

HOW TO IGNITE YOUR SALES

GAVIN INGHAM delivered a keynote on behalf of the ISM at the recent Sales Innovation Expo 2018. His theme was building world-class sales teams, and here he presents a summary

Are your teams frazzled, constantly battling against obstacles and drowning in day-to-day problems? Do they struggle to find time to focus on their most important tasks? Does it sometimes feel like Groundhog Day, where your people seem to be just going through the motions, day after day? Do you feel that only a small percentage of them are on fire, and the rest are just smouldering, lacking that crucial spark of motivation, commitment and passion?

What could you achieve in your business if your teams were more motivated, more focused and more productive? What if you could light the touch paper, stand back and watch them ignite? Well, you can. Here are eight strategies for building world-class sales teams.

1 FOCUS ON ATTITUDE Skills are incredibly important. Your salespeople should have world-class skills. They should know what skills they need and undertake consistent and ongoing training to sharpen their techniques. But, once they have these, the magic comes when you add the right attitude.

Skills without attitudes are like trams without rails – they look great but they are not going anywhere. World-class salespeople operate at 10/10 – the best that they can be. They know that if they do not, they will lose clients, blow opportunities and struggle to persuade clients of the value they deliver.

2 MOTIVATE FROM THE INSIDE OUT Many people are motivated from the outside in. They allow people, events and circumstances to affect the way that they feel. For example, they carry the negativity from one situation into the



“I have always supported the ISM in its mission to improve professionalism in the sales industry, so I was delighted to be invited to represent the Institute at this year’s Sales Innovation Expo”

next, and the next, dragging everyone down.

How many salespeople do you know whose performance is affected for the rest of the day after a couple of bad calls? Or for the rest of the month after losing a deal? Or forever after deciding that their product is overpriced and too difficult for them to sell?

Top performers are motivated from the inside out. No matter what goes on – lost sale, rude customer, last minute negotiation, complaint, stuck in traffic, etc. – they find a way to be in the best possible mindset. They know that they, and only they, can take control of their mindset and they protect it at all costs.

3 BE BRUTALLY HONEST Most people lie to themselves. They lie to themselves about their skills, their attitudes and their abilities. They lie to themselves about why they lost the deal, why they were overlooked for promotion and why their relationship is falling apart.

If you want to be a world-class leader with high-performing teams, you need to assess your strengths as a leader, a motivator and a manager, and assess the strength of your teams in all areas – mindset, skills and processes.

If you want your teams to be truly top notch, you need to help them to assess themselves. Rather than standing around the water cooler moaning about how losing that deal “wasn’t my fault”, consider what you did to cause that situation, what you could do differently next time, and what you must learn.

4 DREAM BIG Do your teams come in and go through the motions or are they inspired? Most people come to work and live the same day over and over again. They forget why they do what they do. Some never knew. And some will never know. Sad.

Help your people to dream. Help them to connect with why they do what they do, where they want to go, and how it helps them to achieve what they want in life. Coach them and help them to translate those dreams into goals – for work and for life.

5 PLAN Most people seem to assume that because they know something, others do too. They assume that because they think it is obvious how to plan their time, and then execute those plans, that others do too. Not so. How can your salespeople know how to plan their approaches, their sales, and their diary unless you teach, coach and support them in best practices?

Help your people to plan their campaigns and then support them in implementing these to maximum effect. Then stand back and watch the activity and the results take off.

SALES INNOVATION EXPO

Sales Innovation Expo is among Europe’s largest and most important events for professional sales leaders. Held at Excel London, it presents the opportunity to hear from 100 speakers offering cutting-edge advice, including some of the best-known sales thought leaders and experts.

- ISM would like to thank its speakers this year, who were Marcus Cauchi, Mark Erskine and Darren Spence, as well as Gavin Ingham.
- An annual event held over two days, Sales Innovation Expo hosts 95 informative seminars, 35 interactive masterclasses, and 200 exhibitors demonstrating the latest sales technologies, products and services. It equips sales directors and managers with the latest knowledge, advice, systems and tools to improve sales performance.
- Sales Innovation Expo 2019 will take place on 27-28 March 2019 at Excel London. For more information, visit www.salesinnovationexpo.co.uk

6 GET YOUR ‘10’ ON All work and no play make Mr or Ms Sales a very dull person, and dull people do not sell very much. So ask yourself these questions every day:

- “How can I be a ‘10’ today?”
- “How can I help my teams to be a ‘10’ today?”
- “How can I help my people to be the best that they can be?”

And don’t forget, this is an ongoing task. One manager once asked me when he could stop working to help his team to stay motivated. The answer is never. Every day, the world offers you and your teams negative experiences, beliefs, stories and news, so it is up to you to redress the balance. What you focus on consistently is what you get, so you need to focus on being motivated.

7 EVALUATE YOUR PERFORMANCE

If something is worth doing, it is worth measuring and monitoring. I love the WLC – Win, Learn, Change – approach. Get into a habit of sharing what is working, what you have learnt and what you are going to change.

There is no point in looking back with regret, but there is huge value in learning from the past and looking forward with renewed optimism and vibrant new strategies.

8 DO ONE THING Many people want to make life complicated. They give you dozens of things to do just to prove how clever they are and to justify the value in what they do. Value is not determined by quantity, but by results.

Doing simple things well is what gets results in sales. Doing simple things consistently well is what makes superstars and high performance teams. This is not rocket science.

So, what one thing do you need to do as a result of reading this article that will help you and your teams be a “10” more consistently?

GAVIN INGHAM is a leading motivational speaker on mental toughness, helping clients “to be more, do more and have more”. A Fellow of the ISM and a regular *Winning Edge* contributor, he advises sales professionals on mindset change, explaining how to get consistently better results – in business and in life. Visit www.gaviningham.com