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trust impacts everything!



## 5 Proven Strategies to Stop Self-Sabotaging Your Sales Success.

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Note:

The information provided in this special report is of a general nature and is in no way a guarantee of specific results. Application of the information should be considered in alignment with your personal contexts and individual industry, client situation, marketing, and sales environment.

## 5 Proven Strategies to Stop Self-Sabotaging Your Sales Success.



### Self-Sabotaging Sales Success

I've suffered from it, and our research suggests many, if not most of us in sales, although we may not readily admit it, also suffer from self-sabotaging our sales success.

Salespeople self-sabotage their sales success when they are reluctant, hesitant, or uncomfortable with needing to complete any of the wide range of sales and marketing activities that are essential to short, medium and long terms sales success.

The biggest problem with self-sabotaging sales success is that it sneaks up on you without you even realizing it.

Often, the first that you become aware of it, is when you're not reaching your weekly, monthly, quarterly or annual sales targets – and for most of us in sales, that means less money in our pockets.

Before I start to discuss how to stop self-sabotaging your sales success, let's really define what it is and when it can strike.

Let me start with this simple motivational model, because if you're going to be able to stop self-sabotaging your sales success, we need to work on both mindset and skillset.

### A Motivational Model

**Skills**  
**+ Knowledge**  
**+ Attributes**  
**x Motivation**  
**= Performance Potential**

As you can see, this motivational model has five components.

### The first component is Skills.

How would you rate your skills as a salesperson?

This could include your communication skills, negotiation skills, your skill at building rapport, asking questions, showing value, identifying and handling obstacles and objections, closing and confirming sales and your skills to stay in touch to create advocates, repeat and referral business.

Let me ask you again, how would you rate your sales skills – give yourself a score between 1 being low and 10 being high.

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(If you would like to access a more in-depth self-assessment of 20 core sales mastery skills with personalized feedback on recommended actions based on your own self-assessment, visit [www.davidpenglase.com/books-resources](http://www.davidpenglase.com/books-resources))



### The second component is Knowledge.

How would you rate your knowledge as a salesperson?

This could include your product knowledge, industry knowledge, competitor knowledge, and client knowledge.

Just as an aside, many salespeople have a database of their clients, however this doesn't equate to them having a high understanding of their clients.

What about you? How would you rate your knowledge as a salesperson? Give yourself a score between 1 and 10.

### The third component is Attributes.

Our attributes are all the other traits that we possess, other than our skills and knowledge.

Our attitude, our personality, our resilience, our values and personal philosophy are all elements of our attributes.

How would you rate your attributes as a salesperson (this is a little tougher to rate but give yourself a score between one and ten).

### Your competency score.

Now you've rated yourself in the first three components of the motivational model – your skills, knowledge, and attributes.

Now add them up to arrive at your competency score.

So, your competency score will be the sum of your skills, knowledge, and attributes.

### The fourth component is Motivation.

If I asked you how you would describe your motivation at motivation, I wonder if you'd think of descriptors such as energy, drive, fire-in-the-belly, reason, purpose, consequence, inspiration, and words like these?

Let me now ask you to rate your motivation as a salesperson, again between one and ten.

### The fifth component is Performance Potential.

Now what I'd like you to do is to multiply whatever your competency score was (you'll remember we added our scores for skills, knowledge, and attributes), multiply that competency score by your motivation score.

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So, for example, if you scored 21 as your competency score (an average of seven for your skills, knowledge, and attributes) and you scored a seven for your motivation as a salesperson, you multiply  $7 \times 21$  to give you a result of 147 as your Performance Potential Score.

This is the fifth component in the motivational model – your performance potential.

And here's why I've spent this time outlining it for you.

Let's continue with the motivational model for a moment.

Consider what happens if your skills, knowledge, and attributes remain as they are.

But what happens if your motivation drops to zero?

Zero multiplied by your competency score gives you a performance potential score of zero.

So, although you've still got the skills, knowledge and attributes that are ideally sufficient to enable you to be successful in selling, your motivational levels can drastically (both positively and negatively) impact your performance potential.



### Key Questions

The questions then become:

1. How might a salesperson's propensity to self-sabotage their sales success impact their motivation?
2. When can it affect it?
3. What can be done about it?

Let's deal with the first question: How does a salesperson's propensity to self-sabotage their sales success affect their motivation?

Self-Sabotaging Your Sales Success starts with your inner thoughts (you may or may not be consciously aware of the thoughts) about a certain sales or marketing activity.

If it is a strong negative thought, might cause you to respond negatively emotionally and physically.

Emotionally you could become anxious, hesitant, concerned, worried or even angry.

