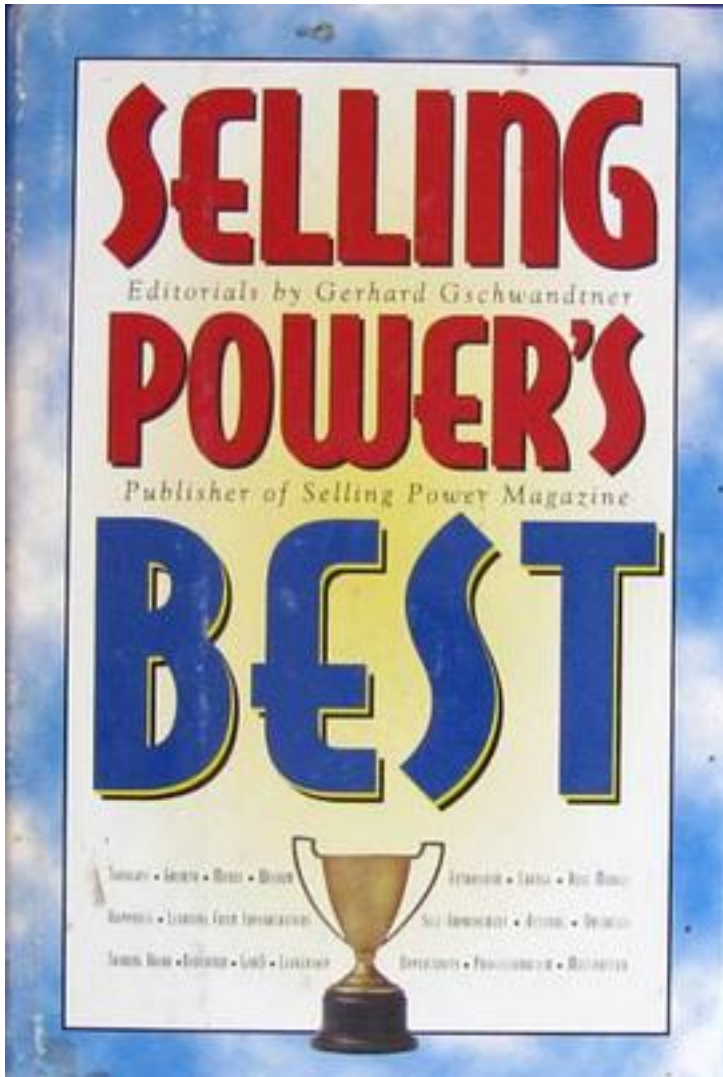# Selling power's best

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Cales success is not so much deter- Appraisal means examining your
 mined by what we say to our cus- thoughts objectivelyï¼Œ like \"Is this
~tomers as by what we say to our- thought fact or fiction?\" \"What evidence
selves. Del Politoï¼Œ a researcher who stud- do I have for my conclusions?\" \"What
ies thought processesï¼Œ once wrote that we basis do I have for nry assumptions?\"
experience our thoughts in streams flow- An objective appraisal can lead to
ing at various speedsï¼Œ healthy thoughts after a sales call where
 Drï¼Œ Albert Ellisï¼Œ a noted psychiatristï¼Œ the customer did not buyï¼Œ such as Tm not
found that we are capable of developing the one that the prospect is rejecting. The
two or more streams of thoughtsï¼Œ some- facts are that at this tinre he has no needï¼Œ
times flowing in opposite directionsï¼Œ and he s only rejecting my proposal.\"
 Thoughtsï¼Œ most researchers agreeï¼Œ Choice means using your creativity
have a powerful effect on our emotionsï¼Œ to expand the number of alternatives
decisions and actions. Many consider available to you. Choice allows you to
thinking as a manageable process; yetï¼Œ change or reverse the direction of the
few effective thought management flow of your thoughts.
principles have been discovered If you ve read this farï¼Œ by now you re
and very few of us seemto z.~-~.~ .~ probably realizing that thought
apply them consistently~~ management is hard workï¼Œ but
 The three most useful so are successful living and suc-
thought management tools cessful selling.
are Awarenessï¼Œ Appraisal Dr. Norman Vincent Pealeï¼Œ
and Choice. who spent a lifetime thinking
 Awareness comes from about managing thoughtsï¼Œ readily
questions like \"What admitted that manag-
 ~ ing thoughts is hard
kindam I doingV of thoughts~r \"Whatam 1 Awai fnfl$ tomes from questions work. \"Butï¼Œ on second
experiencing right like UJhatkindofthouqhtsaml thoughtï¼Œ * he saidï¼Œ \"it s
now?\"
 experiencinq right now? harder not to.\"

作者介绍:

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