



Your Self-Image Is Critical To Your Success In Getting Clients

One of the great discoveries in the world is the discovery of your self-image. Your self-image is a critical factor to your success. Your self-image is how you see yourself and how you think about yourself. This is a big factor often overlooked in looking at the attributes of the successful business person. How you see yourself and think about yourself can hold you back or propel you forward.

How you see yourself is called by some psychologists as "inner mirror." Your "inner mirror" is a reflection of how you mentally, subconsciously, see how you should perform something in reality. In other words, you perform well or poorly based upon how you believe you mentally see yourself performing. You act consistently with this "inner mirror" of yourself.

In fact you know this to be true when you think about it. When you feel good about yourself, you are more apt to see things going well for you, whether they be a speech, a presentation, a meeting, or some other event. And surprise, surprise, things do go well. The opposite is also true, when you feel down or don't believe you can do a thing the probability that things will go poorly increase. People who play sports know the importance of the self-image. They mentally see themselves skiing well, throwing a pass on target or hitting ball perfectly. They know they can do it well.

How can we apply this to business? Do you think that the CEO of a major corporation walks into a meeting expecting a bad outcome? Do you, as a professional, see yourself in a meeting with a client or prospective client where things work out well? You should see yourself in a picture surrounded by success. Here are some key points to walk away with and use;

1. Start off by thinking and believing that you are competent in every aspect of selling. It helps if you have experience and study and do what other successful people do of course.
2. See yourself as calm, confident and competent in all selling situations. It is critical that you act the part, assume the role of a success. When you feel calm, confident and competent, you will be positive and happy. You will perform well and get excellent results.



3. If, for any reason, the sales situation does not go well, dismiss it and don't take it personally. Discard the event as see it for what it is - as a temporary situation.
4. Learn to use your "inner mirror" by mentally rehearsing events by running the event through your mind prior to the event. See the successful outcome of the event. More importantly see yourself doing the right things and getting the desired responses.
5. Rapid improvement in sales performance can come about from changing your self-image. The moment that you see yourself differently, more successful and better, you behave more successfully and better. And because your behavior is improving your results are going to improve. Most athletes know this little secret and practice this all the time.
6. The turning point for most successful business people is using the self-image to their advantage. And you should too. You can never become good at anything if you don't see yourself being good at it.
7. Realize self-confidence and self-image are intrinsic to each other. Self-confidence leverages how you see yourself. The more self-confident you are, the better and more positive is your self-image.

