



Our Need for Approval and How it Affects Selling



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INTRODUCTION



WHAT IS THE NEED FOR APPROVAL?



WHERE DOES IT COME FROM?



PRACTICALLY EVERYONE DOES IT



WHY DOES IT MATTER?



HOW DO I COMBAT THE NEED FOR APPROVAL?



SUMMARY

INTRODUCTION

Who doesn't like being liked?

Nobody, of course. But when we prioritize being liked ahead of other things, we start behaving in strange ways.

In this lesson, you will learn:

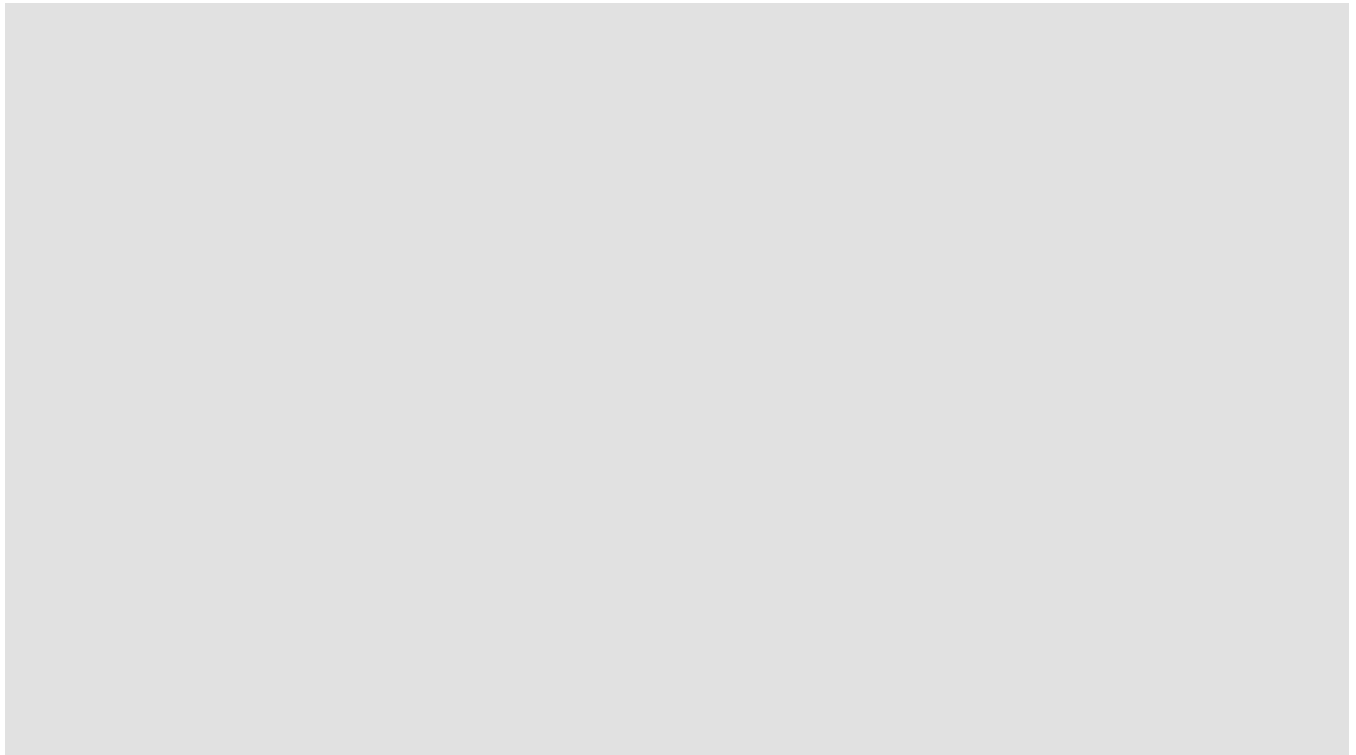
- Why seeking approval is detrimental (even to getting approval!)
- How to identify the behaviors associated with approval-seeking
- How to think differently to become more effective

CONTINUE

WHAT IS THE NEED FOR APPROVAL?

