



## Hunger by Adrian Law

### Transcription

1

00:00:00,000 --> 00:00:01,130

ARE YOU HUNGRY?

2

00:00:01,180 --> 00:00:02,670

I'M NOT TALKING ABOUT WHETHER YOU HAD

3

00:00:02,671 --> 00:00:03,730

BREAKFAST OR NOT,

4

00:00:03,740 --> 00:00:06,870

I'M TALKING ABOUT HUNGRY TO MAKE SALES.

5

00:00:06,930 --> 00:00:08,120

NOW, TWO THINGS TODAY,

6

00:00:08,130 --> 00:00:10,180

FIRSTLY, "WHAT IS HUNGER?" AND I REALLY WANT

7

00:00:10,181 --> 00:00:11,830

YOU TO DISCUSS THIS IN YOUR TEAMS.

8

00:00:11,831 --> 00:00:13,060

AND THE SECOND THING WE'RE GONNA TALK

9

00:00:13,061 --> 00:00:14,330

ABOUT IS HOW YOU GET IT.

10

00:00:14,570 --> 00:00:15,710

SO HUNGER CAN BE,

11

00:00:15,711 --> 00:00:16,450

AS I MENTIONED,

12

00:00:16,460 --> 00:00:17,930

WANTING TO GET THAT NEXT SALE,

13

00:00:17,931 --> 00:00:19,250

DOING EVERYTHING THAT YOU CAN,

14

00:00:19,260 --> 00:00:21,960

HUNGER CAN BE WANTING TO SMASH YOUR TARGETS.

15

00:00:21,970 --> 00:00:24,970

HUNGER CAN BE WANTING TO REACH YOUR GOALS.

16

00:00:24,980 --> 00:00:27,830

HUNGER CAN BE WANTING TO BE BETTER THAN

17

00:00:27,831 --> 00:00:28,940

YOU WERE YESTERDAY.

18

00:00:28,950 --> 00:00:30,900

HUNGER CAN BE WANTING TO BE NUMBER ONE

19

00:00:30,901 --> 00:00:31,610

IN THE TEAM,

20

00:00:31,620 --> 00:00:35,030

HUNGER CAN BE NOT WANTING TO FAIL.

21

00:00:35,040 --> 00:00:38,840

HUNGER CAN BE REACHING THAT GOAL,

22

00:00:38,841 --> 00:00:40,130

ACHIEVING THAT HOLIDAY,

23

00:00:40,131 --> 00:00:41,780

ACHIEVING THAT FINANCIAL GAIN,

24

00:00:41,781 --> 00:00:43,310

WHATEVER IT IS FOR YOU,

25

00:00:43,340 --> 00:00:44,540

THAT IS HUNGER.

26

00:00:44,920 --> 00:00:46,930

NOW, DISCUSS MORE WAYS WHAT HUNGER IS.

27

00:00:46,931 --> 00:00:48,730

BUT THE SECOND POINT IS HOW DO YOU GET IT?

28

00:00:48,731 --> 00:00:49,990

WELL,

29

00:00:50,750 --> 00:00:53,540

OFTEN, WHEN A MANAGER IS HIRING A SALES

30

00:00:53,541 --> 00:00:55,690

PERSON, YOU ASK THEM,

31

00:00:55,691 --> 00:00:58,210

THEY'LL OFTEN LOOK FOR INNATE HUNGER

32

00:00:58,211 --> 00:00:59,240

INBUILT HUNGER.

33

00:00:59,250 --> 00:01:00,420

WHAT AM I TALKING ABOUT?

34

00:01:00,430 --> 00:01:03,170

WELL, IF YOU INTERVIEW SOMEBODY AND

35

00:01:03,171 --> 00:01:04,150

THEY'VE GOT KIDS,

36

00:01:04,151 --> 00:01:04,750

FOR EXAMPLE,

37

00:01:04,751 --> 00:01:06,550

THEY'VE GOT A BIG MORTGAGE OR THEY'VE GOT

38

00:01:06,551 --> 00:01:09,720

DEBT EVEN, THEN THEY HAVE TO EARN MONEY.

39

00:01:09,910 --> 00:01:12,360

SO THEREFORE, GENERALLY THEY'RE HUNGRY

40

00:01:12,361 --> 00:01:13,130

TO DO WELL.

41

00:01:13,140 --> 00:01:13,830

MAKES SENSE?

42

00:01:13,840 --> 00:01:15,230

WHEREAS, IF YOU'RE AT HOME WITH MUM

43

00:01:15,231 --> 00:01:17,170

AND DAD AND EVERYTHING'S PAID FOR,

44

00:01:17,210 --> 00:01:18,430

THEN YOU'RE GONNA HAVE TO CREATE YOUR

45

00:01:18,431 --> 00:01:21,890

OWN HUNGER, BECAUSE HUNGER IS SUPER POWERFUL.

46

00:01:21,930 --> 00:01:23,840

THE BEST SALESPEOPLE I'VE EVER COME

47

00:01:23,841 --> 00:01:26,470

ACROSS IN MY YEARS OF TRAINING AND SELLING

48

00:01:26,471 --> 00:01:28,220

MYSELF ARE HUNGRY.

49

00:01:28,230 --> 00:01:32,350

SO, IT'S THINGS LIKE KEEPING BUSY TO

50

00:01:32,351 --> 00:01:33,100

BE QUITE FRANK,

51

00:01:33,101 --> 00:01:35,180

THERE'S SO MUCH DOWNTIME AND SO MANY

52

00:01:35,181 --> 00:01:38,060

PEOPLE RELYING ON BIG DEALS COMING THROUGH

53

00:01:38,120 --> 00:01:39,440

THAT THEY GET LAZY,

54

00:01:39,540 --> 00:01:40,670

DON'T BE LAZY.