These feelings can result in you experiencing a range of physical responses such as your pulse rate increasing, your stomach feeling queasy, nervous twitches, headaches or nausea.

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Now that all sounds serious but remember I'm talking about high levels of self-sabotaging sales success here, and I'll give you some specific examples shortly.

So, these inner thoughts you can have will affect your feelings (emotionally and physically) and if those emotional and physical feelings are negative enough, they can cause you to potentially act in certain negative ways, resulting in you either not doing very well at completing a specific sales or marketing activity, or avoiding the activity altogether.

And remember, this can occur even though you may have the competence, skills, knowledge, and attributes to successfully complete the sales and marketing activities.

How many sales might you be missing out on, because of some unintentional avoidance behavior or poor application of your sales skills, all due to self-sabotaging?

The answer to this question is quite simple and potentially disturbing.



Self-sabotaging sales success can occur with any specific sales and marketing activity.

What if you have negative thoughts, apprehension, anxiousness, concern or even fear with any of the following vital sales and marketing activities?

1. Telephone calls to potential clients to try to gain an appointment.
2. Telephone calls to existing clients to deliver some bad news.
3. Meeting potential clients for the first time.
4. Asking probing questions.
5. Public speaking.
6. Negotiation price and terms.
7. Closing sales.
8. Asking for referrals.

These are eight of the most reported sales and marketing activities that our research suggests many salespeople have self-sabotaging thoughts and feelings that can negatively impact their sales success.

One way to determine whether you might have the propensity to self-sabotage your sales success is to do this quick exercise.

For each of the eight sales and marketing activities listed above, as honestly as you will allow yourself to be, give yourself a comfort level rating between one and ten (one being low comfort level and ten being highly comfortable).

They are listed again on the following page for you.

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### Sales & Marketing Activity

Your 'comfort' score  
(1 = low, 1- = high)

1. Telephone calls to potential clients to try to gain an appointment \_\_\_\_\_
2. Telephone calls to existing clients to deliver some bad news \_\_\_\_\_
3. Meeting potential clients for the first time \_\_\_\_\_
4. Asking probing questions \_\_\_\_\_
5. Public speaking \_\_\_\_\_
6. Negotiation price and terms \_\_\_\_\_
7. Closing sales \_\_\_\_\_
8. Asking for referrals \_\_\_\_\_

If you've scored yourself low in your comfort level in completing any of these sales and marketing activities, then your propensity to self-sabotage your sales success is worth considering and taking some positive action on.



### So, what to do about it?

This brings us to the main purpose of this special report on 5 Proven Strategies to Stop Self-Sabotaging Your Sales Success.

As I outline each of these five strategies, I want to share with you that I have in the past and every now and then, still revert to needing to apply these in my own sales and marketing pursuits.

They have and continue to work for me, and I am confident that they will work for you too.

### Strategy One: Just Do It!

There's an adage 'practice makes perfect'. I really like that wisdom.

One way to ensure you're not self-sabotaging your sales success, is despite any negative or difficult feelings you might be experiencing about doing a certain sales and marketing activity, is to suck it in and just get on and do it anyway.

The more you just do it, the more you practice it, ideally the better you will get at it, and the more comfortable you'll be at approaching and completing the sales and marketing activity.

For example, if you're afraid of public speaking, look for as many opportunities to speak in public (team meetings, community events and sales presentations to a group of clients) and just do it.

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Easy to say, and for some, this is sufficient.

What about you? Can you just suck it in and get to it?

If not, one of the following four strategies to manage your propensity to self-sabotage your sales success will be of value to you.

### Strategy Two: Choose an effective alternative.

This may seem like avoidance behavior, and it is.

However, there may be other equally effective ways to achieve the same goal.



Let's take a prospecting or marketing (or cold) call for example (and in today's "please-don't-interrupt-me" world finding strategies other than cold calls is a positive marketing strategy):

Rather than making cold calls on the telephone yourself, perhaps you're in a position where you could hire someone else to do it for you.

Other than making cold calls you could conduct a series of prospecting seminars or presentations.

You could align yourself with affiliates who have different products and services to yourself or in a different industry, but whose clients could also want or need your products and services. Your affiliates refer their clients to you, and you refer your clients to the affiliates.

Perhaps utilizing a more productive social-media marketing strategy could take the place of other marketing and prospecting activities.

What I'm not saying is to avoid cold calling – especially if it is a proven method of sales lead generation in your industry.

However, if your role requires you to make prospecting/cold calls and your thoughts and feelings are self-sabotaging your sales success, perhaps combining strategy one (just do it) with strategy two (choose an effective alternative) could be a more productive approach.