Let's explore this.

Watch the video below to learn more about the need for approval.



Key Points

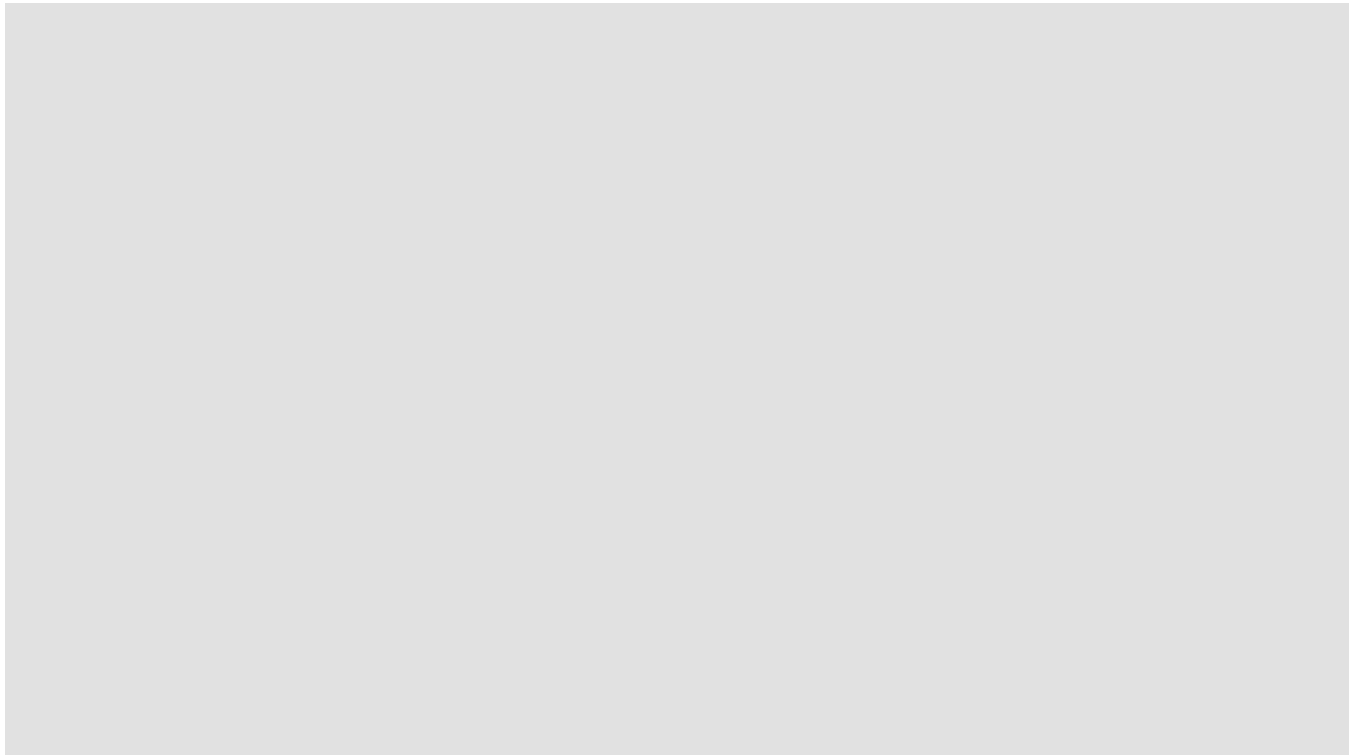
- When you have a need for approval you value the beliefs, opinions and needs of others potentially even above your own.
- Receiving disapproval becomes a painful experience.
- It's your perception of what another person's opinion of you MIGHT be.

CONTINUE

WHERE DOES IT COME FROM?

Even the cavemen did this.

