



Training Outline

Beliefs and Selling



Introduction to the training module

This training module deals with the limiting beliefs normally associated with selling.

For all businesses selling is the most important component, without sales there is no business. It is also an area where many people have negative beliefs associated with. These beliefs are often held at an unconscious level. We may not even be aware of having them. But these beliefs show themselves in our words and in our actions.

It is common to hear people expressing their unconscious feelings as a statement, as if it was true. For example, common expressions used to refer to sales are:

"Selling is hard"

"People do not need what I have to offer"

"There is no money around, we are in a crisis"

"Why should they buy from me?"

"What if I get rejected?"

"I hate cold calling"

"I don't want to come across too pushy"

And so on.....

This training presentation focuses on bringing any limiting belief that participants may have to the surface, and then showing them how to bust them and replace with new ones.

Often people try to change what they do (their behavior) without addressing "why" (their beliefs) they do it. This usually leads to a short term improvement and then the inevitable relapse.

Let's use the example of someone that states (believes) that "Cold calling is hard". They may try different techniques to get themselves "motivated" to make the calls. They go to seminars and receive a "pep" talk. Their manager tries to boost their confidence every Monday morning at the meeting.

The person feels better, and off he/she goes and makes more calls. Do you know what will happen after few days? If you said "the person will eventually go back to dread calling and will reduce the number of calls", you would be right!

The reason for that is the same reason why smokers do not stop, people do not stick to exercise, etc.

We need to first change what we believe, then we can change what we do.

Once we have changed our beliefs, our new behavior will last, because it will be aligned with our new "identity".

This training presentation has been designed to be "hands on" and to encourage the participants to work on their real life beliefs and to make changes that will be reflected in a short time on their performance.

If you are interested in learning more about this training modules, or if you would like to book one, please contact us by:

Send an email to: info@beliefbuster.com.au

Call (61) 0425 27 3238

Use the submission form at www.beliefbuster.com.au/contact

Beliefs and Selling Training Outline

Delivery time: 3 hour workshop

Workshop Outcome:

At the end of this training presentation, participants will be able to acknowledge and understand any limiting beliefs they may have in regards to selling. Participants will also be guided through a reframing exercise to ensure that past limiting beliefs are eradicated and new ones are installed.

Beliefs and Selling Training Outline:

- ***Introduction of the trainer and workshop content and creation of a context***

In this segment, participants will be introduced to the trainer and a context for the session will be defined. An exercise will be used to elicit participant's beliefs about selling as this is a "hands on" session and each person will have the opportunity to work on actual beliefs they have.

- ***Beliefs vs. Facts***

The purpose of this segment is to show the difference between Beliefs and Facts. Participants will be shown how our behavior, and therefore the results we achieve in life, is a direct result of the beliefs that we hold to be true. The first important step is to be able to consciously determine if we are dealing with a belief or with a fact.

Each person will be able to analyze their beliefs and assess to which category they belong.

- ***How beliefs are formed***

To be able to eliminate a limiting belief, it is first necessary to understand how they are formed. As this, usually, happens at an unconscious level, we need to become aware when a belief is taking shape, and to determine if it is a limiting one.

To understand how beliefs are formed, participants will be explained how we "create" our reality and how we "filter" external events. By understanding how we give "meaning" to something that happens, we can then choose a new meaning.

This part of the session also covers the hierarchy of beliefs and how core beliefs shape our "identity".

- ***Busting a belief***

Participants will be guided through an interactive exercise that will show them how to challenge, reframe and eliminate a limiting belief. Different tools and techniques will be used and thought, to enable participants to gain an understanding of how to bust beliefs. Each person will have the opportunity to create a new set of empowering beliefs to replace the old limiting ones.

- ***Making change last***

Once a new set of beliefs have been decided, participants will be shown how to make them permanent and part of their new identity. A set of tools and techniques designed to achieve this will be shown and taught.

- ***Question time and close***

Participants will be given time to ask any question or to seek clarification on any part of the session.