



## Working Well

### ***What YOU have to do with Sales***

July 2008 - Vol IV Issue 4

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#### CSI Friend

I hope you all are having a great start to the summer. Kids out of school and we still have to focus on work! A lot has been going on at Chris Sopa International as well as with me personally. Be sure to check out the tabs to the left for some updates on the new dates for the Mexico trip with CSI Journeys, another Psych K class in Newark, DE in August, a great resource for kids safety and a professional opportunity Chris Sopa International is offering.

I decided this month to focus on something a lot of folks lately have been asking me to speak and write about and that is Sales. This is not your regular sales newsletter article; this is one with a twist. You see, as I travel and speak to corporate groups, I notice that so many people focus only on skill and knowledge and forget that there is a person in there somewhere that actually does the selling. I recently wrote an article for an international publication called "*The Drop*" which is distributed world-wide to blood donor recruitment professionals (clever name, huh?). I spoke at their international conference last October on effective sales techniques for the blood banking industry and guess what we focused on? THEM!!

Take a peak at what we talked about and let me know if you agree. Try some of the tips and watch your sales, no matter what you sell, soar!!

Be well and happy sales,

Chris

Picture above: My cousin's son Colton...do you love what you do as much as Colton loves Spiderman?

#### **\*\*Selling From the Inside/Out**

*Man, alone, has the power to transform his thoughts into physical reality; man, alone, can dream and make his dreams come true.*

Napoleon Hill

When you hear the word "sell," what comes to your mind? Usually people relate certain words to selling depending on what their past experiences in a sales situation have been. Some would say to sell something means to be pushy, aggressive or sneaky. Others may say it means knowledgeable, helpful or friendly. Whatever comes to your mind is a direct reflection of your own personal experiences and perception of what selling means. No matter what you feel, you are right. You see, people do not buy what you are selling until they buy **YOU** first. If you are thinking negative things about selling, the person who is your customer will detect your feelings through your words, tone and body language. You won't be able to hide it. The only way to change their perception is to change you.

The first thing that needs to be done to make you a great **YOU** so you can sell is to define what success in sales means to you. Really define it. Does it mean closing a certain number of new clients every month, a certain dollar amount, a certain number of widgets, etc. Maybe it means feeling comfortable and confident at networking functions, making a certain number of cold calls daily or even sticking to your to do list every day without allowing yourself to be distracted. Define it and write it down. At the beginning of every month take out an index card and at the top write, "My main focus for (month) of 2008 is to (blank)." Underneath that, set some specific targets. Divide them up into number of contacts, number of appointments, number of new clients, number of networking events, number of cold calls, etc. Define what you want your month to look like ahead of time. This will give you a direction and more importantly a sense of confidence because you have defined what you want.

While you are doing that, also define some personal targets as well. Why? What does my personal life have to do with my sales career, you ask? You can read all of the books on sales you want, have all of the skills and knowledge the best salesman (woman) has, but if you do not feel on the inside that you can do it; if you don't have the right attitude and high self-esteem, you won't use the skills and knowledge you have. Ever! In order to feel as if you deserve the success you defined above, deserve the recognition and deserve the money that goes along with being a successful saleswoman (man), you have to take time for the other things in your life that are important to you as well. It is great to love what you do for a career, but your life is made up of so much more.

First and foremost, set aside time each day for you. Actually schedule this time in your calendar. Figure out who you are again, what you like to do when you have down time, who you like to hang around with and get back in touch with your dreams. Start a dream inventory and when you are writing down the things that come to mind, pretend as if money and time were not an issue. Go crazy and take off all of the blinders. Don't concern yourself with how the dream will come to be, what others will think or if it is realistic; just write it down. Next, on that same index card above, write down your monthly focus for each one of the following areas: physical, mental, spiritual, social and family. What would you like to accomplish in each one of these areas this month? Make it reasonable and attainable for you and then schedule the time in your calendar. If you do not make

priorities, everything becomes a priority and then you are not sure what to do with your time. You let other people dictate what you do and where you go and then you become bitter and angry. Block out time for you to work on you. No guilt. Just do it.