Watch the video below to learn more about where the need for approval comes from.



Key Points

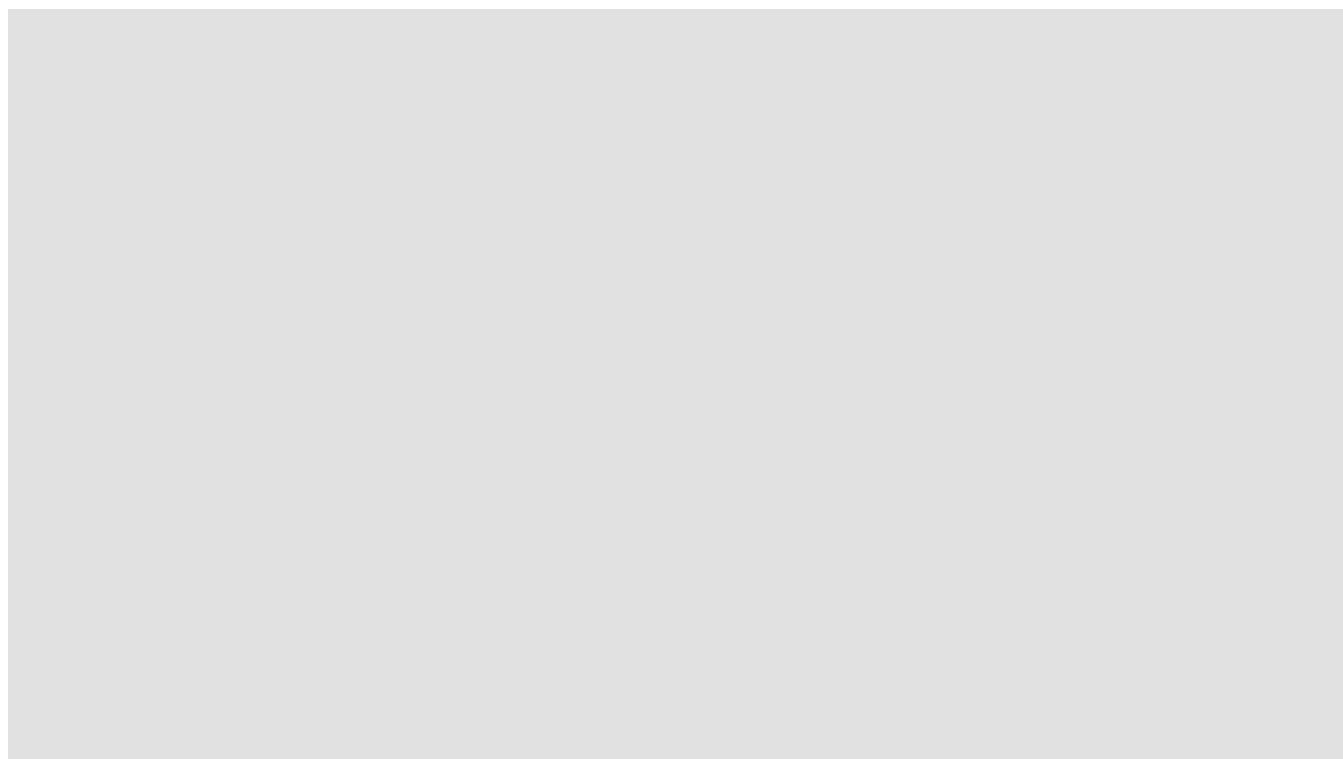
- Tribalism-even the cavemen did this
- Physical pain and social pain occur in the same part of the brain
- Sometimes the fear of disapproval is greater than the need for approval

CONTINUE

PRACTICALLY EVERYONE DOES IT

Sales attracts people with certain personality traits.

Watch the video below to learn more about the prevalence of the need for approval among sellers.



