

Achieving sales growth in new business markets requires resilience and action orientation – to make more phone calls, schedule more sales meetings, handle more objections and close more sales. Metta has learned the practical application of optimism to increase your activity rates in the sales area. This application ensures that your sales people bounce back from tough times and maximise the sales revenue from the good sales times. These success attitudes are learned behaviours and can be taught to your sales team to improve sales results.

### Who should attend?

Sales Motivation is suitable for sales professionals who deal with the adversity of the sales profession in making cold calls, handling tough customers, working in tight markets or handling rejection. People 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 people learn how to stay successful longer. Less successful sales people learn how to step up to a new empowering way of motivating themselves for sales success.

### Program Outline

This program runs over three months to ensure the new attitudes are applied and demonstrated through sales results. Attitudinal surveys, journaling, workshop style training and one-to-one coaching all form part of the course. The program achieves its results in four steps:

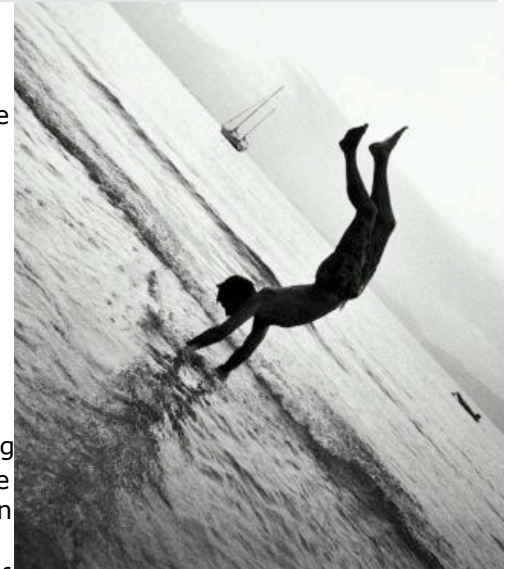
1. Building awareness of existing attitudes to sales situations and the link between attitudes and sales outcomes
2. Introduction of new world class sales attitudes - why they work and how to use them to increase sales results. Participants learn how to hear and manage their 'self talk' in real sales situations.
3. How to change your mind to think in a new and empowering way
4. Integration of new attitudes into daily sales practice. This includes how to coach each other in the most motivating way

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
- Developing a bigger sales pipeline
- Using bad sales events as a trigger to try harder
- Allowing sales success to propel more business
- Closing more sales
- Finding solid reasons to maximise their sales revenue
- Knowing how to handle their toughest customers
- Making more face to face sales meetings
- Converting more opportunities into sales revenue



A fresh  
perspective  
on your  
performance