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Business Intuition

By Lee Milteer

Intuition sounds almost mystical, but it's actually just the mind's ability to match patterns. You "get a feeling" about a new situation because it is subconsciously similar to an experience you have had before. That is how intuition tells us that an attractive business offer has hidden dangers or an associate doesn't have our best interests at heart.

Imagine this: You're sharing logical reasons why your prospect should invest in your product or service. But deep down, hidden away, you're feeling unsure of yourself. You have fears that your supplier cannot deliver on time or you don't feel worthy of a large commission, or maybe you dislike your prospect. Maybe you fear your supplier will let you down or your staff cannot handle the extra work.

Something inside of you is insecure. Whether your feelings are positive or negative, they are energy that's being transmitted by you to your prospect. Your prospect picks up subtle energy patterns or thoughts, intellectually or subliminally, and can feel your doubts. It's important to clean up your thoughts, doubts, and negative energy before you make presentations of any kind. If they are, I assure you these negative feelings are affecting your sales, profits, and results.

Your inner thoughts and feelings are just as important as your physical presentation because your inner thoughts affect your prospect's decisions. You must be aware of the feelings you are experiencing because others can pick up your energy transmissions. Keep

in mind that when clients spend money, they want to feel safe to buy things. Just like you, they can sense danger or safety on a conscious and unconscious level. Human beings just seem to be "wired" to intuitively pick up fear, danger, or lack, just like animals sense fear.

Have you ever had a feeling that you should call on a particular client? Then, after you ignored your inner nudging, later found out that, had you just called on that client, you would have made the sale? How many times have you had a feeling that it was going to be a waste of time to call on a certain client, but you made the call anyway and the client was not even in the building? In today's world you must develop and use these natural abilities to be successful in whatever you do, from your personal life to business.

One of my clients, who is a top salesperson in the printing business, told me a story about how at the end of a very long day, she was driving from her last appointment and decided not to go to the office, but to just go home. Just before she reached the street she normally takes to go home, she had a hunch that she should go back to the office. Though she tried to talk herself out of the feeling, it was so strong that she finally gave in and went back to the office.

She said she had barely unlocked the door to her office when the phone rang. It was a prospect that she had been pursuing for two years! She was surprised when she heard the caller say, "*Our company just landed a huge international account and we need a huge printing job done as soon as possible.*" As she was writing down his needs he said to her, *"This is your lucky day because if you had not been there tonight to get this started, I would have had to call on one of your competitors to get this project done. I am leaving tomorrow to meet this new client in London to sign the agreement."*

The sale turned out to be the largest volume sale of her career! If she had not listened to her inner urges, she would have missed it entirely. She told me later that this account alone allowed her to pay for her son's entire college education. After the call and large transaction, this client consistently did so much business with her each month that she was almost always the top producer of her office. She said she would never doubt her intuition again!

I hope you will remember this story because it could assist you to make better decisions when faced with listening to your own inner urges about business. I know we live in a world where science has succeeded in explaining most observable phenomena, which makes it hard for us to accept anything that has not been explained by scientific study. Most people have lost the ability to "hear" their intuition simply because they don't use this natural faculty. As we all know, when you don't use something, you lose it.