

## SELLING DIAMONDS OR PENCIL OR AIRBUS: RESULT DON'T DEPEND ON WHAT YOU SELL, BUT ON HOW YOU DO.

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You must have seen growth and prosperity with people who maybe not selling affluent or expensive products or services.

You must have seen people who are selling affluent products and service which don't have affluence of a deserving kind.

Why?

Because it doesn't matter what you sell that defines your own prosperity and affluence.

Only how you sell what you sell defines the end result whether you have built a true affluent presence or you are having a story to justify why you hadn't been able to

I have seen this pain, I have also lived the pain and now I understand the same and help others to recognise and built the reality of affluence no matter what you sell.

Of course, thriving businesses use a well-lead, thoughtful, sophisticated systems, structure, and methods for sales. Of course, these businesses pour in right talent and its infrastructure to propel results.

They also have dot-to-dot ability to find and fulfil customer needs and after-sale methods. And many more layers below layers of well-architected activities that entire business runs on, for generating revenue via sales.

Yet, all these layers of well-architected activities and systems, policies at each level supporting outcomes of each layer, it all begins from the highest authority of the business usually owners as an ultimate decision-makers.

It begins from **owners belief system**.

*Owners beliefs about himself, money and business governs everything.*

So much so that, there may be no layer as described above if owners beliefs are haywire about him, money and business.

When we ask family ownership groups to share what they believe about money some of them have responses like below:

*Money is evil. Money is hard to come by. Its scarce. If family won't have love then money won't be there. And many more of beliefs.*

You should understand that your beliefs are what you think, feel, and behave. When you are playing out day-in-day-out of any of the above or similar limiting beliefs – **how could your results be any different than what you believe in?**

Of course, one can get lucky such as you are in a commodity market and people don't care who you are and only want your products to feed their needs of food, shelter, and cloths. You will survive well but beliefs play a role even in these commodity market scenario when you want to thrive consistently year-in-year-out. Now, the thing is, **what about beliefs of your people who are selling? Would people be able to sell goods and services when they are tied with their limiting beliefs?**

Thankfully, you don't have to much worry about the same when you recognise that all you ought to go is to **build a sales organisation** based on thriving beliefs that you genuinely believe in and project consistently in your thinking, feelings, and behaviours.

The people who would operate within their roles in sales organisation need not be having make or break impact of what they believe as much.

Besides, your talent acquisition strategy would filter out those who aren't the right fit to execute your sales function and all its layers of actions one-above-the-other.

Once you have understood the impact of your belief system and begin architecting your sales function to manifest your belief, it's a start to affluence and continuity of the same.

The road is long where how you now architect your sales function as per your beliefs and how it ensures that outside realities are absolutely respected and yet thriving can be produced is an engineering, management and business topic. We shall be dipping in it next time.

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**At present to sum up:**

If you invite yourself to calmness and review your beliefs about self, money and business, you would hopefully be able to instigate a pivot. Pivot won't bring result but definitely sets the direction which otherwise isn't set to affluence and continuity of wealth and impact.

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