

Little Voice Management

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The road to financial prosperity takes many turns. Yet the most direct route is the path of sales. In other words, in order to buy something, you first have to sell something. To build a business, you have to sell. To lead a team, you have to sell not only a point of view, but behavioral change as well. Yet, anyone in sales will tell you that the toughest sell of all is selling YOU.

That is why all the strategies and tactics on sales are really irrelevant if you are losing the battle for your own brain. Have you ever argued with yourself? Have you ever talked yourself out of things that you know you should do? I thought so. The key to selling to prospects, co-workers or your kids, is learning to manage the "little voice" in your own brain.

Years ago a team of psychologists led by Martin Seligman found that some people 'naturally' did 30% - 70% better in sales than others, regardless of product knowledge or traditional selling skills. They found that the way the 'little voice' in your brain interprets both successes and setbacks makes the largest impact on future success or failure.

For example, if you are dealt a rejection.....better yet the 15th rejection in a row, what does your 'little voice' say. Have you ever said, "Maybe I'm not cut out for this." "There is something clearly wrong with me and what I'm doing." "This is the kind of stuff that happens to me all the time." Or let's say that someone backs into your car, do you say something like. "What else is going to go wrong today?"

If this is the direction that your little voice goes, then according to the Seligman's research of several thousand salespeople, you are shooting yourself in the foot on a routine basis. Because those thoughts take your energy down. And sales, resiliency and performance are pure energy endeavors.

I have heard many 'old-timers' in the business of sales say that when it comes to sales, you either 'have it or you don't!' That has always bugged me. Everyone has "it." Yet, the truth of what they are saying is that some people's 'little voice' naturally interprets success and failure in an optimistic pattern as opposed to others who have a doubtful or pessimistic pattern. But anyone can re-program their brain!

Like an athlete you have to learn how to train your brain to interpret setbacks properly. The good news is that by trapping and correcting that little voice dialogue, sales and productivity results can be turned by at least 30%.

By the way, the flip side is also true. If you have immediate or incredible success, do you discount it to luck? Do you give all the credit to others? Do you attribute your success to outside sources? If so, you have the same problem.

So the emphasis in hiring, training and improving sales results really lies very little in the teaching and recruiting of experience, technique or even tactics. It lies in assessing, and training the 'little voice.' The bad news is that the 'little voice' is the ultimate deal-maker or breaker.

The good news is that you can recruit individuals with that natural optimism. Even better news is that optimistic or not, the little voice is trainable and once trained, not only improves sales and attitude, but the quality of the life of that individual. At an organizational level, it can shift the energy, outlook, attitude and performance of an entire organization. HAPPY SELLING!!!

Little Voice Management System Tools (LVMT)

Throughout our entire life we have a lot of experiences. When they are coupled with emotions, we tend to remember them longer than the other one. If it is coupled with negative emotions, we remember them even longer than the positive ones.

The only reason why people don't get what they want is based on fear. The reason why you need to learn how to sell is because sale is the best tool to learn how to overcome fear.

We have a winner inside of us and we have a loser inside of us. We have a hero, we have a coward. We got to choose which one we want to be at any particular moment of time.

LVMT are designed to turn your brain around, turn your mindset, turn your mood, turn your energy, and turn your emotion around in less than 30 seconds. A person with high energy generally wins.

Technique Number 1 – How to you handle SUCCESS?

How you handle success is as important as how you handle failure. Here is what you do.

1. Physically take your right hand makes a fist just pull in and say Yes with a strong positive emotion. You need a physical and verbal gesture to anchor it into your body. Every win, every success, and every compliment you received, anchor it in, or give someone a hi-five or a pat on the shoulder if you are doing to somebody else. Acknowledge every success as you deserve it. Take ownership of the success. Take credit for it. Reason is that it will bring your energy up. This is a game you are playing with the little voices in your brain.
2. Tell yourself the rest of the day, the rest of the week is going to be great. When negative voices appear, utter loudly the word STOP to yourself.
3. Attribute your win to the rest of your life – my marriage is great, my business is great, I will make more sales. These are signs that life is going to be great.

Technique No. 2 – How you deal with ADVERSITY

What do you do when somebody says no to you?

1. Do not attribute to you personally instead attribute it to outside sources. When negative voices appear, utter loudly the word STOP to yourself.
2. Tell yourself that this is an isolated incident and the rest of the week is going to be great. Do not allow it to go beyond the present moment.
3. Do not allow it to go global. It does not and will not happen to me all the time. You got to trick you brain as your brain is tricking you.