This sounds easy to do but why when we all try to change how we think and feel it is so darn hard? Did you know that 95% of our values, beliefs and habits of thought (or "attitudes" as I like to call them) are formed before we are 5 years old? Think about this for a minute. What are some of the phrases you heard as a child? Don't talk to strangers. Don't speak unless you are spoken to. Don't bite off more than you can chew. If this is what you were conditioned to believe when you were young and you have carried these beliefs with you in your subconscious mind until now, what horrible things to say to someone who is trying to sell something! Has anyone ever come up to you and said, "Hey Charlie, you are old enough now, it's okay for you to go ahead and talk to strangers." Realize that the don'ts of our childhood turn into the can'ts of our adulthood. You have to give yourself permission to move forward.

The key to changing what is buried in our subconscious mind is to become aware of the thought or action when it happens. How do you even know that there is something in there that is not working in your best interest? Look at your results. Are they what you want them to be? If you see patterns of results that you do not want, then there is something in the subconscious mind that is triggering an old belief that is driving your behaviors. Let's say every time you go to a networking event you feel uncomfortable. Your hands get clammy; you become very nervous and have a hard time knowing what to say to people to start a conversation. At that moment, become aware that you are uncomfortable. When we become aware of something, we create a space between the thought and the action. That is where a choice can be made. At that moment of awareness you can choose a different thought or action that will give you a more pleasing result. The key is to replace the thought. Our minds do not work in a vacuum. You cannot just take a thought away or ignore it and think it will disappear. You have to replace it with another thought. This is why it is so important to know what you want. Maybe your replacement thought is something such as, "I chose to feel relaxed and calm and I always know the perfect way to start a conversation." Whether internally you really believe this or not, don't worry about it. What we tend to do is focus too hard on the "how" and we forget the genuine feeling behind everything we do. The "how" figures itself out because you are feeling more relaxed and comfortable and no longer worrying about what to say or not to say. We are energy beings. We can detect if someone is uncomfortable and it makes us uncomfortable. When we are uncomfortable around someone, whether we know why or not, what do we do? We get away from them! Is that the signal you want to give out? Relax, be calm and affirm to yourself who you want to be and the results you want to achieve. You will find that those things are attracted to you.

Four small, last thing I would like you to remember; with thanks to my friend Don Miguel Ruiz from his book, *"The Four Agreements."*

One, ***don't take anything personally.*** Nothing others do is because of you. If someone does not want to work with you right

now, that is okay. What others say and do is a projection of their own reality; their own perceptions. When you are immune to the opinions and actions of others, you won't be the victim of needless suffering and worrying. You can simply say, "next." I have a motto in my business: "Tell me yes, tell me no but tell me quick because I've got to go!"

Two, ***be impeccable with you're your word.*** Speak with integrity. Say only what you mean. Avoid using the word to speak against yourself or to gossip about others. Use the power of your word in the direction of what is good and what you want. Words are powerful. Chose your words carefully in what you say to others as well as what you say internally to yourself.

Third, ***don't make assumptions.*** Find the courage to ask questions to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings, sadness, and drama. Don't assume they do not want to work with you and do not assume that they do. You have to learn to ask for what you want with conviction and confidence. Others cannot read your mind.

And forth, ***always do your best.*** Your best is going to change from moment to moment; it will be different when you are healthy as opposed to when you are sick. It will be different from day to day. Under any circumstance, simply do your best and you will avoid self-judgment, self-abuse and regret. If you give your best everyday and take care of the salesperson inside, your sales on the outside will take care of themselves.

### **\*\*Mastering Your Mind To Be a Top Performer**

Back in July of 2007 I attended a workshop that changed my thinking and my ability to tap into my unused potential and change some of those beliefs buried in my subconscious mind. I was so impressed that I continued on with the training and became certified in the technique and am now offering this amazing gift as a part of my corporate coaching package.

Performance Kinesiology is a technique that has been used for years to tap into blocks that hold us back in the subconscious mind, i.e. your conditioning. We all have used tools such as affirmations to tap into and change our conditioning but one of the frustrations I always had was that it took so long and most people I coached did not maintain the discipline needed to stick it out and change those patterns.