Key Points

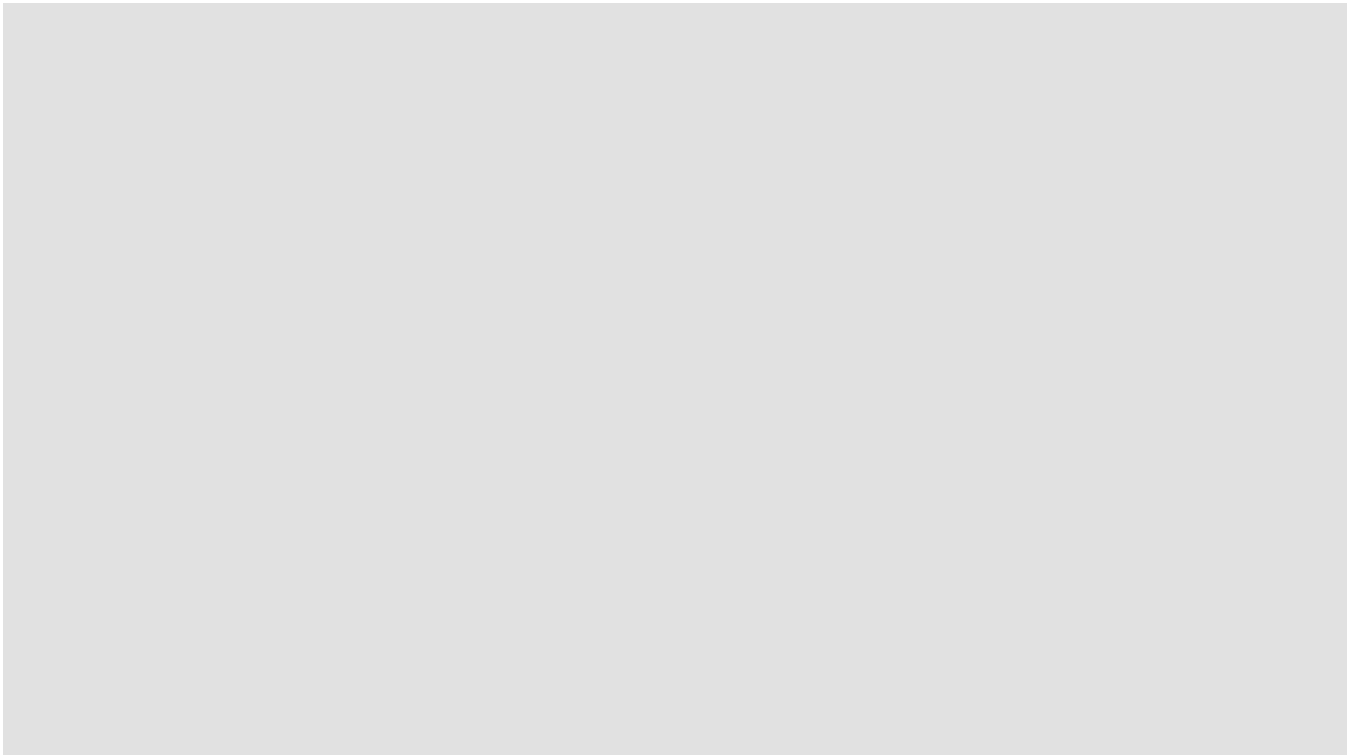
- Most salespeople don't set out to become sales people. But there is definitely a “type” of person that is drawn to the role.
- Sales force evaluations show us that salespeople often have a strong need for approval. They get into sales because they enjoy creating relationships with others, communicating, being surrounded by people and enjoy being appreciated and liked.

CONTINUE

WHY DOES IT MATTER?

So what?

Watch the video below to learn more about how the need for approval can impact your sale.



