

# The Power Of Belief In Selling

By Joe Heller, High Performance Sales Coach

"Anything the human mind can conceive and believe, it (you) can achieve." - Napoleon Hill

Napoleon Hill said it both ways: "it" and "you". He went on to define -- belief. Not wishing. "A belief is created in the depths of the mind. It becomes part of you. This is why a true, deep belief can change your glandular secretions and the content of your bloodstream and work other physical changes beyond the power of medical science to believe. A belief radiating its unknown wave length from the depths of the mind to the depths of another mind accounts for a good deal of 'personality power.'"

Napoleon Hill's statements communicate two core beliefs: one; that the physical changes, internally, as in health, and externally, as in life achievements, can best be facilitated by belief and may be impossible without profound belief; two, that belief conveys itself without and separate from speech from one individual to another.

When I looked around, I discovered that lots of people actually invest effort in goals they do not really believe in. Some are goals set for them by others, whether that's a sales manager, family or society in general. Some people even take their "wishes" and call those goals and even apply some goal setting process to them, yet they do not really believe they can achieve them - evidenced by how quickly and easily they begin to wiggle away from their specificity or introduce excuses in advance when pressed. The few people I had direct access to at this point in my life who seemed to be consistently setting and achieving goals did not equivocate and did appear to genuinely believe in their objectives. This distinction led me to being increasingly conservative and cautious about setting goals, so that the ones I did set, I could firmly believe I would achieve. Around me, I saw people behaving very cavalierly and casually about goals, and I chose a more serious, deliberate path.

Hill's second core belief is even more provocative. If you study all of Hill's work, you'll see that he believes in a "transference of belief" from one person to another on a level different from, and more powerful than speech or body language. In some respects, this is a dangerous idea, open to misinterpretation; to the idea that just by believing strongly enough, others will be so influenced as to hand you your goal on a silver platter. That's mysticism; I don't believe that; and I don't think Hill did either. On the other hand, I have experienced firsthand individuals so unwaveringly and profoundly committed to a particular belief, in some cases in a goal, that they are convincing and influential far beyond their words - their belief itself almost reaches out and grabs you.

Hill observed this special charisma in men like Andrew Carnegie and Henry Ford. I've seen it in a handful of people I've had the opportunity of working with at different times in my career. It IS something worth cultivating.

In selling, this is known as "transference of feeling", and its existence explains why it is nearly impossible to sell something to others that you do not sincerely believe is in their best interests. This is why certain salespeople can achieve in one environment but not in another.

In sales management you need to measure THREE things:

- 1) can s/he sell?
- 2) will s/he sell?
- 3) and will s/he sell here?

The third actually attempts to determine in advance whether or not s/he will be able to create "transference of feeling" about the particular product or service you're selling.

If you will involve yourself (only) in goals you sincerely believe in, and in projects in which you can muster a "transference of feeling", you will find it infinitely easier to be successful than under circumstances where there is little passion in your pursuits.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

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