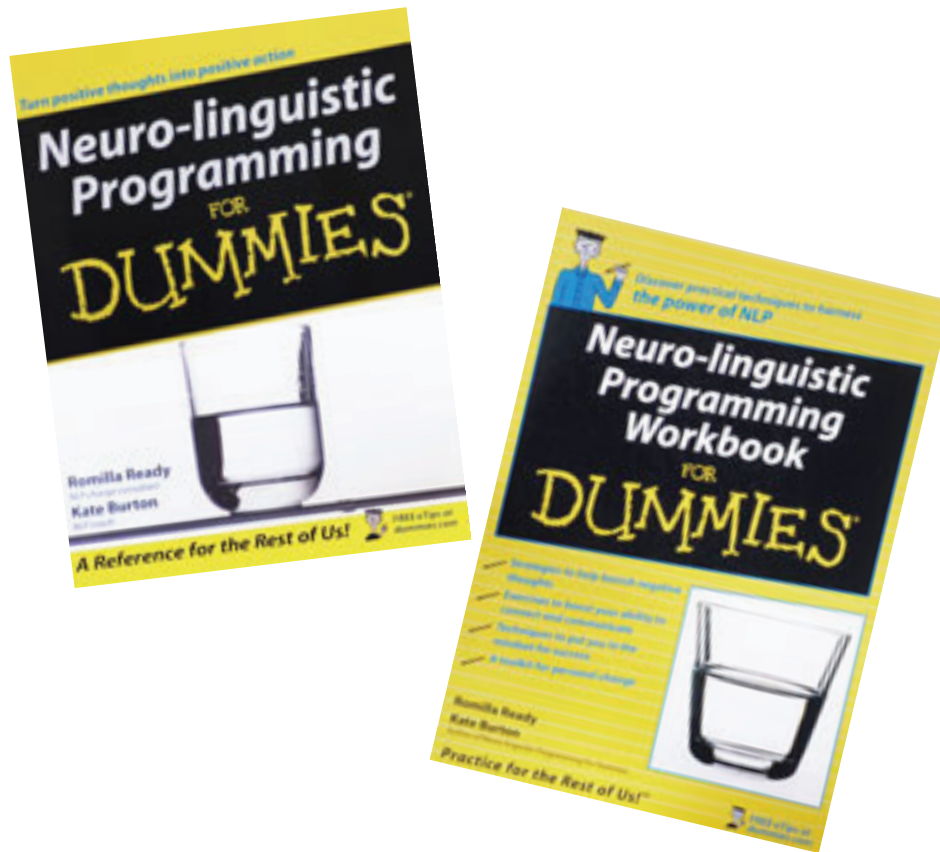
A strong sales identity, where you can say, "I am a salesman" or "I am a saleswoman", will make selling easy for you. However if the levels below don't support this identity, selling can feel unnatural and uncomfortable

You could find yourself in a downward spiral of missed sales, loss of confidence leading to you thinking selling is difficult and finally to an identity statement, "I am NOT a salesman" or "I am NOT a saleswoman".

*Relationship Wizardry® for Salesmanship - When your relationships with others are strong, they find it easy to buy from you because they buy you.*

***When the relationship with yourself is in harmony magic happens!***

Article by Romilla Ready, international best-selling author.



If you'd like to find out more check out: <http://www.RelationshipWizardry.com>