Technique No. 3 – How you deal in the face of FEAR

What do you do when something is intimating to you, it creates fear. When facing something fearful you basically take your right hand makes a fist, look up, pull in and say to yourself "Yes" with a strong positive emotion. Do it 2 to 3 times, when your energy is up, go and take the necessary action.

Technique No. 4 – How you debrief yourself no matter what happens

After an experience that leave an emotional mark, positive or negative, it is important to make sure that you can move on to the next peak. Ask yourself repeatedly a series of questions

1. What happened?
2. What worked?
3. What did not work?
4. Why?
5. What did I learn?
6. What did you learn about you?

Technique Number 5 – Celebrate ALL WINS

Celebrate all wins with a hi-five, a pat on the shoulder, a compliment, a token of appreciation to anchor into your body no matter happens, not matter how small is the win. Celebrate all wins of those people around you as well.

Technique Number 6 – How to handle a FAILED GOAL

It is important to handle it well otherwise it causes your energy to drop. When the next time you set another goal which such a dropped energy, your goal will become lower, understate, minimizing, or not even setting your goal anymore. It just becomes illusion. In life, you are not going to get most of the goals to set up to do and it is okay. You just need how to handle it so that you can move on and keep your energy up. Here is the secret. Once it becomes clear that you have not achieved the goal, here is the process:

Review what the goal was and what were all the things you did achieved on the way to that goal. Make a list and talk them out loud. What you do is listened to yourself and find out which one has the most energy around. You ended out achieving another goal that you do not know you actually have (your real secret goal). Once you recognized that your spirit gets happy. You achieved the goal. Now you are ready set a new goal. The original goal was not the real goal that you want deep inside. You wanted something else behind it, which is the essence of who you are. We have to acknowledge the un-acknowledged goal. That is the key to this particular process. There is no such thing as not achieving a goal. You may set a goal and not get it but you achieve something else in the process instead of the monetary one.

Technique Number 7 – How to shift your MOOD quickly?

When you are in the bad mood, what do you say to yourself? Go through this process

1. “What mood are you in?” Answer with “thank you” and then ask the same question and acknowledge it repeatedly until you solidified on one and actually the energy dropped, and then you go to the next question.
2. “What game are you playing?” Answer with “thank you” and then ask the same question and acknowledge it repeatedly until you solidified on one and then go to the next question.
3. “How big are you?” Answer with “thank you” and then ask the same question and acknowledge it repeatedly until you are up and then the process is over. The purpose of this process is to shift our emotions.

Technique Number 8 – How do you get yourself to overcome FEAR or MISTAKE?

What you do is to celebrate mistake. Whenever you recognize of a mistake, take up both your hand and grasp them into the air and shouted “YEAAAAH”. Learning to love being making mistake. We learn to take risk. We tend to have the tendency to focus on the one thing that it did not work or it could have been better.

Technique Number 9 – Goal Management Technique

Once you have written your goal, give it to somebody else and have them to read your goal back to you and you notice what your little voice say when it is reading back to you. It is clear? Do you get excited about it? Do you need to re-word it? Are you ashamed of it? Are you proud of it? Do you think it is overstated it? Do you understate it? You need to talk that through. Notice what your body does? Do you body reacts positively or negatively? Whatever the response, celebrate accordingly. Does the fear paralyze you or motivate you? Learn to celebrate with the fear is about using the fear to motivate you and increase your energy.

Technique Number 10 – Being Present

It takes two people to do this. What you do is to mirror yourself. Sit knee to knee and look into eye other eyeball to eyeball without talking, no monkey-ing for at least 3 minutes. The purpose of this is that if you are overwhelmed or you are in an emotional state, your little voice inside of you starts to get crazy. Just let the little voice run. You don't need to do anything. You just need to stay present. When you can do this, you will find magical thing happens. All the sudden, your brain becomes very quiet. You are able to listen to yourself. You are very present. You can connect with the other person. You do not need to like them. You just stay present. After awhile you practice this, your ability to connect, listen and be present is incredible. So that the next time your prospect says something to you, you really hear rather than going way pass them where your little voice goes

100 miles per hour trying to think of a solution where you missed half of the essence of what they are saying, you connect with to them.

Technique Number 11 – Anchoring Love

Recall into your mind a time in your life you knew 100% that you are completely loved, just remember what you saw what it felt like, what is going on, what you are saying to yourself, what they are saying to you at the time you knew you are 100% loved. When you can see it, feel it, again, with your right hand clenches your fist and just say YES. This is a tool also give you strength in the face of fear.

