

# What is your sales story?

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## **Are you even aware of your sales story?**

### **Have you ever taken time out to even think about it?**

Your sales story will be influenced by the thoughts and ideas you hold in your mind, you will find out right now **whether your story is powerless or powerful**, your results in business will tell you the story at a quick glance.

I was recently contacted by a male who wanted to offer me an opportunity to grow my business, the male asked for a call and we scheduled a time to speak. **Initially the male was confident** in explaining what he did telling me lots about his journey and transition into business, he was very likeable and I could sense he enjoyed offering his services.

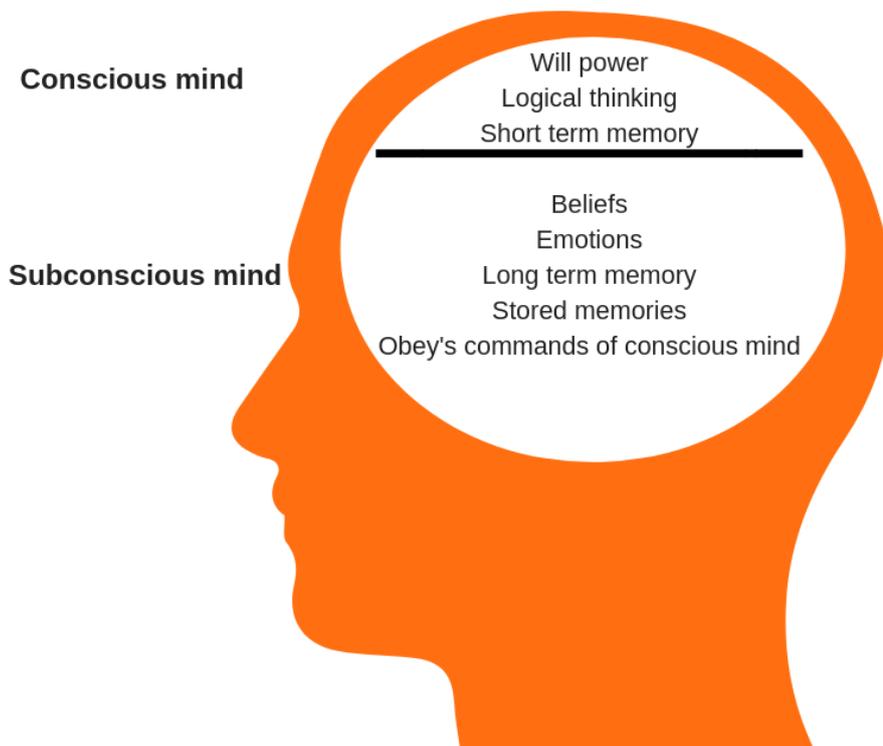
He went on to tell me about the work he does and the services he offers client, most of this is to increase their income through having their business seen by more people. **This sounded great, he was adding value to people's lives, I like it.** During the call he told me about helping people to go from 3 figure months to 5 figure months, I can imagine how interested people are when they hear this.

***I required to know a little more and this is when it all went wrong.***

When I asked more about the increase of income, how this works and how is it sustained over time everything fell apart and **the male started to tell me how much he was in debt**, how he was struggling to convert people into clients and, how he had this terrifying experience of asking people to pay him. This is not the first time I have heard such a story, the large majority of people who come to me experience this exact same block.

***What had started off as a great business idea and call fell apart with one or two questions and I will explain what happened.***

When I asked the questions about the increase of income to know a little more about how this is done and how he helps clients sustain this I started speaking to an old memory that was stuck in the subconscious mind, it had never been healed and he had never taken time out to consider how much it was leaking into his conversations.



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On a conscious level the business idea, confidence and logic sounded great but on that alone I couldn't sign up, I asked a question most people would ask which then uncovered stumbling blocks. **I wanted to know if I invested what would be the long term outcome for me.**

The male started to open up to me explaining that he had never had a good relationship with money, **he had been borrowing for years from family, friends and banks**, nothing was working yet he was in a business that would generate more income for clients.

**The male had 2 opposing forces going on**, he wanted to add value to people's lives and saw his business as a great idea (logical thinking) however, he had a story that his relationship with money had been extremely poor for years (emotions, beliefs and stored memories). The relationship he had with money had been poor since he was a child, he had never experienced 5 figure months, he had a story playing over in his mind of debt, debt, debt.

What was happening here is what happens to many people, on a conscious level ideas and determination is great however, there is a stored memory and story working in the background that destroys the whole thing. **You cannot help people increase their**

**income with a story of lack** and struggle going on in your mind. Some people hit blocks and this is what it is however, they don't realise it and they think their idea can't work.

**Your idea can work you simply have to find out what your blocks are and how to let them go for good.**

**Thoughts  
Become  
Things**

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Whatever you think about on a consistent basis is what shows up in your life. Think of when you buy the new car and then see it everywhere, this is what happens when you think of the same ideas/thoughts often.

**The subconscious mind has no ability to reject the information** the conscious mind feeds it so if it hears thoughts of debt, debt, debt it will look for debt, it will not rationalise and think of ways to get out of debt it will work with what is fed. In the case of the male above he was replaying the story and not able to push business forward so the mind was looking for lack, **experiencing lack and going round in a cycle of lack/debt.**

**Many sales people close their own doors due to story's and memories from the past.**

I worked with a client who as a child lost their home, their car and expensive holidays as a result of a business deal for a parent going wrong, this child now as an adult was in business but was anxious every time they were going to close a deal, when we worked around this and drilled down we realised this was their memory of a business deal, that it ends in loss for children.

***This was not powerful it was powerless.***

Business deals can go wrong however this client was catastrophizing based on a stored memory. This client and I had to work on a deep emotional level to change the story. This resulted in the client moving to the next level in business, they felt confident closing sales and reaffirmed that their business added value not threat of bankruptcy.

- How many business deals are you closing on yourself?
- How many business deals are your staff closing on themselves?
- How often are past memories leaking into your conversations shutting opportunities down?

### **Tips on how to generate more sales and open more doors:**

1. Take time out to analyse language used in sales calls, are you using powerless or powerful words?
2. Take time out to recognise how you feel when conducting sales calls, do you feel at ease or do you feel totally wiped out after it?
3. Work with a professional who can help you heal stored memories to rewrite the story to ensure your logical ideas work well in your life.

Get in touch to find out more!