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Selling is Not Just Mere Selling: Optimism and Enthusiasm in Sales by Leola Highsmith

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Thinking about sales can sometimes be scary and even intimidating especially when one thinks about competition. Nevertheless, how the company is able to bring in sales and do it successfully is one of the most rewarding feelings that both employers and employees share. Hence, thinking about sales is not just about attitude and strategy alone. Indeed, companies who are able to amass huge sales will agree that optimism along with enthusiasm is one of the main ingredients for successful sales.

Optimism and Its Benefits

Psychologists describe optimism as the basic characteristic that builds positive thinking. It is a psychological resource which unlocks a person's capacity to succeed in his or her endeavor based on their ability to think that they can achieve it. Additionally, numerous studies have shown that optimism is a desirable characteristic which leads to lesser incidences of postpartum depression, stress and better life satisfaction.

In many cultures, optimism is considered as a desirable trait since it enables people to think positively regardless of the situation. Optimism serves as a catalyst in which people are discouraged from feeling hopeless and apathetic but instead strive for greater hope and action. In the same manner, optimism in the world of sales means that people are able to share their enthusiasm with their customers, knowing that what they have to offer benefits their buyers. This is simply not the bravado of selling but believing that the company's products bring real results and satisfaction.

Optimism in Sales

When it comes to sales, optimism is taken to mean that sales people have compelling reasons and motivations to offer their products. This motivation is not solely seen in the dollars they can make but also the service given to customers. A sales person can have the most wonderful qualities but without optimism and enthusiasm, they are not able to get customer's sentiments and trust. A sales coach can also train sales people to sell with intention and integrity.

Successful sales are also brought by people who are pro-active. These people do the necessary actions to make things happen rather than seat and wait for something. Being pro-active and optimistic means people are able to have positive outlooks even in the midst of rejections and down sales. People can benefit from having positive attitude by undergoing sales coaching.

Lastly, optimism in work means that people are able to balance their work life, family and leisure. Sales in important but it should not dominate a person's life. Hence, putting sales with intent through sales coaching means that selling is done with sincere enthusiasm and bringing valued service.

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