

MAKE.

IT.

HAPPEN.

SELF-BELIEF

AN INSPIRATIONAL GUIDE

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VOLUME 3



SELF-BELIEF

In order for you to truly reach your potential as a sales professional, you'll have to **believe in yourself**. And I'm not just talking about having a healthy dose of self-confidence. What I'm talking about is a belief system that can't be swayed. A mind-set that's able to keep you going no matter what. Having a winning mentality plus determination will give you the power to move forward and produce remarkable results.

Successful sales professionals, regardless of the industry they work in, are able to harness this power of self-belief to assist them in achieving success. Believing in your own ability to reach your full potential is the key.

Here's how to get started:



Self-belief starts with you. When I'm faced with a challenge, I look myself in the mirror and speak through all of my concerns. I tell myself that anything is possible and that I can achieve anything I set my mind to. By having a serious conversation with myself (and I mean serious), I can create my own belief system. Perhaps if you were a bystander watching me do this you'd think I was a little bit crazy but researchers have identified that talking to yourself is great for the brain, and it's also a great trick to boost self-confidence.

THE MAN IN THE MIRROR

Our subconscious is very susceptible to the things we say out loud. The more we verbalise something, the more we believe it. So when you combine saying positive statements with looking yourself confidently in the eyes, the results can be amazing. I urge you to give this technique a go. Don't knock it before you try it.

JUST DO IT

In my previous e-book 'Fear', we learnt why that little voice at the back of your head can keep you safe but if you let that fear rule you it can also keep you from achieving your goals. It's normal to be afraid sometimes, but what you have to realise is that most of the time, if you give in to these fears, all you're going to do is start fuelling the fire of negativity.

If you don't achieve what you set out to do, then you shouldn't be asking yourself why you failed but rather why you didn't fully believe in yourself - because from experience, if you have conviction you can do anything. If you truly set your mind to something, there's nothing that can stop you.

I recently went on a trip to an outdoor adventure centre with my daughter who happens to be terrified of heights. She was petrified of bungee jumping. Standing at the top of that platform and looking down would frighten most people but once she jumped she ended up doing it another eight times! That's how it is with her and her fear of heights. I reminded her of this before she did her first jump and refused to let her back down. Because she knew that there was no other option she faced her fear head on and did amazingly well.

It's the same with sales. Sometimes you need to just jump. Let go of the fear that has been occupying your mind and go for it. **It's a liberating feeling!**



In order to be a convincing sales professional, you'll have to believe in the product that you're selling. A friend of mine recently beat cancer. She also happens to sell critical illness insurance. Because of what she went through with her cancer, she truly believes that the product she's selling will make a difference to people's lives, just as it did hers, and that makes it that much easier to sell.

BELIEVE IN WHAT YOU'RE SELLING

If you don't truly believe in the product you're selling then how can you sell it? It's this human-approach that will help you. If you can't personally connect with what you're selling and if you don't truly believe that it has any value, then why are you selling it?

Studies show that most 25-year-old men don't believe in critical illness insurance. But after talking to my friend who had cancer, most would now.

Always put yourself into the sale. Believe in yourself as much as you believe in the product and it'll make a world of difference.



THE PROOF IS IN THE PUDDING

Sometimes, due to many years of preconditioning, our brains can trick us into believing something that may or may not be true. Think back to when you were a kid. Chances are, you didn't like Brussels sprouts- I know I certainly didn't. I thought they were revolting. I spent many years during adulthood still avoiding them until I had to convince my daughter to eat them, and the only way she'd eat them was if I did too. Lo and behold, when I actually tried them again I realised that they weren't all that bad. Plus they're healthy. Who would have thought?

That same thinking can be applied to other things that your mind controls. You may think that you're a terrible public speaker because you had a few bad experiences in school or as a teenager, but in actual fact if you relaxed and used that mirror technique that I was talking about earlier, you'd definitely gain some confidence and have the ability to win any crowd over.

As Nike says: **Just do it!** Do whatever scares you. Do whatever you think you can't do. Because **you can make it happen!** The proof is in the pudding...



1. Don't listen to the naysayers- there will always be people who say it can't be done!

A positive mind-set will always be better than a negative mind-set. In a meeting of two people, the person with the most conviction is usually the person who succeeds. Don't be swayed by other people's negativity. Remain focused and believe in yourself.

TOP TIPS FOR SELF-BELIEF

2. Prepare yourself for body blows:


I wish I could tell you that the road to success is easy but it's not. You're going to face rejection and failure along the way, but it's up to you to turn that failure into something positive. Precondition yourself by preparing yourself for setbacks, and then when you encounter problems, you'll know how to handle them.

3. Know the difference between right and wrong:

If you don't believe in what you're selling, and it goes against who you are and what you believe in then you shouldn't be selling it. Stay on the path that keeps you motivated and inspired.

To quote the verse that was printed on one of my very first business cards: **"Life's battles don't always go to the stronger or faster man. But sooner or later, the man who wins is the man who thinks he can."** – *Vince Lombardi*



A portrait of Spencer Lodge, a man with dark hair, wearing a blue blazer over a white shirt. He is looking slightly to the right with a slight smile. The background is a blurred architectural structure with arches.

"SUCCESS OCCURS WHEN
YOUR DREAMS GET BIGGER
THAN YOUR EXCUSES"

SPENCER LODGE

Spencer Lodge is a leader in the international financial services and sales industry with over 23 years of experience. He has personally trained over 500 people during his career and has helped build some of the largest and most successful financial consultancies, delivering expert advice for clients and investors from all over the world.

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