



COGS

The ABC of Sales and Marketing Psychology

Credibility and Confidence

Do you need to increase sales and profits? Making more sales doesn't happen by chance; it is an intentional process based on applying proven techniques and procedures. In this free series of newsletters, you will learn the principles of sales improvement and of sales psychology.

Credibility is one vital ingredient and it all about establishing believability of yourself, your company and your product or service . Your level of credibility is based on the overall perception that your customers builds of you, which is heavily influenced by both your business and personal reputation. Your customers want to feel that they can implicitly believe in you. There are direct and effective methods that you can use to develop your credibility. They are based upon the well-researched and proven methods of sales psychology.

You should aim to establish yourself as a trusted, authoritative source of accurate knowledge and experience. Your sales will always be directly correlated to your credibility and a failure to establish and grow your credibility could well cripple and defeat your business.

Examples of high levels credibility can be seen by looking at many market leaders, but it is also easily lost – think of Gerald Ratner who wiped an estimated £500m off the value of his company through just one speech at the Institute of Directors. A more recent example is Northern Rock who may well cease to exist in the near future through a collapse of consumer confidence and credibility.

.The trick is to build your credibility as rapidly as possibly and to maintain it. Ideally you are seeking 'expert status' in your field so that when potential clients have a problem in your domain, they come to you for answers. One good way to build this status is to talk at relevant seminars, where you are virtually guaranteed an audience who are already interested in your area. Publishing articles, books, blogs and newsletters will also help.

Confidence is our next subject and in sales it is of paramount importance. Firstly, you must have self-confidence. How can your customer develop faith in you if you don't ! Secondly you need a genuine belief in your product or service. Anything less will show through as false

Self-confidence can be developed with coaching and techniques such as Cognitive Behavioral Therapy, which is a method of deliberately training your mind to work differently. Small changes can yield huge differences in sales results. If you don't believe in your product or service..... don't even try and sell it !

Nothing in life is free however.....if you aim to generate more sales and profits, then you need to invest time, effort and probably some money to do so. For example, an independent analysis of your current activities by a sales and marketing expert can *save* time and money by providing you with a prioritised action plan to follow. Professional sales coaching and advice can also save you enormous amounts of money and time in your quest for more sales.

If you are interested in boosting your sales, or need sales advice and coaching and are in or around the Thames Valley, then contact me, [Bryan McCrae](#) at [Cognitive Sales](#) directly. As a professional sales psychologist with over twenty years of award-winning performance, I understand the underlying factors that create positive sales results and may be able to help.