

## Sales Training - Psychology of Sales

Mastery of any complex skill like a sport, art, game, math, or sales requires an extensive learning process and a proper psychological perspective to succeed.

There is no “one size fits all” solution to my knowledge. What I will share in this message are some things that have helped me become pretty good at the sales skill.

I consider a sales process as education and persuasion processes. Both of these require certain techniques and principles that I am discussing in other sales training messages.

Mastery of these processes requires study and practice and usually takes a long time for adequate mastery and a never ending potential for improvement.

The first thing you need to understand is that learning and mastery is an exponential process. 80% of your mastery will come in the last 20% of the time you invest in the learning and practicing the process. This is quite counter intuitive and that is why so many people give up early in the process.

Suppose you have to achieve a Level A mastery to be successful and that it will take you ten months to do so. Suppose that after one month you are only 1% of A there. Linear thinking would imply it will take you 100 months to achieve mastery. Ugh. Toooo long. Let's give up.

Wrong! Mastery will go something like this on a scale of 1 to 10 where 1 is No Mastery and 10 is Total Mastery.

1	2	3	4	5	6	7	8	9	10	11	# Months
---	---	---	---	---	---	---	---	---	----	----	----------

1,	1.25,	1.6,	2,	2.4,	3,	3.8,	4.8,	6,	7.5,	9.3,	10	Mastery Scale
----	-------	------	----	------	----	------	------	----	------	------	----	---------------

After 3 months you have only achieved 20% Mastery which is not enough to make a living. 8 Months 60% Mastery A decent modest living. But, after 10 months 93% Mastery and a very good living. Note I compounded at the rate of 1.25 for ten months. This is arbitrary and will vary from person to person and skill to skill. But, it seems to always be exponential in nature.

Many people give up the acquisition of a complex skill after a few months of slow exponential growth because they don't realize the exponential nature of the achievement of mastery. I have experienced this several times in my life with several different Skills.

Just study the biography of any successful person and you will discover s/he followed such an exponential learning curve. This applies to just about any complex skill. Beginners often seem to be irrationally obsessive in their dedication to learning the process.

For example, I learned more Math in the last two years of graduate school than I had learned in my first 25 years of learning math. Only then did I.U. give me a Ph.D. Many of my classmates gave up after two or three years of graduate school because it seemed hopeless to them that they could achieve adequate mastery. Only 10% of my classmates earned a Ph.D. And, they were just as smart as me. They just got discouraged and gave up.

## **SALES Process**

You will have to work very hard and probably see meager results for the first several weeks or even months of appropriate learning and practice.

How do you maintain your “will power” to proceed against the perceived lack of progress or success?

This is especially a problem if you compare yourself to someone else who is further along the learning and mastery curve! So, don't make that “mistake”.

Here's what I have done in the fields I have achieved some reasonable mastery in.

I measure and grade my efforts, not my results. Efforts will be quite great compared to results in the early days of mastering a skill. But, Efforts are required to achieve mastery and then achieve Results.

So, you are making sales calls. Most of them are not resulting in sales or even Action Closes.

One reason is you aren't doing them very well. Obviously. What to do?

Keep score!

After each call I give it a ranking on a scale of 1 to 10, 1 is horrible and 10 is great. I write this down on a spreadsheet. Most calls will be low in the beginning.

Then I analyze and evaluate the call and try to figure out what I could have done to make it better. I ask my coach or fellow salespersons if I can't figure it out.

Then if I figure out what I could have done better I give myself a rank on that too. If it was a 2 call, maybe I figure out something that would have made it better and give myself a 3 for that. If I couldn't figure out anything then just a 0. If I get what I think is a great idea or insight I give it a 7.

OK.

Now what?

At the end of the day I add up all my rankings from all my calls and analysis and see what my total score is.

Say I made 50 calls and had an average rank of 2 and an average rank of 3 for the analysis, then I would score my day's activities as 250, 100 for call success and 150 for analysis and learning.  $100 + 150 = 250$

Compare that to previous days and the running average of previous days. This number will vary up and down but will trend up over time.

My goal is to get to say 50 calls with an average of 6 for the call and 1 for the analysis or total

of  $300 + 50 = 350$  to at least be adequately successful.

My ultimate goal (unattainable) will be 50 calls at a rank of 10 for a score of  $500 + 0 = 500$ . No analysis necessary.

When I reach say 450 I will be doing quite well. 490 Great!!

Now, the whole idea behind this is to keep my psychology positive. To keep myself pumped up and feeling good and well motivated.

We tend to stay pumped up when we get a little dopamine release or boost. That is why games are so addictive once we get reasonably good at them. Each little success is a dopamine boost. I'm told Facebook has a similar effect, Twitter too. Is that why some people are so addicted to their social media?

Each time I make a call and score a total of 5 or 6 in the beginning, I get a little dopamine boost, i.e. "Success". Makes me feel good.

At the end of the day if I was within one standard deviation of my running average I had a good day whether it was above of below my running average.

If my current running average is 300 and one standard deviation is say 50, then if I score anywhere from 250 to 350 I had a good day. There will always be days below and above the running average. That's basic statistics. DO NOT feel good if you are at say 340 one day and feel bad if you are at 270 the next day. This is just normal volatility. This is basic Statistical Process Control wisdom. Feel equally good for the 270 and 340 days.

Try to keep your personal life under control. You will not do well if you are sleep deprived or hung over or under the influence of drugs or are sick or mad at someone. You might be able to plow through an occasional day, but not day after day.

Some folks do better on a fixed schedule or routine. Certainly, you have to put in the effort and achieve the numbers to be successful. Usually, the greatest athletes are those who practice the most. Ditto, salespersons.

### **My Ultimate Motivation**

I can only sell something I really believe in. I must believe that my product will be of great benefit to the customer, and that I am doing him or her a big favor by selling it to them.

That is why I emphasize asking questions to discover which Benefits will be desired and valued by the customer. It educates both you and the prospect.

If by chance a prospect is rude to me I just consider it his or her loss and don't let it bother me. I know my intentions were to help him or her via education to improve their life.

Money is an important extrinsic motivator, i.e. motivates if you don't have enough, but does not motivate once you have an adequate supply. Sort of like oxygen which may be the most powerful extrinsic motivator I know of.

However, an intrinsic motivator is one that gives you personal pleasure and satisfaction independent of any extrinsic motivator like monetary considerations.

I am intrinsically motivated to help people improve their lives. That is why I engage in my Triad Math activities. Money is necessary to pay the bills and develop and sell the products. But the deep satisfaction is in helping people.

I hope that becomes your intrinsic motivation too. I feel like a great salesperson is like a great preacher. Really believes in his or her mission.

Extrinsic motivators such as making money aren't lasting and do not usually lead to great success. I doubt if Jeff Bezos or Elon Musk work like fanatics for more money. They are intrinsically motivated to achieve their missions.

The greatest salespersons are not perceived to be salespersons.

They are perceived to be educators and advisors and confidants.

Why?

They are.

They want to help you improve your life more than they want to make money.

If you don't believe in whatever you are selling, quit immediately and find something else to sell.

A good salesperson will never want for anything material and will enjoy great personal satisfaction that comes from helping other people.