



Considering the difference between reality and truth

Reality (what underlines appearances)

We cling firmly to the belief that reality is the world is "over there" and each of us is an observer watching life go by and occasionally getting involved. Rather like looking at heavy duty TV or film.

Actually it is nothing of the sort. The only reality we have is inside our heads, our own perceptions. If the universe does exist, then it exists inside our own minds and the minds of others.

We only have to drink alcohol to see that. A couple 'too many' and reality becomes a little unsteady (and more affectionate!) but when we fall over (in love?), the pain is real enough!

So that's the reality that salespeople must deal with - the reality that is going on in the prospect's mind. We must address their perceptions not ours.

Truth (in accordance with reality)

The truth is usually based on an expert's view.

And who is the expert?

It's someone who is perceived to be an expert in the mind of somebody else.

Hmm!

So if someone thinks that another is an expert, are they really one?

Is it true?