

Dr. Judit Szilágyi:

Don't play tricks, pay attention! How to avoid burnout and be more efficient in sales

(summary)

Popularity of the mindfulness movement

- personal development
- women's magazines, cooking classes, dating sites
- how about the connection between sales and mindfulness?

The competency of awareness is a prerequisite for great sales results.

- we learn more and more sales techniques and new tricks, negotiation tools
- but are the basics solid?
- sales is about people, about human relationships

No matter how excellent our product or service is, **sales is about how well we are able to connect to the other person, to understand their real goals, needs and to develop mutual trust.**

- sales tools and techniques can help but without mindfulness they are almost useless

Don't be a sales yogi!

- mindfulness is not a relaxation or a recreational technique
- it is independent from religion or from esoteric doctrines, it only means controlling your attention
- **mindful awareness means focusing your thoughts to the present moment without judgment**

How does a mindful salesperson work?

- a mindful salesperson is able **to focus on the client in a deep, open, non-judgmental way**
- he/she listens to the client without preparing his/her own answer

Is it the magic wand of B2B sales?

- one of the biggest challenges for a salesperson is to learn how to avoid sharing conclusions and solutions too early
- what is needed to delay presenting our solution?
- mindfulness helps **avoid early judgment, ask more and more questions digging deeper, recognizing the client's full story, and be able to sell a complex solution based on real needs**

Symptoms of being in sales: burnout, stress, lack of time...

- hype of mindful awareness in the western world is due to the increased need for stress management
- MBSR - Mindfulness Based Stress Reduction (1979, Jon Kabat Zinn)
- **with the 8-week long practice of mindful awareness our level of stress can be decreased permanently, our coping mechanism and well-being improve significantly**



About the author

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