Technique Number 12 – The Bragging Process

If you really want to get your energy up, give yourself 1 to 2 minutes to brag about anything. Talk about anything you have done in bold, big, loud proportion and become a legend in your own mind at least for a minute. Talk as loud as you can, stand on table if you wish. This is hugely therapeutic. Say things like, "I am the greatest salesperson on earth. When people come in front of me, they absolutely cannot refuse me ever. I know why I am so good. I have read more books, listen to more tapes, go to more seminars, spent more dollars on education to learn how to sell and to learn how to be powerful than anybody on the planet and not body can touch me on this."

It does three things. 1. It brings your energy up. 2. It starts to tell your little voice inside the message you are great and you can do great. 3. It reminds you of the things you have done well.

Most of us have the problem of looking big. We have a fear of humiliation. Get to the point of reciting your accomplishments. Do not need to be big accomplishments. You begin to break through the inhibition of fear, shyness and being concern about what other people think of you.

The powerful part of this process is that it is done in fun and the power of this process breaks you out of worrying about what other people think about you. The definition of a great person at some level you got to burn that out of your brain. Do it once a week, or even once a month, will make a giant difference in your life.

Technique Number 13 – The Intimidation Technique

This is a tool of repetition. Take the worst nightmare objection, things that hurt you the most, intimidate you the most. Write them down and drill them with somebody else. "You are stupid?" "Thank you, I understand what you say. Why you say that?" Drill this until it reaches a point that it does not flush you any more and your intelligent goes up. You do this knee to knee and have people ripped you. Every time you flush, they say "STOP". They then repeat it until you have no emotion towards it then go to the next one.

Technique Number 14 – Cleaning up all the "Should Have, Would Have and Justification in Your Life"

When you feel you have not accomplished something, your little voices go insult and feeling down on yourself. You need to make a list. The list is all the things you little voice says you could have done, would have done and should have done. Go through them and read them repeatedly. Make out some more until you get them all out. As you read them repeatedly, you will start laughing. Once you start laughing, you have let go of those considerations.

Technique Number 15 – Getting the Emotion

When somebody is upset, they do not even know that their emotion is running. They would say something like, "I really hate people like you who keep on bothering me." "Thank you. What are you really upset about?" "I am not upset." "Thank you. What is that you seem angry?" "I am not angry but I am annoyed." Thank you. What are you annoyed about?" "I am with people like you keep bothering me." "Thank you. What annoys you about?" "What annoys me is that I have my personal time. I don't mind talking to people but not this time." Rather than justify your position, you identify the little voice in their brain that has the emotion and identify which emotion it is.

The idea is you got to identify the emotion that you are feeling or the emotion that the other person is feeling particularly if it is a negative one. Do I feel angry now? Do I feel frustrated? The minute you identify what the real emotion is you begin to lift your energy again. If not, you will run around think it is. It could be confusion, frustration, anger, fear, sadness, could be a lot of others and your goal in this process is to identify what is the emotion that I am feeling now. How do you feel right now? Come to the real one, the tonality will shift. You don't need to even deal with it but just to know it.

Technique Number 16 – Up the Scale of Emotions

A simple scale of emotions – right at the bottom: Death, apathy, fear, sadness, angry, upset, frustration, doubtful, impatience, interest, desire, energetic, excitement, enthusiasms, action. Understand this scale and your job is to identify where you are and where the other person is so that you can help them to up the scale to the higher level, not gradually. I really to be enthusiastic now, where am I in the scale now?

Identify your emotion now?

How long you want to be there?

How would you I rather feel right now? (Recall a time you felt this way)

Technique Number 17 – “What I Feel Like Saying Is” Technique

Let everyone say how they feel and acknowledge it with a thank you. Everybody just get 1 shot. The rules of the game are nobody is allowed to judge, agree or disagree, no explanation is needed. You just listen and just say thank you. And there is a time limit for everyone to say in 30 seconds or less. In a big group, give them 5 seconds or less. This is to ensure that the participant physically and mentally there.

Technique Number 18 – “Telling It as It Is” Technique

When your little voice is sounding to you, the minimum you want to do is “As It Is”. Telling it as it is. I feel like it now. It appears to me something is going on and what I think it is going on is this. It sounds to me something is going on here that I am not quite sure. Even though you are not right, it is no big deal. You got to get it out on the table. You will find that all the considerations around that will go away. If you allow your little voice to go around rumbling in your head, you will never release it. It will become a psychosis for you.