### Strategy Three: Affirmations

One of my favorite sayings is "what we repeat with passion and belief, we improve".

The topic of affirmations and *cognitive control strategies* is a huge topic that is at the center of all that we think, feel, act, and achieve. Far too large a topic for this Special Report.

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However, if you've never given affirmations a chance, maybe now is a good time to try or to try again.

An affirmation is a positive statement written in first person present tense, about a specific thought, feeling, action or outcome that you want to achieve.

For example, many years ago, one level of call reluctance that I experienced was in following up on leads immediately. My manager at the time suggested that I write the following affirmation and repeat it to myself:

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*"My life is full of opportunities.  
When opportunity knocks, I take action!"*

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Be careful here though.

There is conflicting scientific evidence on the power of affirmations or cognitive control strategies. What seems not to be in contention is that for salespeople who genuinely believe in the value they create when they sell what they sell, affirmations can be a positive strategy.

That affirmation, through repetition, reinforcement, and reward, helped me to become a better decision maker and removed my propensity (over time) to procrastinate.

What affirmations could you write down, present tense, first person and positive, to help you remove or at least lessen your propensity to self-sabotage your sales success?

### Strategy Four: Relaxation.

We can teach ourselves many things. Sometimes we teach ourselves positive things that create positive habits that create positive outcomes.

However, the reverse of this can be true as well.

What if you've taught yourself to be anxious or stressed or apprehensive about certain sales and marketing activities?

What if you could become more relaxed and clear thinking about these activities?

Well, if you learn to relax, you can.

Just what do I mean by learning to relax?



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This is a strategy that elite athletes and professional performers have been using for years and it works for salespeople too.



### Search for Guided Relaxation

Do a search on your favorite search engine for 'Guided Relaxation' and find a voice and style that you find comforting.

As you're listening and completing each of the relaxation tasks, create an inner connection of the relaxing feeling with either a separate piece of music playing or a scent. For example, you would have seen top sports people listening to their favorite motivational music just before a competition to them into the 'zone'.

This is similar. By connecting the music or scent (for example an essential oil or fragrance) to the feeling of relaxation, when you're about to do the sales and marketing activity that you're currently uncomfortable with and a bit stressed about, if you were to play the music or smell the essential oil, it can help you *reconnect* with the relaxing feeling.

Once again, depending on your level of cynicism, you might not relate to this strategy – although it does work ... and that's scientifically proven, not just my opinion.

## Strategy Five: Redefine Selling.

Perhaps the most important strategy to overcome any propensity to self-sabotage your sales success is to redefine what selling is in such a way to enable you to be inspired to complete all the necessary sales and marketing activities.

Check your true belief about what selling is with the following definition:

**“Selling is a process of building intentional trust relationships, with the aim to create reciprocal value on a continual basis.”**

My question to you is this.

To what extent do you truly believe that selling is never something you're doing to people, and always something that you're applying to create value for others?

You see, when you give value out, you mostly get value in return.

That's the reciprocal value part of the definition in action.

This provides you with a *noble purpose* of making a positive difference to your clients in some way, that will inspire you to seek and communicate with potential and existing clients and remove or at least reduce any negative thoughts and feelings that would cause you to self-sabotage your sales success.

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### What's Your Sales Process?

Do you have a process of selling that is client value focused?

My recommended sales process is this:

Build rapport and trust.

Ask value discovery questions.

Show meaningful value.

Identify customer obstacles or objections.

Confirm next appropriate step.

Stay in touch to create advocacy.

You will notice the first letter in each step of the process forms the acronym **BASICS**.

If you would like to learn more about my evidence-based and proven BASICS of Building Customer Trust process, I recommend you get your hands on the book (paperback or eBook versions) or Mp3 audiobook from [www.davidpenglase.com/books-resources](http://www.davidpenglase.com/books-resources).

If you're not implementing and have strong beliefs in the value of a sales process like the BASICS of Building Customer Trust process, there's a big chance that you might be self-sabotaging your sales success.

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So, there you have it.

Five proven strategies to help you avoid self-sabotaging your sales success.

In this Sales Mastery Special Report, I've only scraped the surface on this topic. However, I do hope that you've gained value.

I welcome any comments or feedback that you might have on this or any Sales Mastery Special Reports you might access.

Drop me an email – [david@davidpenglase.com](mailto:david@davidpenglase.com)

If you've got a Conference, Professional Learning & Development day scheduled, give me a call on +61 0418 400 369 to explore topics I could present to help you achieve your goals.

Until next time.....my very best to you.

A handwritten signature in black ink that reads "David." with a stylized underline.

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