

Motivation & Persistence

Coaching Questions

“How do you start selling?”

Topic Introduction

Starting anything new is the hardest part. Think about your first rollercoaster ride or the first time jumping off of a diving board, you were most likely terrified. Once you have done it once, you know what to expect and are able to handle it.

Discussion Questions

- How do you pick up a phone?
- How do you send that first email?
- How do you get ready for the first presentation?
- How do you ask a customer for a referral?
- How do you ask a friend for an introduction?

Key Learning

Once you get started selling, it will become easier. It is always picking up the phone for the first time or even the first time in a day that is the toughest.

“How are you in your sales’ prime?”

Topic Introduction

When we are in our prime, we are at our best. But with every high, there is a low.

Discussion Questions

- Are you feeling energized?
- Are you feeling positive and optimistic?
- What is your body language and intonation like?
- How do you introduce yourself?
- How do people respond to this?
- How confident are you?
- How does this compare to when you are in a slump?

Key Learning

We need to remember the high in order to help us get back to that state.

“What factors help get you into your prime?”

Topic Introduction

There are physical and mental things that we can do to help ourselves. This is slightly different for each of us.

Discussion Questions

- Is it something that you eat or drink?
- Is it something physical, like a jog or simply standing up?
- Is it your physical space? Do you work better in certain rooms or with pictures?
- Is it achieving or striving towards a goal that keeps you motivated?
- What factors keep you there?

Key Learning

Know thyself to control thyself.

Examples

Real Life Example: How do you start selling?

An independent telemarketer was asked what she liked about her job. Her response: "I have the easiest job in the world! All I have to do is pick up the phone and talk to people all day. It couldn't get better than that. Plus I work from home and can avoid a lot of negativity, not a lot of people can say that!"

Although this response seems startling to many of us, it was a good point of how she simply views her job differently and is then able to exceed at it.

The next question was "What is the toughest part of the day?". Her response?

"There are always going to be those people who are a bunch of sticks in the mud. You can't let them drag you down. Probably the toughest is the first phone call each more, but once you have that under your belt it is pretty easy to keep trekking away. And you have to remember that every once in a while you are going to have one of those great conversations that make it all worthwhile. You just have to pick up that phone the first time to get there."

Real Life Example: How are you in your sales' prime?

The owner of a sales consulting firm was able to close almost any sale when he was in his prime. Some sales people have a sales quota for the day and stop there. He realized that he was the opposite. If he landed a sale, he was on a roll.

The way he ended up working was that he'd make a sales call or presentation, if he landed it he would actively go after more that same day and make it a game. If he didn't get a sale out of his first three, he'd cool off for the day.

He learnt that when he was hot, he was hot and to keep going. When he wasn't, it simply wasn't worth stressing about.

Real Life Example: What factors help get you into your prime?

A sales person for a technology product had to keep selling, filling the pipeline, and keep momentum up. That meant that each and every week she needed to be making a minimum of 50 sales calls.

To get herself pumped up, she realized that she needed to do a few things;

- Have 2 coffees or something with caffeine
- Stand up and walk around her office while she was talking
- Let her hands move and have a lot of space

If she got in a slump on a specific day or week, she'd up the adrenaline by going for a jog first. By honing what worked for her, she was able to get the right energy when she needed it for a sales call or presentation.