



Sell With Confidence—Unlock Your Potential

BY PAUL VITALE

“**W**HAT LIES BEHIND US and what lies before us are tiny matters compared to what lies within us.” This oft-quoted maxim, attributed to everyone from Oliver Wendell Holmes to Ralph Waldo Emerson, is thought to have been written by Henry Stanley Haskins, a Wall Street trader, in his book “Meditations in Wall Street,” which was published in 1940. I can’t help but wonder if Haskins, when penning this short statement, wasn’t shining a bright light on the importance of self-confidence, a key component in unlocking your full potential in sales. Having self-confidence is not about being arrogant but possessing a true belief in the ability to succeed. In business, this is never as important as when promoting a product, service or destination.

Walk into any bookstore, and you will find dozens of books and numerous resources teaching the magic formulas of salesmanship. Many of the concepts they present will help; however, unless you first have confidence in yourself and in what you represent, your success will be greatly limited.

Your first impression on others—in person, over the telephone or through electronic channels—greatly influences the outcome. The door will either swing open or stay closed depending on how well you relate to your potential clientele. To this end, you will benefit by presenting yourself as deserving of the client’s business and then represent your product with the same zest and commitment.

Are you making the most out of every sales opportunity? Do you fully explore ways to grow your business through your NTA membership and events such as Montage, Contact and Convention? Do you write your own script for success, or do you allow circumstances to steer your course? Do you follow through impeccably well? I’m of the opinion that to unlock your full potential, you must pause for a moment and pay close attention to your own process. The time spent in reflection is an investment in your future with

a guaranteed return of self-improvement and business growth.

To master the skills of salesmanship and expand your market reach, ask yourself the following questions frequently and think about your responses.

Do I honestly believe in what I am promoting? You must have passion! If you are not passionate about what you promote, people will recognize this and become skeptical. Expressing true passion and a deep belief definitely will help set you apart from the competition. When you are able to persuade people to believe in your product as much as you do, you not only will make the sale, you will leave a lasting impression.



Do I possess adequate knowledge to demonstrate the full benefit of my product? It is extremely noticeable to your clients when you don’t understand the nuts and bolts of what you are offering. You might slide by for a while, but sooner or later your knowledge and understanding will be tested. It’s important to realize that your name and reputation are attached to what you represent. In today’s competitive travel industry, it is much easier to initially learn as much as possible about what you are selling than to try to regain the trust of your clients after a product has not met their expectations.

Is providing quality customer care a part of my regimen? Regardless of your job title, position or experience, your No. 1 task always will be to attract, satisfy and preserve customers. It is essential to keep in

mind that consumer satisfaction, retention and loyalty are achieved by exceeding what clients anticipate in positive ways. Exceeding customers’ expectations on a consistent basis pays major dividends every day.

Am I capable of handling rejection?

There is one guarantee in sales: You might be passionate and well-versed about your destination, product or service, but rejection is going to take place. Statistics show failure occurs more than 70 percent of the time. However; every “no” is one no closer to a “yes.” Learn to accept rejection, remove it from your mind and then move forward. No one enjoys being turned down; still, if you improve from it, you and your business will be strengthened.

Being provided with the opportunity to educate others on what you offer can be as enjoyable or difficult as you make it. Either way, you are in control of your environment, technique and attitude. If you truly want the door to open, you must believe it will and persist until it does.

As a travel professional, commit to achieving your utmost potential even when the going gets tough.

Successful individuals have discovered the art of promoting their product, service or destination in such a way that positive results are inevitable. Earning the opportunity to build your business, one client at a time, takes a steady plan that is grounded in proven techniques—not here today, gone tomorrow practices. Now is your time to begin selling with confidence!

Paul Vitale, founder of Vital Communications Inc., is a professional speaker and author based in Little Rock, Arkansas. He will be presenting two seminars, “Sell with Confidence” and “It’s Your Business, It’s Your Name,” at Contact, in Newport, Rhode Island, Aug. 1–3. Vitale presents seminars and keynote presentations to various organizations while contributing content to regional and national publications. For additional information, visit paulvitale.com or call +1.501.663.1454.