



Inspiring A Professional Sales Attitude

Sales Motivational Keynote

Developed and presented by RAY PATTERSON Sales trainer and conference speaker.

Talk title.

“The missing link to success in sales – Your attitude!”

Audience.

This talk is ideal for anyone in sales. (Salespeople, Sales Managers, Sales Directors, CEO's, Company Owners, etc.)

Talk outline.

60 minutes.

There is no such thing as a bad economy in sales. Right now buyers are being careful, easy sales are put on hold and this means that average salespeople can't survive and therefore usually end up blaming the economy for their failure.

After sitting through countless presentations, customer meetings, sales training sessions, sales coaching and consulting sessions I have discovered what I believe is the “Missing link” that is preventing salespeople from achieving success in sales: and that “Missing link” is ATTITUDE!

It is time now for salespeople to stand up and accept responsibility for their own success in sales. Companies are pulling their hair out with frustration at the lack of commitment and energy that they are getting from their sales teams.

When meeting with Sales Managers, Sales Directors, CEO's and Company Owners, the one question that always comes up is “How do you get salespeople to go out and do what they should be doing?”

The answer to this question very simply is; “Get them to change their attitudes and to change their behaviour”.

Changing behaviour (Sales behaviour) is the key to improving sales performance. However, the only person who can successfully change that behaviour is the salesperson themselves.

Most salespeople have a fairly good idea of what they should be doing. They have the necessary knowledge and skills to succeed in sales but if a salesperson does not have a positive attitude towards their work they will not succeed.

Only when salespeople take responsibility for their own success in sales will their attitudes and behaviours improve.

In this talk Ray will cover 3 simple things that salespeople can do to change their sales behaviour and start to start achieving success in sales

1. Become an "Executioner".

("Execute" the skills and techniques required for success in sales)

Change the way you think and act in sales by using 3 simple words; "I'm going to..." Successful salespeople are the ones who *do things* and not just talk about doing things.

Don't focus on sales targets but rather on the activity required to achieve your sales targets. I.E. How many phone calls, appointments, presentations, proposals, and sales do you need to be doing monthly, weekly and daily to achieve your sales targets?

2. Become a "Change agent".

(Take responsibility for improving your customer's attitudes)

One of the responsibilities of being a sales professional is to be positive.

The only way that you can successfully improve your attitude is to take responsibility for improving the attitudes of your customers and all the other people you meet with daily.

3. Become an "EEE" accredited salesperson.

(Energy, Enthusiasm and Excitement!)

In business today most companies rely on their "BEE" accreditation to succeed.

It's no different in sales. You need to be an "EEE" accredited salesperson to succeed in sales. You need to have Energy, Enthusiasm and Excitement for what you do.

3.

When a salesperson is enthusiastic they get excited, and when they get excited their customers get excited, and when customers get excited they end up buying.

Any salesperson who goes out and tells their story with enthusiasm everyday will achieve success in sales.

SUMMARY.

Take responsibility for achieving your own success in sales.

Stop being “Pushovers” and start being salespeople again.

Don't spend too much time in the office during working hours, get out of the office and meet “Face to face” with your customers.

Change your attitude and change your “Sales behaviour”.

Start doing things differently. Take responsibility for your own success in sales.

- Become an “Executioner”.
(Do things, “I'm going to...” Rather than “I think what I might do is try and”)
- Become a “Change agent”.
(Change your customers attitudes. Be positive.)
- Become an “EEE” accredited salesperson.
(Do everything in sales with loads of Energy, Enthusiasm and Excitement!)

And remember: **Nothing ever happens until a salesperson sells something!**

Ray is a passionate presenter with a lifetime's experience in Sales and Sales Management. Everything Ray speaks about when delivering his presentations comes from personal knowledge and experience and not internet research.

Ray is passionate about salespeople being proud of who they are and proud of what they do and he believes that selling is the best profession in the world!



(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

076 565 2228 ray@raypatterson.co.za www.raypatterson.co.za