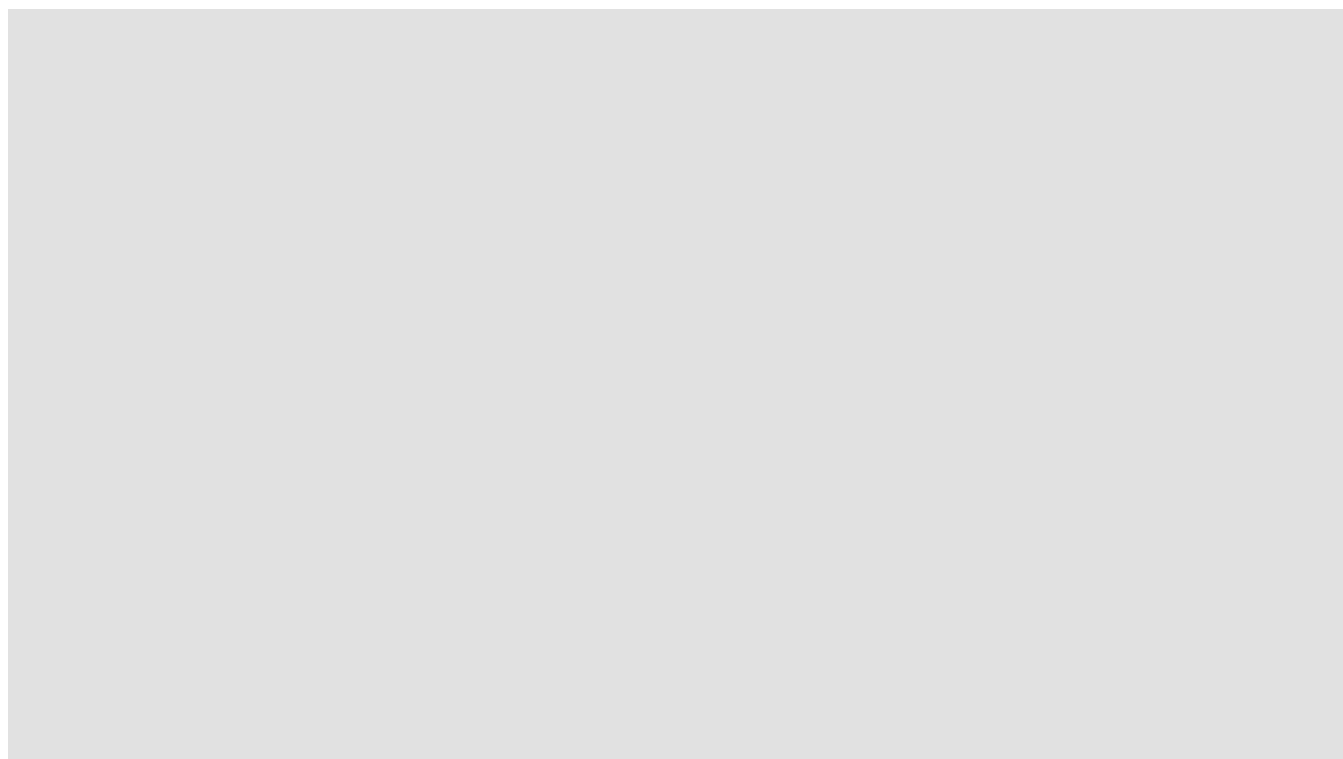
Salespeople who need to be liked are 148% less effective, they are 147% less likely to reach the decision maker, and their probability of closing is 151% smaller.

CONTINUE

HOW DO I COMBAT THE NEED FOR APPROVAL?

Being liked is not a bad thing.

Watch the video below to learn more about how you can combat the need for approval.



Key Points

- Being liked is not a bad thing. A salesperson can be likable without NEEDING to be liked
- Relationships and trust are different
 - Most sellers think they need to build the relationship first and then the trust will come
 - The opposite is true. Trust is built first and then a relationship can be built.
 - Set good goals ahead of time. If you don't have a solid goal, the need to be liked may overwhelm everything else.

CONTINUE

SUMMARY

Congratulations!

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