

Keeping Motivated in Sales



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We all know that sales work is very demanding. To be able to keep 'banging away' at the leads every day can be quite challenging. Some tips and ideas about 'keeping motivated' include:

- Positive self talk – the fact that you've had 5 poor calls all in a row doesn't mean to say the next one will be poor. Before connecting the call, tell yourself "This is the big one!"
- Create a success log – refer back to it to remind yourself what you can achieve
- De-stress by 'sounding off' to a colleague – you're all in the same boat
- Create an image (picture, drawing, photo) of what motivates you as a reminder of what it is you are working towards, and keep it close to you e.g. that new car; the new outfit; that vital 20% deposit for a flat
- Remember that "Sales people have to be thick skinned – they are being paid to be rejected on a regular basis" (Neil Watson / Steve Hurst - authors of Bite Size Sales Tips)
- Keep things that cheer you up in your top drawer e.g. pictures of loved ones; a joke book
- Take regular breaks during the day, making sure you get away from your work desk e.g. go for a walk, get some fresh air
- Reward yourself with a cup of coffee / chocolate bar (or similar) every 10 calls
- Create a humour board in the sales area to visit every so often

- Plan your working day accordingly for variety and so that you don't get too bogged down. Perhaps try to get a sales 'success' first thing in the morning, to lift you for the day
- Use your initiative and discuss some sales incentive campaigns / competitions with the boss
- Think about your thinking style and create anchors:
 - ✓ Visual style (try nice screen savers, motivational slogans and pictures of loved ones)
 - ✓ Auditory style (listen to, or sing, a favourite song)
 - ✓ Kinesthetic style (have a favourite stress toy to squeeze to get you back in focus)

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