

Leadership Management Ireland

Motivation

You are the One Person who Motivates and Keeps you Motivated

Yes, you. Try and remember who motivated you the day when every comment you made was well received. This was the last day when every prospect became a dream client, everything went according to plan and anything and everything you attempted was spot on. What a wonderful day.

So what did you do to make this perfect day happen? Or better yet, what can you do to make it happen again and again?

I suppose whatever it takes. All things considered, after experiencing the joy a perfect day brings, who would want to run the risk of living through another day when the only thing that goes right is the clock on the wall. If anything it seemingly speeds up and leaves you with little or no time to do or accomplish anything.

As a salesperson you really cannot afford a day in the grip of an out of sync with time feeling. The good news is that a vast majority of people who have been hit by this kind of 'just not feeling right experience' have succeeded in turning themselves around. How? By raising their self-image with a little help and so can anybody. Why not you?

I recently accepted an invitation and addressed a conference of salespeople. Their company was hurting in the wake of a year of bad press. The president lamented that a certain reputable publication had come down particularly hard on them but said he was certain they would weather the storm. However, he expressed concern about the newer sales people. He said they seemed to buy into the 'poor press' and put their prospecting on hold while they waited in hope for better times. The truth is they made it worse for themselves. The result! Things got tougher and tougher. The lesson; Complacency is a killer, discouragement is a distraction.

How to be a Total Winner

All of this takes me to motivation, self stimulation and I want to leave with you four ways to motivate yourself and raise yourself image. 1. Make time psychology work for you - Before you leave for the day lay out a five point action agenda for tomorrow. A majority of people use this to list calls they need to make first thing. 2. Give yourself hourly, daily goals - Numerous studies have concluded that this type of goal setting is often the difference between success and failure. 3. Make selling fun – Most top producers agree that **their** income takes a back seat to the fun they have on the job. Ironically, poor producers recognize their pay cheque as the biggest motivator 4. Burn out - To avoid symptoms of burn out, link rewards to activity instead of success. In actual fact, a great way to create motivation is to reward yourself with a reinforcement gift for superior effort which always ends with success. Finally, never loose sight of the fact that you are the one person who motivates and keeps you motivated.