



## Sales Motivation by Adrian Law

### Transcription

1

00:00:00,000 → 00:00:03,620

Did you have a shower this morning?

2

00:00:03,630 → 00:00:04,360

I hope so.

3

00:00:04,940 → 00:00:06,490

What's this got to do with the topic today,

4

00:00:06,491 → 00:00:08,460

Which is sales motivation?

5

00:00:08,470 → 00:00:10,270

What I want you to do is to think of

6

00:00:10,271 → 00:00:11,410

sales motivation,

7

00:00:11,420 → 00:00:12,960

like having a shower.

8

00:00:12,970 → 00:00:14,660

Did you have a shower yesterday?

9

00:00:15,040 → 00:00:16,280

Again, I hope so.

10

00:00:16,290 → 00:00:18,640

That's how often we have to implement

11

00:00:18,641 → 00:00:20,780

sales motivation to your sales team or

12

00:00:20,781 → 00:00:21,180

yourself.

13

00:00:21,181 → 00:00:23,060

If you're selling, just like you have

14

00:00:23,061 → 00:00:23,490

a shower,

15

00:00:23,491 → 00:00:25,180

I probably have two or three showers a

16

00:00:25,181 → 00:00:26,590

day on average.

17

00:00:26,600 → 00:00:27,730

And that's what you've got to do

18

00:00:27,731 → 00:00:28,900

with sales motivation.

19

00:00:28,910 → 00:00:31,070

Whether it's yourself or your team.

20

00:00:31,080 → 00:00:33,160

We need that injection,

21

00:00:33,161 → 00:00:35,590

that motivational shower to keep us

## Sales Motivation

22

00:00:35,591 → 00:00:37,630

inspired, to keep us on track.

23

00:00:37,640 → 00:00:39,030

Now, it's easier said than done isn't it?

25

00:00:39,370 → 00:00:41,830

Because where do you find the time?

26

00:00:41,831 → 00:00:42,960

Where do you find the content?

27

00:00:42,970 → 00:00:44,500

Well, that's what you get experts like

28

00:00:44,501 → 00:00:45,600

us in for.

29

00:00:45,601 -> 00:00:47,980

That's how you get to the next level.Sales Motivation

30

00:00:47,990 -> 00:00:49,690

But to give you a few tips on how you

31

00:00:49,691 -> 00:00:53,330

can do this. 1) Motivational videos.Sales Motivation

32

00:00:53,530 -> 00:00:54,560

There's so many out there.

33

00:00:54,561 -> 00:00:55,930

We've got a library full of them.

34

00:00:55,931 -> 00:00:57,100

If you need any help with that,

35

00:00:57,110 -> 00:01:00,580

2) Focus on what you

36

00:01:00,581 -> 00:01:01,920

are doing well and your staff,

37

00:01:01,921 -> 00:01:02,420

if you have them,

38

00:01:02,430 -> 00:01:04,980

are doing well, and comment on that during

39

00:01:04,981 -> 00:01:06,820

the day, rather than what they're not

40

00:01:06,821 -> 00:01:07,670

doing right.

41

00:01:07,680 -> 00:01:10,560

It's so easy, and being in this industry

42

00:01:10,570 -> 00:01:12,950

around sales, management and training

43

00:01:12,951 -> 00:01:13,570

for so long now,

44

00:01:13,571 -> 00:01:14,350

a few decades.

45

00:01:14,740 -> 00:01:17,700

I see it's so much easier for managers to

46

00:01:17,701 -> 00:01:20,460

focus on what their staff are doing wrong,

47

00:01:20,461 -> 00:01:21,220

if you like,

48

00:01:21,230 -> 00:01:22,560

rather than what they're doing right.

49

00:01:22,940 -> 00:01:24,420

But that's not motivational at all.

50

00:01:24,430 -> 00:01:26,610

Often people love the pat on the

51

00:01:26,611 -> 00:01:28,730

back, even if it's something small,

52

00:01:28,731 -> 00:01:30,050

like turning up on time.

53

00:01:30,440 -> 00:01:31,720

Thanks for being here.

54

00:01:31,721 -> 00:01:32,560

Thanks for doing that.

55

00:01:32,561 -> 00:01:33,790

Thanks for picking up the litter.

56

00:01:33,791 -> 00:01:35,770

It doesn't matter how small.

57

00:01:35,780 -> 00:01:37,760

Acknowledging what people do well is



58

00:01:37,761 -> 00:01:39,450

so, so vital.

59

00:01:39,550 -> 00:01:40,750

And what's the third thing that you

60

00:01:40,751 -> 00:01:41,220

could do?

61

00:01:41,221 -> 00:01:41,920

There's many,

62

00:01:41,930 -> 00:01:44,380

but just to give you three today is

63

00:01:44,381 -> 00:01:46,370

to keep people motivated.

64

00:01:46,380 -> 00:01:48,330

3) You've got to find out what it is

65

00:01:48,331 → 00:01:49,320

that makes them tick.

66

00:01:49,330 → 00:01:50,860

What's important to them?

67

00:01:51,140 → 00:01:52,680

You see, often times,

68

00:01:52,690 → 00:01:54,300

managers and business owners,

69

00:01:54,310 → 00:01:56,990

think that it's money that motivates their people

70

00:01:57,000 → 00:01:57,900

in our team,

71

00:01:58,010 → 00:01:58,700

and for some,

72

00:01:58,701 -> 00:01:59,520

yes, it may be.

73

00:01:59,530 -> 00:02:01,910

but often it's not. again that recognition can

74

00:02:01,911 -> 00:02:04,440

be much higher on the list in the studies.

75

00:02:04,450 -> 00:02:07,730

Somebody might want to spend time

76

00:02:07,731 -> 00:02:09,840

with their family or picking their child

77

00:02:09,841 -> 00:02:11,250

up from school. So you could give an

78

00:02:11,251 -> 00:02:14,260

incentive to give a few hours off or

79

00:02:14,261 → 00:02:16,370

a day off, or an afternoon off, rather than Sales Motivation

80

00:02:16,371 → 00:02:19,870

the extra cash.

That could actually motivate

81

00:02:19,871 → 00:02:22,190

somebody much more than the money.

82

00:02:22,191 → 00:02:24,220

It may not motivate you as much.

83

00:02:24,230 → 00:02:25,460

But your staff are not you.

84

00:02:25,840 → 00:02:27,390

You've got to tailor those things.

85

00:02:27,391 → 00:02:29,060

I'm sure you do this to a certain degree,

86

00:02:29,070 -> 00:02:31,650

but let's really get into this, and

87

00:02:31,660 -> 00:02:32,850

you'll see the results.

88

00:02:32,851 -> 00:02:34,020

It's phenomenal.

89

00:02:34,030 -> 00:02:35,710

So, you've got the three things there.

90

00:02:35,720 -> 00:02:38,360

But sales motivation is just like a

91

00:02:38,361 -> 00:02:40,260

shower.

Please do it regularly.

92

00:02:40,270 -> 00:02:41,120

Keep clean,

93

00:02:41,130 -> 00:02:41,690

keep fresh,

94

00:02:41,700 -> 00:02:43,730

Keep inspired.

95

00:02:43,731 -> 00:02:43,739

PLEASE SHARE AND LEAVE A COMMENT ON WHAT MOTIVATES YOU AT WORK