



10 WAYS TO MAINTAIN YOUR MOTIVATION

by Leigh Wallinger

All experienced sales people understand that success in sales can be very transient. At the start of each financial year, sales targets are set and everyone on the sales team starts at zero. The clock is reset. Last year's successes no longer count. Everyone starts off motivated and optimistic about reaching their targets, but as the weeks and months go by there is a very real risk that motivation and enthusiasm will drop.

To reach your sales target for this year, you will have to cope with aggressive buyers, rude buyers, inconsiderate buyers and possibly incompetent buyers. You will get rejection after rejection. No wonder motivation starts to wane.

Despite all the rejection, there will be many high points too – new clients, new orders and beating an incumbent supplier. The secret to achieving success in sales is to find ways to keep yourself motivated and maintain your focus. Motivation really is the key ingredient. It stops procrastination from creeping in; it helps you bounce back from setbacks; it gives you the energy to go the extra mile and it gets you going on a cold, dark Monday morning.

Here are 10 ways you can maintain or even increase your motivation.

1. Set goals and plan how to achieve them

To help you focus on where you are going it is vital to determine what your goals are. Be sure to write them out regularly and spend time visualising yourself reaching them. Get yourself some books on goal setting from Amazon and learn how to harness the power of your subconscious mind to help turn your goals into reality.

Most goal setting books will suggest goals are written down in the present tense (as though they have already been achieved) and dates attached to them.

Produce plans showing how you will reach your goals. It is quite often best to work back from the date you want to realise the goal to the present. Break down your goals as necessary to enable a detailed plan to be produced. From this point, provided you complete each of the activities on your plan on time, you will reach your goals.

2. Continually search for solutions, not problems

Everyone has to deal with problems, obstacles and setbacks, this is simply part of life. It is how you approach these obstacles and setbacks that is important. When you encounter a problem, don't dwell on the problem, focus on the possible solutions.

The more you think about something, the more likely it is that your subconscious mind will attract similar things into your life. If you focus on problems, it will seek to bring more problems into your life. Focus on looking at solutions. Focus on positive things. Focus on making progress. The more you think about the positive, the solution, the way forward, the more likely it is to come about.

Use "mindstorming" to identify possible solutions to a particular problem. Capture them on paper. It is advisable to continue this process until you have a list of 20 possible solutions. Resolve to take action on the best solution you have on your list.

3. Mix with positive people

Choose your friends carefully. Mix only with positive people, the people who look for the good in situations and who are recognised as people who "get things done". Their optimism and forward momentum will influence your own behaviour and you too will move ahead.



Negative people will also influence your behaviour. Even if you are a high-energy positive person, associating with negative people will drain your energy like a light bulb drains the energy of a battery.

4. Build strong relationships

Invest as much time as you can in building strong, trusting relationships with others. This investment will pay off over and over in the future as the people in your network help you to reach your goals. Networking, both online and at meetings, is increasingly popular and people spend hours attending events, collecting business cards from the people they meet.

What is a great surprise is that few people have a process in place to build on those initial connections to turn them into long-term trusting relationships. Next time you collect a pocket full of business cards at an event, make sure you follow up afterwards. It takes between seven and ten contacts with someone before you make an impact on them, so a single follow up email after meeting somebody is pretty ineffectual. Develop a process that helps you get a minimum of seven contacts with a person over a 3 - 4 month period.

Strong relationships are based on mutual trust and respect. These take many weeks to develop and will probably need several 1-to-1 meetings during which you can really get to know each other. Once you have developed these relationships, you will find people in your network will help you unconditionally. You, in return, will help others without any expectation of receiving something in return.

5. Keep a success log

Although you may not realise it, you are already enjoying many successes. It is interesting that your mind tends to diminish your achievements and emphasise the difficulties you are having or may have.

Get into the habit of writing down all your achievements and review them regularly. You need to make sure that the things you achieve are those which move you closer to your goals. Looking at your Success Log will help you to remain on track and remind you just how much you are already achieving.

6. Read motivational books

If you surround yourself with motivational books and feed your mind with this material you will become more motivated and inspired yourself. Read biographies of successful people; learn about how the mind works; read about how people moved from living in despair to being successful.

7. Avoid negative self-talk

Have you noticed how, in your head, you are continually "talking" to yourself? If you are like most people, much of this self-talk is pretty negative. This is your mind dwelling on the difficulties and setbacks instead of on your achievements and successes. You can only hold one thought in your mind at any one time, so make sure it's a positive one.

You can change your negative self-talk simply by being conscious of it. Whenever you notice negative message, consciously change it for a positive message.

8. Expect setbacks

The path to sales success, and success in all other parts of your life, is littered with obstacles. Achieving success is not easy and there will be many setbacks along the way. Even



recognised successes such as Richard Branson and Alan Sugar have had to cope with some very tough times and have encountered significant setbacks in the quest to reach their goals.

What makes them special is their persistence and ability to bounce back after a setback. They both understand that, as in climbing mountains, to go from the peak you are on today to the next level you will always have to go down first.

It's the same in business. To get to the next level in sales success, you will have to try something new; something outside your comfort zone. You will almost certainly make mistakes and encounter setbacks until you begin to feel comfortable again and progress to the next level.

This is both normal and to be expected. It is unrealistic to expect anything else.

9. Learn lessons when things go wrong

Following on from number 8, whenever something goes wrong don't dwell on the negative. Ensure you reflect on what your actions were leading up to the setback and see what lessons you can learn. The Law of Cause and Effect applies to everything you do. If you get a result that you didn't want, then look back to see what you did to cause it. There will be something you did. Don't blame other people. Take responsibility. Find what 'cause' produced the unwanted 'effect', then adjust your actions so that the desired effect appears.

10. Celebrate your achievements

Reward yourself as you make small achievements along the path to reaching your goals. It's a 'feel-good' factor that will help you maintain your motivation and lead you to even greater achievements.

So there you have it, 10 ways to maintain your motivation. If you follow these methods you will be unstoppable, your motivation will remain sky-high and you will begin to achieve your goals faster than you ever thought possible.

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