**If you are interested in more information about Per- K for yourself personally or a corporate group, call or email me at the number below for a free consultation.**

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If you are interested in learning this technique for yourself, sign up NOW for the workshop this August in Newark, DE!

### **Free Your Mind from Limiting Beliefs: PSYCH-K Weekend Workshop**

Saturday & Sunday , August 2nd & 3rd 9am-5pm

**Cost** \$350.00 / \$300 early registration by July 15

**Location:** Newark, Delaware

**Contact :** Leah Gray 302-463-8989 or Saryu Dalal 610-277-0690

**\*\*Mexico - January 31st - February 9th, 2009**

Many people whom I have come across in my travels in the last year are on a search for their soul. They are trying to find out who they are, what they are made of and exactly how to empower their spirit to soar. People take many different paths to find their inner selves. Some go to workshops, others read books, and some are searching for more than a book or workshop can give them. They are searching for an experience that will enlighten their soul and start them on their path. There are many places on earth that are meant to awaken the soul; they are called sacred sites. These sacred sites are places of power where transformation takes place on a soul-level.

Chris Sopa International Journeys is taking a transformational journey to Mexico! This 9 day journey will take us to seven sacred sites in Mexico as we are lead by internationally renowned Maya expert Miguel Angel and our own personal shaman. At each sacred site, we will be cleansing one of the seven main chakras (our main energy centers that impact our health and balance), replacing the old with the new, taking part in ancient Maya ceremonies and allowing the sacred energy of each site to bathe us in it's healing powers.

**CONTACT CHRIS NOW FOR MORE INFORMATION ON HOW TO LOCK IN YOUR RESERVATION AND RECEIVE A COPY OF THE FULL ITINERARY!**

**Dates:** January 31-February 9, 2009

**Cost:** \$2499.00 per person (price based on 6 travelers)

**Price Includes:**

- Arrival and departure transfers (Mérida Airport / Hotel / Mérida Airport)
- Transportation in air conditioned bus for itinerary
- Total of 9 nights accommodation
- 16 meals: 9 breakfasts and 7 lunches
- Admission fees to the 9 sites listed on the itinerary
- Tips for Bellboys, Maids, Restaurant waiters, bus driver and guide
- Travel with author and Maya Master Teacher, Miguel Angel Vergara
- Special lecture with Miguel Angel: The Maya Goddesses
- Participate in meditations, rituals & ceremonies at the Maya sites with Miguel Angel
- Special candle lit ceremony & swim at Ik Kil Cenote
- Experience ancient Maya rituals and ceremonies with local shamans
- Visits to eight important Mayan sites
- Farewell Lunch
- Coaching throughout the entire journey with Chris

\*\*Those of your interested in a sacred journey to **Peru**, we will be traveling to **Peru** on September 5th - September 15th, 2009. This trip will be for women only! (sorry guys) We will be hiking the Inca Trail, spending time in the Sacred Valley and Amazon jungle and focusing on the feminine energies of this amazing country. Contact Chris to reserve your spot now. This one is almost full!

**Speaker Agent Needed!!**

Chris Sopa International is looking to hire a part-time (to start) speaker agent who is willing to locate, book and schedule all of Chris' speaking engagements for a 20% commission. This person needs to be self- motivated, committed, preferably not employed with another employer and have the ability to work from home. Please contact Chris if you know of anyone who may be interested in this money making opportunity!

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**Up-coming Events:**

## **Maryland Association of Boards of Education Conference**

"Balancing on the Board"  
September 24-26, 2008  
Ocean City, MD

## **DE SHRM State Conference**

"Empowering Your Employees to Work Better...and Live Better"  
November 18-19, 2008  
Dover, DE

## **South Jersey Healthy Living Expo**

Sponsored by Chris Sopa International  
November 2, 2008  
Voorhees, New Jersey

Be well,

*Chris Sopa*  
**Chris Sopa International, Inc.**

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web: <http://www.chrissopa.com>

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