

High Performance Sales Team

Initial Obedience Training

- Sales persons, without guidance or direction, will quickly wandering aimlessly.
- Instill proper behavior when the sales persons is still new in the career
- Give new salespersons small, easy task that will allow them to achieve early wins
- Get them master a few core products and have them share of what they know
- Bring them go to the field and have them share with the sales group what they have learned
- Have them learn about the industry in which they will be working in
- Coach them in making phone calls
- Give them small challenges and celebrate all wins
- All sales persons need to be stroked and praised in order to grow up with a pleasant disposition
- When sales persons do what you want them to do, shower them with acknowledgement and be specific about what they have done right

Ten Basic House Rules (Code of Conduct)

1. Don't Mess in the House
 - If you make a mess, you are responsible for cleaning up, regardless of the circumstances. Never dump your problems to others
2. No Condemning, Criticizing or Complaining
 - No finger-pointing, personal insults or complaining. Take responsibility. If you have a problem, address to the person involved and do not go behind his or her back
3. Come When Called
 - Be accountable for your activities and results
4. Don't Bad mouth others

- Do not bad-mouth others on the team or with the organization

5. Be In or Out

- If you are not passionate in what you do, quit and get another profession where you can throw your heart in

6. Don't Seek Sympathy

- Don't seek sympathy for poor results, by blame or giving excuses

7. Operate with Integrity

- Be honest and operate with integrity in all matters. Full disclosure in all cases

8. Respect Territory

- Respect each person's territory and always inform each other of possible conflict or overlap. Stay focused on the task at hand. No conflict of interest

9. Be a Professional

- Be clear on a common definition of being professional and agree to always meet and maintain that image

10. Celebrate All Wins

- Celebrate even small victories, both yours and others

Checklist for Motivating High-performance Sales Team

1. Celebrate all wins
2. Establish the Code of Honor (House Rules) and "Call" breaches cleanly
3. Debrief all wins and "learning Experiences"
4. Use peer pressure to motivate the pack
5. Use common terms, such as "learning experiences" and "debriefing" in communicating
6. Feed the Performers. Keep fueling the fire until it cycles out
7. Set short-duration goals that can be accomplished quickly and cleanly
8. Get sales professionals practice standing in the "heat" of pressure, confrontation and challenge often so they will become used to it. Surface the emotion that arises

9. Manage and address emotional needs more than tangible ones
10. Make them feel that they are contributing something to a higher purpose
11. Establish and maintain ritual behavior, events and routines that promote team, family and camaraderie
12. Get the champions and allies within to lead the team
13. Acknowledge heroes all the time
14. Find a way to change the environment, mood when the team gets stuck mentally or emotionally
15. Manage and focus on energy and emotions continually
16. Throw problems back to them to solve
17. Whoever has the “hot” hand or the “hot” idea at the time is the spiritual leader of the team at that moment
18. Show your hard side when it comes to maintaining the rules of the game of the Code of Honor and always balance it with the soft supportive side
19. Know when to facilitate others, when to take momentary control
20. When you sense something is brewing, or a mindset sitting under the surface, bring it up and tell it like it is ... as you see or you sense it
21. Be a student of people, psychology, management and change

Four Critical Mindsets of High Performance Sales Professionals

1. Face the Challenge

- They have the ability to retrieve and focus on the reward follows successful completion of their task
- They do not poison their mind with the vision of failure

2. Trap Negative Dialogue

- They learn how to trap the mental dialogue that occurs during adversity
- They acknowledge that adversity is part of life. Getting knocked is part of the natural testing and feedback process of life

- They learned how to externalize adversity. Be responsible does not mean that everything had that happens to you is caused by you

3. Celebrate All Wins

- Responding to success when wins start happening, or when anything positive happens
- Apply a physical “anchoring” of the win with a high-five, handshake, clenched fist and verbal “YESSSSSS!”
- Wins are the most precious commodity you have. Most people have a natural mindset that minimizes them, but that is a killer of enthusiasm and energy! It is critical to learn how to spot the wins, trap them, own them, leverage them and save them for the next big event!

4. Project the Power of Personal Intention

- Mastery of this technique is critical to forming a high-power sales team
- The secret to reduce stress in the job, creating inspirational leadership and obtaining personal wealth
- Learning how to project your intention to yourself and others is the difference between frustration and riches
- What do you expect the response to be from your next presentation? What is your intention? Your mindset helps to predetermine your results.

Formula for Dealing with a Negative Situation

1. A problem actually occurs
2. You experience a flash of some sort of emotion. Be aware of this for it is telling you what comes next
3. Internal dialogue begins
4. Override internal dialogue by asking, “What am I saying to myself right now?” This force your brain to answer and you then step outside yourself and observe the internal dialogue
5. Identify the real emotion – anger? Frustration? Disappointment? And so Forth. Ask, “What is it that I am feeling right now?” Once you have identified the emotion, say the word out loud. “Ah, it is frustration!”

6. Within about 10 seconds you can usually recognize that you are using a “universal” descriptive word, such as “always,” “never,” “every time,” “all” or “every.” For example: “This is always happens to me”
7. Upon recognizing this, put it in check and say, “There it is!” Spotting this is 95% of the battle toward instant recovery.
8. Mentally correct the universal words with something specific like “this time,” “it is just so happens that,” “it turns out that,” and so forth
9. Externalize the problem, “This guy was in a bad mood today,” “This guy is never the type of prospect I want to work on.”
10. Most important step: ask yourself, “How do I really want to feel right now?” “I would rather feel happy right now.” (Smile, Optimistic, Happy, Excited, Strong, Confident, Move on and so forth). Get that feeling inside of you.
11. Expect good thing to happen
12. The whole process takes about one minute the maximum!

Master the Ability to Deliver Powerful Presentations

- Earn the right – who are you and why are you different?
- Ask for responses rather than telling
- Acknowledge people
- Identify and confront silent issues
- Listen
- Ask and solicit lots of questions
- Turn features into what’s (specifically) in it for me? (WIIFM) benefits

Managing Personal Marketing Versus Selling Formula

- $S/M = \text{Sales Effort}$
- $S \times M = \text{Results}$
- Marketing effort

- Create cooperative relationships with individuals or companies that are already in contact with your prospects
- Send out sales letters
- Create compelling headlines and unique selling propositions in journals, magazines and print media and on websites
- Advertise
- Work trade shows
- Conduct free educational seminars
- Cosponsor community activities
- Generate testimonials and referrals

Master the Handling of Objections, Rejections or Obstacles

- The objection that a prospect gives you is not the problem. It is your emotional response to the objection that is the problem
- The skill of being cool and calm under fire is extremely easy to learn and rarely taught. It starts by erasing your own emotional responses through repetition
- In the case of upset clients or prospects, learn how to identify the emotion behind their words. Once you do that, their objection begins to subside
- Behind every objection lies a benefit
- Do not take it personally. When a prospect says “No” all he is saying is that he is not interested in your product or services at this time or that he does not understand something, or the timing is so right. It is not a reflection on you