55

00:01:40,671 --> 00:01:42,720

DON'T RELY ON THAT BIG DEAL COMING THROUGH.

56

00:01:42,721 --> 00:01:44,620

IF YOU PICK UP THE PHONE RIGHT NOW WITH

57

00:01:44,621 --> 00:01:45,870



A NEW SALES CALL,

58

00:01:45,920 --> 00:01:47,570

IF YOU FOLLOW THAT PERSON UP THAT YOU

59

00:01:47,571 --> 00:01:50,110

SPOKE TO LAST WEEK AND YOU MAKE THE

60

00:01:50,111 --> 00:01:52,030

SALE, THEN IF THE BIG SALE HAPPENS AS

61

00:01:52,031 --> 00:01:53,080

WELL, AWESOME,

62

00:01:53,090 --> 00:01:55,100

YOU'RE ACTUALLY GONNA ABSOLUTELY SMASH IT.

63

00:01:55,101 --> 00:01:57,230

BUT, TOO OFTEN WE RELY ON THE BIG

64

00:01:57,231 --> 00:01:58,280

SALE COMING THROUGH,

65

00:01:58,330 --> 00:02:01,260

WE EASE OFF AND THEN MAYBE IT DOESN'T HAPPEN

66

00:02:01,261 --> 00:02:03,090

AND THEN WE'RE REALLY BEHIND THE EIGHT BALL.

67

00:02:03,091 --> 00:02:04,980

SO, KEEP GOING,

68

00:02:04,990 --> 00:02:06,930

HAVE CLEAR GOALS,

69

00:02:06,940 --> 00:02:09,410

MAKE SURE YOU REALLY WANT TO ACHIEVE THEM.

70

00:02:09,550 --> 00:02:11,720

LOOK AT THE TOP PERFORMERS AROUND YOU,

71

00:02:11,721 --> 00:02:12,580

THEY'RE BUSY,

72

00:02:12,620 --> 00:02:13,570

THEY KEEP ACTIVE,

73

00:02:13,580 --> 00:02:15,190

THEY KEEP GETTING ON THE PHONES,

74

00:02:15,230 --> 00:02:16,670

THEY KEEP FOLLOWING UP,

75

00:02:16,680 --> 00:02:18,020

THEY KEEP IMPROVING,

76

00:02:18,050 --> 00:02:19,880

THAT'S WHAT IT IS TO BE HUNGRY.

77

00:02:20,266 --> 00:02:21,456

AND WHEN YOU'RE HUNGRY,

78

00:02:21,466 --> 00:02:23,006

YOU MAKE LOTS OF MONEY,

79

00:02:23,016 --> 00:02:24,556

YOU MAKE LOTS OF SALES,

80

00:02:24,566 --> 00:02:25,996

YOU HAVE A BETTER LIFESTYLE,

81

00:02:25,997 --> 00:02:27,546

YOU HAVE MORE CHOICES.

82

00:02:27,556 --> 00:02:29,156

BUT, IT'S GETTING INTO THAT HABIT BECAUSE

83

00:02:29,157 --> 00:02:31,326

AGAIN, THE BEST SALESPEOPLE I'VE EVER

84

00:02:31,327 --> 00:02:34,266

COME ACROSS ARE HUNGRY AND THEY,

85

00:02:34,276 --> 00:02:35,856

ONCE THEY'RE FINISHED WITH THE CUSTOMER,

86

00:02:35,857 --> 00:02:37,266

THEY'RE ONTO THE NEXT,

87

00:02:37,326 --> 00:02:39,816

THAT BECOMES HABITUAL AND THEN BEFORE YOU

88

00:02:39,817 --> 00:02:41,606

KNOW IT, IT'S JUST HOW YOU ARE.

89

00:02:41,616 --> 00:02:43,726

WHEREAS MOST AVERAGE SALES,

90

00:02:43,727 --> 00:02:44,942

PEOPLE ARE NOW LIKE THAT,

91

00:02:44,943 --> 00:02:46,482

THEY'RE MAKING CUPS OF COFFEE,

92

00:02:46,483 --> 00:02:47,572

THEY'RE CHATTING A LOT,

93

00:02:47,573 --> 00:02:49,842

THEY MAKE A CALL EVERY NOW AND AGAIN IT'S

94

00:02:49,843 --> 00:02:51,832

YOUR CHOICE IF YOU WANT TO BE AVERAGE OR

95

00:02:51,833 --> 00:02:53,752

YOU WANT TO BE NEXT LEVEL BECAUSE AGAIN,

96

00:02:53,753 --> 00:02:54,572

WHEREVER YOU'RE AT,

97

00:02:54,582 --> 00:02:55,742

EVEN IF YOU'RE EXPERIENCED,

98

00:02:55,752 --> 00:02:58,082

EVEN IF YOU'RE GETTING GOOD RESULTS RIGHT

99

00:02:58,083 --> 00:03:00,962

NOW, THERE IS A NEXT LEVEL AND THAT OFTEN

100

00:03:00,963 --> 00:03:03,332

COMES DOWN TO THE HUNGER THAT YOU'VE GOT.

101

00:03:03,342 --> 00:03:05,772

SO, BE HUNGRY DISCUSS IN YOUR TEAMS.

102

00:03:05,852 --> 00:03:07,222

AND I LOOK FORWARD TO HEARING ABOUT THOSE SALES.

103

00:03:07,223 --> 00:03:08,232

CHEERS.