

## **EXERCISE FOR FEELING MORE CAPABLE IN A SALES CONVERSATION**

In any conversation, and especially in a sales conversation, the internal frames we bring into it will determine the outcome. When we bring in a frame of impostor syndrome or feeling uncertain about how much to charge we are superimposing those beliefs over the conversation and it will usually hurt the sales. This is an exercise you can practice BEFORE the sales conversation that will help you get into a frame of mind that will serve you better.

Feel free to do this exercise as much as you want and for any situation where you want to feel better about yourself and your abilities.

### **Read through the exercise first to get familiar with the steps then do the exercise.**

For this exercise you'll need two small markers (like two pieces of paper) you can put on the floor in front of you.

**Step 1:** Place the two markers on the floor next to each other at a distance that is an easy side step apart. At the end you will side step from one to the other so place them where making that step is comfortable.

**Step 2:** Place yourself so that you are facing the markers, one is to the left and right of each other. Stand just behind the marker on the left.

**Step 3:** Standing here go ahead and imagine yourself in a sales conversation. Really put yourself in the moment. Sights, sounds, everything – especially the feelings that go along with this situation however they come up.

**Step 4:** Allow this feeling to increase and as it gets to its peak step forward onto that left anchor. Place everything about this moment you are imagining and feeling onto this marker and then step back off the marker. The time between step on and step off should only be a few seconds – just enough to put the vivid scene “into” the marker.

Shake your arms and body – trust me you'll feel better.

**Step 5:** Now place yourself just behind the marker to your right. Standing here what are some internal resources you want to have in the sales conversation scene you just imagined? Confidence, flow, calm, etc.

**Step 6:** Pick one of those internal resources (confidence?) and recall a time you authentically felt that way. It doesn't matter what the context was or how old you were. If you're working with feeling confidence then think of a time in your life when you were super confident about something and in your ability to do it.

**Step 7:** Let that remembered experience begin to build in you and just as it's about to peak step onto that marker in front of you and let the intensity of that good feeling flow through you. Put that feeling "into" the marker. Step back after a second or two of feeling this.

**Step 8:** Pick another internal resource you want to be feeling in the sales conversation and repeat steps 6 and 7. Do this for several internal resources – you get to have all that you want. Stack them all into that marker.

**Step 9:** Stand behind that right marker and notice all the resources you put in it. Step forward onto the right marker and load up ALL of those resources. Feel them all in your body simultaneously or one at a time – however it comes to you is fine. Just as you feel ALL of them peak inside you side step onto that left marker and blend everything together into that scene you imagined earlier. BRING ALL OF THOSE RESOURCES WITH YOU INTO THAT SCENE OF THE SALES CONVERSATION. Notice interacting with a buyer in that scene while you have all those resources within you. Notice how they are responding to you as well.

**Step 10:** When you feel all of those really good internal resources have blended into the sales conversation scene (or whatever context you want) step back off the left marker.

You're done! Repeat this as often as you like. The more you do the better you will perform in that context. What this is doing is training your "critter brain" to notice you are safe in that context AND that you can bring all these internal resources with you when you're actually there.

Best,  
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