

# Sales Motivation

Is lack of motivation getting in the way of really hitting your sales mark? Has the big “M”; that’s motivation, been waning as of late? Now would be a good time to thumb through a good sales training manual. You’ll see that one of the top sales training techniques is motivational. Without sales motivation, selling doesn’t happen! If you’ve found yourself in a rut review some of these ideas. It’s motivation for salespeople, made simple!

## **Punt, Kick, Goal**

Forgive the football jargon, but it’s worthy of reference. Like winning a football game you’ll need a goal line. But several maneuvers may be required before you reach satisfaction. Give yourself some realistic motivation by setting yourself smaller or benchmark goals. Small goals should carry you to the ultimate prize, a sale! What can get us more ready to work than having some trophies under our belt? A successful flurry of phone calls. Thank you notes and contact letters sent to faithful customers. Giving your presentation double the times daily you’ve averaged in the past. These all could be the moves you need to get your motivation level back up to speed.

## **Be The Ball**

Many successful salespeople will tell you that visualization is the key to real motivation. See yourself selling that car. Walk across the stage in your mind and accept the award for best car salesman of the year. Give the acceptance speech. Many winners, including Olympic winners will tell you they ran across the finish line a thousand times before the actual win!

## **Go With The Flow**

Immerse yourself in motivational materials. Which speaker floats your boat? Who in your industry do you admire and would like to emulate? Give yourself some time to soak in the good vibrations and really get motivated! Maybe listening to your favorite upbeat band would help? A powerful book written by an inspiring leader could be the answer. Get some real traction in your game by powering up on the good stuff.

## **Build Your Body**

Sometimes motivation evades us because we don’t have the physical stamina we need to run our best game. It’s hard to greet customers with a smile when you feel bad. Are you taking care of yourself? Your body should be a mean, lean selling machine. Take a daily vitamin. Go for a brisk walk. Run around the showroom floor. Get yourself moving to get yourself motivated.

## **Fly With The Eagles**

Perhaps motivation has flown the coop because you've been hanging out with the chickens! Fly with the eagles of your company. Hang out with the guys that are making the grade, and listen while you are there. Be quiet and soak in knowledge. Don't hang out with the complainers and underachievers. And remember, an eagle or star salesman doesn't need you to sell him on how great you are. An eagle will recognize his own kind. And most will teach the younger ones, if you'll learn.

## **Become A Teacher**

Perhaps you have a modicum of sales training, then you should teach! Sometimes teaching can motivate a stagnant salesperson when nothing else can. Pouring out our knowledge is an excellent propellant for building motivational flames within us.