

**Sales Motivational Keynote / Break away workshop.**  
**General.** (Can be customised to meet your needs)

**Developed and presented by RAY PATTERSON.**  
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**PART - 1**

**Sales Motivational Keynote (50 minutes)**

**Talk title.**

“Three things you can do differently in 2018 to achieve sales success”

**Audience.**

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

**Talk outline.**

50 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 those who are buying are more demanding. 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, Company Owners and CEO's, the one question that always comes up is “How do you get salespeople to go out and do what they should be doing?”

There is only one answer to this question; “You 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 to achieve success in sales. They have the necessary knowledge and skills to succeed in sales but if they do 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 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 a full “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.

When salespeople are enthusiastic about what they are selling they get excited, and when they get excited their customers get excited, and when customers get excited they buy.

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

### **SUMMARY.**

Stop looking for excuses and start looking for solutions.

Take responsibility for achieving success in sales.

**3 things** you can do to effect a positive change in your **attitude** and **behaviour**.

- Become an “Executioner”.
- Become a “Change agent”.
- Become an “EEE” accredited salesperson.

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

**END of Part 1** (15 min break)

**PART - 2**

**Break away workshop** (90 minutes)

### **SMART QUESTIONING TO ESTABLISH NEEDS.**

**You cannot make a recommendation or present a solution to a customer until you have first established their need / problem.**

**The focus** in today’s world of business should be on **adding value** and not just on selling a product or service **based on price**.

When meeting with customers, remember, **it’s all about THEM not about YOU**.

If you just talk about you and your products then you **exclude them from the conversation**.

**2 types of questions:** (Open ended and closed questions)

**A. OPEN ENDED QUESTIONS.**

These are questions, which when asked get the customer to give you **information**.

Examples:

**Who** are you currently using for .....?

**How** long have you been using them?

**Who** were you using before that?

**What** made you change?

**Now it's all about THEM and THEIR needs.**

**What** budget has been established for this?

**Who** else would be involved in making the final decision?

**What** do you see as being the next steps?

**How** would you like to proceed from here?

**What** do we need to still do to secure your business?

**What** would be the ideal outcome for you from this meeting today?

**B. CLOSED QUESTIONS.**

These are questions which force a **YES** or **NO** answer.

There are times in the sales process when you do want a "Yes" or "No" answer.

However, when you are looking to **establish needs / problems** you want more than just "Yes" or "No", you want information. And to get information you need to ask "**Open ended**" questions.

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**(Role play)**

What's the difference between "Open ended" and "Closed" questions.

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**It is important **not to push ahead** with your presentation / recommendation before finding out what the customer's needs / problems are.**

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### (Group activity)

Write down 3 or 4 “Open ended” questions that you could ask to start a conversation with your customer and at the same time establish their needs / problems.

(Use the 6 W's and 1 H)

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### LISTENING SKILLS.

**Listening** is the gateway to **understanding and communicating** and is therefore absolutely critical for success in selling.

**Listen with the intent to understand and not the intent to respond.**

When you ask questions, **listen** to the answers and ask more questions **based only on the answers**.

Focus on starting a “**Sales conversation**” rather than a “**Sales enquiry**”.

### TIPS FOR GOOD LISTENING.

1. **Look** at the person when they are talking.
2. **Keep an open mind.** Don't make assumptions.
3. **Nod** or say **Yes** to show you understand.
4. **Have a pen and paper** for writing down the answers the customer gives you.
5. **Ask** questions to find out more.
6. **Repeat** what you heard in your own words if necessary:

“So if I understand you correctly, what you are saying is.....”

Asking well planned questions allows you to stay in control of the conversation.

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### (Role play)

In pairs:

One person is the customer / one is the salesperson. Salesperson to ask **one question**, listen to the answer and ask more questions **based only on the answer**.

Focus on **starting a conversation** rather than conducting an enquiry.

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Look for ways to **do things differently**.

Good salespeople are not born, they are made. They **learn, practice and implement** basic selling skills.

**Don't focus on making sales, focus on what needs to be done to make sales.**

**Take full responsibility** for your own success in sales.

When you are not achieving your sales targets, or are not achieving your full potential in sales, **step back** and ask yourself **2 simple questions**;

1. What can I do to improve the situation?
2. What skills do I need to improve in order to increase my sales?

### **(Group Activity)**

Write down 3 things you can do to improve the situation.

Write down 1 selling skill that you need to improve on to increase your sales.

**Make a commitment to implementing** what you have written down to improve your sales performance over the next two weeks.

**Don't try it once or twice and give up.** (It takes 21 days to become a habit)

### **CONCLUSION.**

**Selling is the # 1 skill set in any organization.**

No company can exist without sales and no sales can happen without salespeople, well-trained, well-motivated salespeople.

**NOTHING EVER HAPPENS UNTIL A SALESPERSON SELLS SOMETHING!!**