

7 COMMON MIND-SETS NEED TO BE CHANGED IN ORDER TO SCALE YOUR VISIBILITY IN THE MARKET

- **They Will Feel Bad If I Follow Up:** Effectively follow up with your potential clients without irritating them.
- **My Services Are So Good That Those Will Be Sold Themselves:** Don't be overconfident with your product & services; They Should meet customer needs.
- **I Should Wait For The Customer To Get Back:** Always try to follow up with the customer from where the inquiry is generated or you have sold your services to.
- **Sales Goals & Target Create Pressure:** Focus on creating a target audience with planning & preparation to achieve your sales goals.
- **If I Sale A Lot My Customers Might Not Like Me:** Always try to build customer relationships.
- **I Am The Best And One And Only Sales Person In My Team:** Always try to have a sales team for better engagement and stronger relationships.
- **Marketing & Sales Are The Same:** When you know the difference between sales and marketing, you know how to support each other to create a successful business.

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