Technique Number 19 – How to handle “I Can Do It” Paralysis

It is all in your head. The size of the game you play reveals the size of spirit. Never ever let the little voice get into the way of the bigger game.

“I Can't” rarely mean I can't. You really saying is “I don't want to” or “I don't know how to.” The next time you hear you saying it, say boldly, strongly “STOP!” Then you have two options to choose.

Option 1

1. Exaggerate and ridicule it – “I can't to it because it is Tuesday.” “I can't do it because I am wearing a blue shirt.” “I can't because my mother-in-law says so.” “I can't because I have blue eyes.” The more ridiculous the better it is. Be spontaneous. Do it as fast as you can. Do it repeatedly till it get so silly that you laugh about it.
2. Next ask yourself this question, “What can I do?” Then come out with as many things as you can do as possible. I can brush me teeth. I can drink water. I can write my name. I can speak. I can breath. I can walk. Make up these statements and say them loud. Do it as fast as you can until you feel lighter about it.
3. Next ask yourself this question, “If you could do this thing, what would be the first thing you would do?” Now your brain will absolutely answer this question with something very practical and resourceful to get you back on track pushing you to the next task at hands. You are an incredible resourceful human being that has the ability to do just about anything you want to do. This will get the little voice out of the way so that you can asses that brilliant.

Option 2

The second approach is to ask yourself honestly is not that I can't but I don't want to. What is it that I really don't want to do? Your brain will naturally answer that question. Then ask, why don't you want to do it? Notice your answer. If it is an honest one, that I suggest you dig deeper to find what the fear or the concern about the given task. Once you get to the real emotional, get to the real essence of why you don't want to do it, your energy will be much higher. Your resourcefulness will be much greater. You will undoubtedly create a great strategy to fulfill it. Find out what's going inside of you is stopping, or sabotaging your dreams. Sooner or later, you got to stand the hit of yourself to reprogram the part of you that hold you back.

Technique Number 20 – How to manage “The Unknown Territory”

The little voice will say, “I don't know how.” Even though people are given tools strategies and direction when they reach the area of confusion, the easiest thing to say is, “I don't know how.” It works for them. Why? When you say those words people are more than happy to tell you how, to give you their infinite wisdom of advice. The problem is you already put yourself in the victim seat by surrendering you power to that person. If their advice fixed your existing model and feel comfortable to work with, you might apply their advice. Some time their advice is cheap and it doesn't work and also rob you from becoming resourceful in learning how to do it on your own and think you want out of the box.

Less than 5% will actually apply the good advice even is given to them. What about the other 95%? It is does not pass the filter of easy and comfort, they blow it off. They either look for more advice or convince themselves they cannot do it or not cut for it and justifying staying exactly where they are. The greatest block to learning is when a person says, “I don't know.” 9 times of them if you been either shown how, been given the tool to figure out how or observe how a thousand time in the observation of others, something inside, the little voice blocks it. A better response might be, “I need to learn how to do this” or “What do I need to learn to do this?”

What do you do when the little voice pops-up?

1. The first step is to say, “STOP!”
2. Next, light up what you don't know how to do like that of Technique Number 19, I don't know how because ... (Ridicule it). The little voice may even resist you doing this process. Keep doing. You will overwriting those little voices that victimizing you and keep your helpless.
3. Next, ask yourself this question loud, “What do I know how to do?” I know how to eat and so on and so forth. Get up your energy. Keep increasing the intensity of your answer. You really know how to do a lot. By listening to what you know how to do, there is a part of you deep inside will begin to get acknowledged rather than taken for granted. Your energy and your resourcefulness will re-appear.
4. Ask yourself this powerful or critical question, “If I did know what to do, what would be the first I will take or if I am the person who did know what to do, what would be the first step be?” Your brain will come out with the great answer. We have been creating our own comfort zone for us to justify why we are not good enough. Never tell yourself that you do not know how. This are excuses for mediocre result. You do know how to be successful. Do not let something someone said to you in the past to determine your attitude and your ability to create today. Be awesome, outrageous and be the brilliant person that you know you are.

The greatest sale of is selling the little voice in your voice. A sale is always made on every call you made. Either you sell yourself on the reason why you will take action or your sell yourself on the reason why you will not take action. Either way a sale is made. The only question is which part of you that is going to win – the winner or the loser. The option is always yours. You have the ability to win. You have the ability to control your little voice in your brain. The choice is your. Take the choice to win.