

Developing Sales Motivation equips a skilled Sales Team with the right motivation - action orientation, persistence and ability to deal with tough times. When times are good Sales Professionals use skills like rapport and closing the sale to achieve success. When the market tightens a new set of attitudinal skills is required. Sales Motivation addresses this need by teaching a set of attitudes that propel Sales Professionals through tough times to achieve continued sales success.

This program runs over three months to ensure the new attitudes are applied and demonstrated through sales results. Attitude surveys, journaling, workshop style training and one-to-one coaching all form part of the course.

Who should attend?

DSM is suitable for any Professional or Executive who deals with the adversity of the sales profession of making calls, handling tough customers, working in tight markets or selling intangible benefits. Participants get great results from the course if they need to learn how to be more resilient, persistent and action oriented in the sales process. Successful Sales Professionals learn how to stay successful longer. Less successful Sales Professionals learn how to step up to a new empowering way of motivating themselves for sales success.

Program Outline

The program achieves its results in three steps:

- Building awareness of existing attitudes to sales situations and the link between attitudes and sales outcomes
- Introduction of new world class sales attitudes - why they work and how to use them to increase sales results
- Integration of new attitudes into daily sales practice

The techniques are applied to real sales situations, especially the most challenging ones.

How will participants benefit?

Participants benefit by making a measurable increase in their sales results by:

- Developing persistence and momentum
- Becoming more action oriented
- Using bad sales events as a trigger to try harder
- Allowing sales success to propel more business
- Accessing more of their true sales potential
- Finding solid reasons to maximise their sales revenue
- Knowing how to handle their toughest customers and hardest situations
- Making more face to face sales meetings
- Converting more opportunities into sales revenue
- Increased persistence
- Stronger action orientation
- Higher face to face meeting rate
- Increased likelihood of closing the sale



A fresh
perspective
on your
performance