

## Emotions Create Action

In sales, the sales rep is at control! Not the prospect.

One thing to note is that whoever is in control, WILL influence the other individual.

Cause-Effect. Simple as that.

The person in control is at cause, and he is creating effect. The person who is not in control will be the effect of the individual who is in control.

Get it?

Now another thing. In order for an individual to take action, that action has to be fuelled by emotion.

Strong emotions create fast and effective actions.

Let me share this exciting data with you. You CAN get the prospect into a positive emotional state, where he is eager to take action and purchase your product/service.

BUT for that to happen, YOU have to be in that emotional state which you wish your prospect to have.

Emotions are infectious. Like laughing. Or in some cases, sadness.

So as a sales rep, get hyped about what you are selling before you get your prospect hyped.

Good luck!