

# **7** Tips To Boost Your Sales

**BY BRIAN TRACY**



## 7 TIPS TO BOOST YOUR SALES

**TIP NUMBER 1:** Get serious! Make a decision to go all the way to the top of your field. Make a decision today to join the top 10%. There is no one and nothing that can hold you back from being the best except yourself. Remember, it takes just as long to be great as to be mediocre. The time is going to pass anyway. Your job is to commit to excellence, to get better and better each day, and to never, never stop until you reach the summit.

**TIP NUMBER 2:** Identify your limiting skill to sales success. Identify your weakest single skill and make a plan to become absolutely excellent in that area. Ask yourself, and your boss, "What one skill, if I developed and did it consistently in an excellent fashion, would have the greatest positive impact on my sales?" Whatever your answer to this question, write it down, set a deadline, make a plan, and then work on it every day. This decision alone can change your life.

**TIP NUMBER 3:** Get around the right people. Get around positive, successful people. Associate with men and women who are going somewhere with their lives. And get away from negative, critical, complaining people. They drag you down, tire you out, distract and discourage you, and lead you inevitably to underachievement and failure. Remember, you cannot fly with the eagles if you continue to scratch with the turkeys.

**TIP NUMBER 4:** Take excellent care of your physical health. You need high levels of energy to sell effectively, and to bounce back from continual rejection and discouragement. Be sure to eat the right foods, get the right amount of exercise and get plenty of rest and recreation. Make a decision that you are going to live to be 80 years old, or more, and begin today to do whatever you have to do to achieve that goal.

**TIP NUMBER 5:** Visualize yourself as one of the top people in your field. Imagine yourself performing at your best all day long. Feed your subconscious mind with vivid, exciting, emotionalized pictures of yourself as positive, confident, competent and completely in control of every part of your life. These clear mental pictures preprogram you and motivate you to sell at your best in any situation.

**TIP NUMBER 6:** Practice positive self-talk continually. Control your inner dialogue. Talk to yourself the way you want to be rather than the way you might be today.

For example, repeat to yourself these powerful words, over and over again. "I like myself! I'm the best! I can do it! I love my work!"

Remember, fully 95% of your emotions are determined by the way you talk to yourself, most of the time. The way you feel determines how you behave. And how you behave determines how much you sell.

Your job is to get yourself on an upward spiral where you think and talk to yourself positively, all day long. You think, walk, talk and act like the very best people in your field. When you do, your success becomes inevitable.

**TIP NUMBER 7:** Take positive action toward your goals, every single day. Be proactive rather than reactive. Grab the bull by the horns. If you are not happy with your income, get out there and get face to face with more customers. If you are not happy with any part of your life, accept responsibility and take charge.

All successful salespeople are intensely action oriented. They have a sense of urgency. They develop a bias for action. They do it now! They have a compulsion to closure. They maintain a fast tempo and move quickly in everything they do.

The faster you move, the more energy you have. The faster you move, the more ground you cover. The faster you move, the more people you see. The more people you see, the more experience you get. The more experience you get, the more sales you make. You will be happier and more positive.

The faster you move, the more you take complete control of your entire life and virtually guarantee that you will be one of the top performers and the highest paid people in your field.

## ABOUT THE AUTHOR

**B**rian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations.

Brian's goal is to help you achieve your personal and business goals faster and easier than you ever imagined.

Brian Tracy has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the US, Canada and 56 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year.

He has studied, researched, written and spoken for 30 years in the fields of economics, history, business, philosophy and psychology. He is the top selling author of over 50 books that have been translated into dozens of languages.

He has written and produced more than 500 audio and video learning programs, including the worldwide, best-selling *Psychology of Achievement*, which has been translated into more than 20 languages.

He speaks to corporate and public audiences on the subjects of Personal and Professional Development, including the executives and staff of many of America's largest corporations. His exciting talks and seminars on Leadership, Selling, Self-Esteem, Goals, Strategy, Creativity and Success Psychology bring about immediate changes and long-term results.

He has traveled and worked in over 90 countries on six continents, and speaks four languages. Brian is happily married and has four children. He is active in community

and national affairs, and is the President of three companies headquartered in Solana Beach, California.

Brian is the president of Brian Tracy International, a company that helps individuals and businesses of all sizes achieve personal and professional goals.

To learn more about Brian Tracy, please visit [www.briantracy.com/AboutBrian](http://www.briantracy.com/AboutBrian).

If you have any questions about Brian Tracy learning programs and services, please email [Support@BrianTracy.com](mailto:Support@BrianTracy.com) or call 1-858-436-7300.

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