



Target Selling Insights Call Enthusiasm

Call Enthusiasm

The skills related to staying "up" in what might be perceived as a "down" world.

Why is this skill important?

As a sales professional, how do you stay up in what you and others might perceive as a down world... the down world of having to go out and call on people who seem less than enthusiastic about having you call on them.

One of the most important discoveries of life happens when you realize that you do have the power to choose what kind of day and what kind of sales call you are going to have every day and on every sales call. Each day and each sales call comes to you in neutral—it is neither up nor down, especially if you have developed your prospect list carefully. You choose whether you will be positive or negative about it!

The mood of a sales presentation is not set by circumstances, by other people, by weather, by travail, by tasks that you have to do, by events that happen along the way. It is set by only one thing... your attitude toward it!

The point here is that, of course, you can't always control what HAPPENS TO YOU, but that you CAN control the way you REACT to what happens to you. One of the things that is critical to learn is how to adapt—but not necessarily conform. In other words, adapt your behavior to the response you are getting, but don't let a negative response pull you down with it! Only YOU can motivate yourself every day to go out and make sales calls.

Enthusiasm is a strong word with a rich heritage. It comes from an ancient Greek word, enthos, which is loosely translated as "inspired by the gods." Modern dictionaries define it as "warmth of feeling; keen interest; fervor." Your personal enthusiasm comes from a combination of two very deep inner convictions:

1. First, the feeling that you are captivated by an ideal. True enthusiasm springs from a strong belief that something is worth doing to the best of your ability.
2. Second, a deep conviction that you can really accomplish something important to you and be successful at it. Only you can make the real decision to reach for your sales goals.

Call Enthusiasm is that spark of excitement that you feel when you see a tiny light at the end of a long tunnel. You can win at the game of sales, but only you can decide whether you will strive to be a champion. Staying up in a down world = call enthusiasm. Expect to win, and you truly will. As Ralph Waldo Emerson wrote, "Nothing great was ever accomplished without enthusiasm."

What are skills associated with Call Enthusiasm?

Someone who has mastered skills associated with Call Enthusiasm:

- Has clearly defined goals and attitudes that are important to him or her.
- Has a strong belief in the value of the sales profession.
- Is knowledgeable about and has a strong belief in the value of the products or services he or she sells.
- Is good at self-affirming behaviors—doesn't get pulled down by other people's negative attitudes or behaviors.
- Approaches each day with the belief that he or she can make it a good day.

How do you develop your own skills in Call Enthusiasm?

- Give yourself completely to the deepest urge within you; lose yourself in a cause you consider worthy of your best effort. Give sales your absolute, total, and complete commitment. If you can't, you may want to choose another profession!
- Remember that a good day starts the night before—spend each night reflecting on the good things that happened that day, and empty your mind of worry, anxiety, and negative thoughts about that day.
- Lay out your clothes and check your to-do list for the next day before you go to bed each night.
- Start each day on a positive note—wake up to a motivational tape, do your daily affirmations, exercise, and re-focus on the optimism you have.
- Make your most important calls early in the day—you will be more alert, more positive, and your enthusiasm will show!
- Keep building yourself up. Focus on as many reasons as you can think of to succeed.
- Play the game to win—remind yourself that you don't have to run second to anybody.
- Simply refuse to stay down. If you fail at something, get back up and give it one more try.
- Focus on results, not problems. You may know 20,000 ways that people won't accept your sales presentation. BUT, there are many, many ways that they will ACCEPT your presentation—you just have to find them.

- Keep the fire burning. You will never know what you can do until you have to do something that is far beyond all the limits that you previously set for yourself.
- Make sure you get in front of the right people with the right message at the right time. If you can manage to do that, half of the hard stuff is taken care of!
- Remember to reconnect with your goals. It's easy to get distracted by what other people want or expect you to do. But periodically reconnect with what YOU want you to do.
- Cultivate friendships and personal relationships with people who think the best of you and encourage you, believing in your goals.
- Keep a list of things you are proud of accomplishing, and try to "one-up" yourself!
- If you make a mistake with a customer, apologize and remedy the problem.
Be confident and upbeat when you have to interact with the customer again— you will greatly improve your chances of another sale!
- Even if you have the rudest, most unpleasant customer who completely blows you off, remember—YOU have the power to control how you react to someone!

Call Enthusiasm

Activities

Activity 1: Projecting a Positive Attitude

Below is a list of negative attitudes. To the right of each negative attitude, write down a contrasting positive attitude.

Negative Attitude	Positive Attitude
Angry	
Pessimistic	
Doesn't like being bothered with other people's problems	
Needs to be the center of attention	
People drain energy	
Needs everything to be predictable and orderly	
Needs to let others know when a customer mistreats you	

Now, think of four negative attitudes that YOU sometimes have:

1. _____
2. _____
3. _____
4. _____

Re-state or re-think each of the four negative phrases into something positive!

1. _____
2. _____
3. _____
4. _____

Activity 2: Ready to Play, Every Day

Think about the phrase, "Show up ready to play, every day" as you answer the questions below:

1. Why is it important to show up ready to play every day? What does this have to do with sales success?

2. What are ways that you can guarantee that you are ready every day?

3. What do you have to do to be ready to play every day?

Activity 3: Your Sales Ideals

As we've learned, Call Enthusiasm comes from a combination of a strong belief that something is worth doing to the best of your ability and a deep conviction that you can really accomplish something important to you and be successful at it.

1. What is it about sales—or selling the products or services you sell—that you really believe in?
2. What is it that makes you WANT to sell the products or services?
3. What is it that makes you want to be good at sales?
4. What sales goals are you really committed to meeting or exceeding?
5. What makes you think you can accomplish them—what strengths do you bring to the table?

Hopefully, your answer to the questions above was positive. For a few weeks, review your answers as you start each day—it will help you re-focus your energies and keep you committed to Call Enthusiasm.

Priceless Professional Development LLC

www.motivatorsppd.com