

Sales Mastery™ 'Lead the Pack'

Sales Newsletter



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When hunting, a wolf moves carefully and quietly concentrating with all its senses. The pack members are disciplined in their roles and their teamwork.

Self Discipline Means Taking Action Today

The credit card commercials have it right in one sense. You know the one that says, "Tickets \$50, Food \$75, time together, priceless!" In selling, it sounds like this, "Ideas, a dime a dozen, good intentions \$10, action – priceless!" Sellers must accept full responsibility for outcomes, good or bad. Skills alone will not take you to the top. The world is full of qualified and skilled people who are less than successful. Beliefs and attitudes alone will not make you successful. The world is full of ideas. Taking action is the most important thing you can do as a salesperson. This means taking action today, not tomorrow. Top sellers don't always do more, they just do more of the right things.

Self-discipline is what behavior management and productivity is about. Can you imagine a doctor with a patient on an operating room table coming into the operating room and saying, "*I just don't feel good today. I think I'm going to go home, hold the patient over until tomorrow.*" That's an absurd thought. But how often do we feel the same way, and worse, do nothing? It is easy to say, "I will do my calls tomorrow. I will deal with this difficult person tomorrow." Identify what you have been putting off and take action today. It will improve your self-esteem, confidence and your sales.

A true professional does not let feelings control their behavior. It is important to honor and recognize what you feel, but professionals do what is right and control their own behavior with self-discipline. Freedom of movement, freedom of managing our own schedules and time is one of the greatest perks of outside sales. It is also the leading reason for failure among salespeople.

Picture yourself at the 87th performance of a famous Broadway show. Before the curtain rises, a member of the cast steps out from behind the curtain and announces: "*Ladies and gentlemen, we have performed this show 86 times and we're getting a little bored with the words and music. So today we're going to do something a little different. We're going to do some different dances, tell a few jokes we like, and change the plots around to something more interesting.*" Or suppose he says, "*Ladies and gentlemen, this will be our third show today. The show we did this morning was probably the best one we have ever done. The second show was not the best, but a good solid show. This is going to be a bomb because we're pooped. But talk to the folks who saw the first two shows. They loved it.*"

It sounds ridiculous, doesn't it? It is just as ridiculous if you accept (or give) excuses to justify your lack of self management. The day you became a salesperson you took on a role that requires you to perform the same as any other professional. Doctors, surgeons, attorneys, accountants, air traffic controllers, pilots, and many other professionals must perform regardless of their 'feelings' at any one moment.

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UPCOMING EVENTS

Please contact us for registration information.

303.462.1277

SALES MASTERY™ CLASSES

Every Tuesday from 7:30–9:30 AM

SALES MASTERY™ ADVANCED CLASSES

Every Monday from 12:00–1:30 PM

**View our calendar at:
www.LeadershipConnections.com**

SALES MANAGERS' WORKSHOP

1:30 PM–5:00 PM

**February 13, 2008
Territory Planning**

Plan your work and work your plan is the focus of this workshop. Identify your best customers and prospects and build a plan which creates 'raving fans' and captures the **right** new business.

Classes held at Leadership Connections Training Ctr,
2420 W. 26th Ave., Suite 445D Denver, CO

303.462.1277

Info@leadershipconnections.com

**Read Garry's
February article "Don't Let the R
Word Become a Self Fulfilling
Prophecy" in the Denver Business
Journal**



Self Discipline Means Taking Action Today

The show business parity becomes more obvious when you realize how important and how often we execute control over our own behavior. For example, picture yourself going to work and stepping in slush up to your knees after you park the car. As a result you're in such a foul mood, it is difficult to even say your normal hellos. You growl and grunt past your subordinates and fellow workers.

But what happens when you run into the most powerful person in the office or perhaps a visiting client? We immediately change our behavior, control our emotions, and move into our "role" and become the person we need to be. That's acting, that's controlling your behavior. If someone cuts you off in traffic, you would like to ram him or her with your car, but doing what is natural is not in your best interest. That is self-discipline.

Productive hours are those hours when we can actually be interacting with our customers and prospects. For most of us that productive time is somewhere between 8:00 am to 5:00 pm. It may vary. Be on goal time, not necessarily clock time. Identify activities that are important to do on a daily basis and take action today for great rewards tomorrow.

***The way to develop
self-confidence is to do
the thing you fear, and
get a record of successful
experiences behind you.***

—William Jennings Bryan



Frogs in Hot Water

Two frogs sitting on a counter and one jumps in a pot of hot water, one jumps in tepid water with burner underneath just turned on.

Which one lives?

The one frog in the hot water; notices change immediately and gets out. The second one, doesn't notice gradual increase in temperature and gets cooked. We are like that—we don't see day to day subtleties and we don't keep up with change as well and don't see changes in our profession or with our customer. We are like a river flowing. Old habits are like yellow paint and leaves in the river of life, when we pour in yellow paint—or place a leaf in an eddy—it gets stuck there.

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