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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
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**How to Sell in Tough Times**

**By Noel Peebles**

**How to Sell in Tough Times by Noel Peebles**

Do I have any specific thoughts about selling when times are tough? Well, if you are to achieve high levels of success in selling, you must be able to get positive results even while circumstances are negative. In just about every area of selling the field will over populate in boom times and thin out in tough times.

The Real Estate industry is a classic example of this. Yet some people stay in the industry year after year, regardless of 'booms'.

The consistently high performer will get results no matter what the circumstances. I find it's down to attitude. Some people look for circumstances in a victimized kind of way, to justify their poor results. They celebrate their good days, but in the down times, they have their 'safety net' of excuses ready. What they are doing, is giving negative thinking a lot of power simply by spending precious energy and time dreaming up and focusing on their 'reasons why it won't or didn't work' etc.

Any time you offer your subconscious a choice between two goals, one negative and one positive, you risk it taking on the negative one. Which one do you give the most focus to?

The exceptional achiever deliberately ignores talk about recessions, wars, the miserable state of affairs in the world or in their own lives, doom and gloom and any other subjects that he or she feels detract from their ultimate success.

These individuals steer clear of the melodramas of life and concentrate their efforts instead, on matters far more worthy of their precious time and energy. Their 'batting average' matters more and it's here where their focus lies.

I believe the biggest obstacle to successful selling occurs in your own mind. This brings us back to our perception of a refusal to buy being a personal 'rejection'. Quite simply, in selling, if you constantly feel rejected you cannot achieve exceptional results.

It is also my belief that the number one reason for

mediocrity in selling, is that three letter word – EGO!

A falsely inflated ego is a vulnerable, fragile thing.

If you are the type of person who takes "No" as a personal affront to your very worth, selling will be an exquisitely painful process to you and most people, sensitive or not, will avoid pain at all costs. You will become a master avoider and procrastinator.

If you cannot confront and take steps to resolve the emotional issues that keep you prisoner and sabotage your success, then no amount of sales training will change your results for the better. Many people have wonderful people skills and are natural persuaders, but as long as they continue to equate their self worth with whether or not everybody wants to buy their products, they will set themselves up for a fall.

When someone does not accept an offer I make them, I know it has nothing to do with me as a person. I therefore don't become emotional about it.

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### **FOCUS – THE WINNERS ADVANTAGE**

**By Peter Sinclair**

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A scientist marveled at how a seemingly harmless

magnifying glass could create such intense heat, when the suns rays passed through its glassy surface. He asked the magnifying glass, 'How can you do what you do? You have this incredible ability of tapping into the rays of the sun. You then take those vast rays and bring them to a powerful point that burns holes in leaves and sheets of paper.' The magnifying glass replied to the scientist by saying, 'Well sir, I have learnt this one thing throughout the years. The hotter it gets, the more focused I become.'

That is what gives the winner in life their greatest advantage.

THE HOTTER IT GETS.....

THE MORE FOCUSED THE WINNER BECOMES

Winners have become tough because they have been through tough times. Winners become strong because they have replaced their weaknesses with newfound strengths. Winners appreciate what it takes to win, because they know what it is to have tasted the bitter taste of defeat and yet have risen once again. Winners have known what it is to be in the heat of battle, and yet they know that when all else seems beyond their grasp, the very worst thing that could ever happen to them would be for them to lose their focus.

Focused people see the good when others see the bad. They see the opportunity when others see disaster. They buy when others sell and sell when others buy. They watch others being carried by the tide and then swim the other way. They are winners and leaders because they live not by circumstance but by their inward focus. This is what sets them apart from the masses and it is this that others admire and at times misunderstand the most.

Motivational Memo for the Week: A blind man with

focus can see better than a man with perfect sight who has no vision.

You can do it!

Peter Sinclair <http://www.motivationalmemo.com>



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