



# INNER THEMES OF SELLING

## Ego

Ego is a person's self esteem or self-image. The successful salespeople are those that possess the natural buoyancy to weather the storms and bounce back from rejection. High ego enables people to be responsible for their own successes and failures. *Lack* of ego is the number one reason for failure.

## Competition

Competition is a person's natural urge to compete. Competitive people are motivated by winning, regardless of the size of the prize. Successful salespeople in the financial services industry have to love a good and fair fight.

## Belief

Belief is the internal conviction that a person is doing what is right, ethical and just. The salespeople who will be most successful are those that have the conviction in the good they are providing to their community. They live by the motto that *selling is serving*.



*Interview questions related to **Ego, Competition and Belief** provide evidence of WHY the candidate does the job. So in other words, the intrinsic reasons for why they get up and out of bed each morning and strive to do what they do – what makes them “tick”. Will they do it to be the best, be the winner or be of service.*