

THOUGHTS FOR THE

good life

PUBLISHED BY SUSAN SPRITZ MYERS, CPCC PROFESSIONAL COACH 847.242.0351

Do you have a plan for where you are going this year? Hire a coach if you don't. You'll be amazed at the clarity and action the process will bring. What an amazing year you will create!

Greetings! How are you finding 2002? Are you clear about what you want to accomplish this year? I sat down with a group of friends early in January to set goals for the new year. First we looked back on our successes, our disappointments and what we learned from those experiences. Then we focused on taking what we learned and defined our goals for the upcoming year. Finally, we created specific goals for the month.



I am happy to report that after the first month, I am on target. I hope to make the same claim as the year rolls on.

Be well and enjoy.

What Makes a Good Salesperson?

I often work with professionals who become “salespeople” later in their careers. People make significant career changes and find themselves in sales roles without any previous sales experience. For example, a lawyer leaves a tradition law practice and becomes a financial advisor, which includes selling financial plans. Another instance is when someone starts their own business. In addition to providing the service the business offers, they often must also generate sales.

Many say that salespeople are born, not made. I don't completely agree with that notion. Sure, we all know people who can sell us anything, but I believe finding your individual approach and style can work to develop your ability to sell.

Jay moved from being a low performer to his company's star salesperson just by developing an understanding of his natural style. Using his natural talents, he developed an expertise in his marketplace and used that unique understanding to create strong relationships within his target market. This led to many signed contracts and lucrative commissions. Another key ingredient to Jay's success was his ability to let go of his negative perception of salespeople. Jay had always worked in entertainment marketing and early in his 40s he found himself in Internet sales. He held a strong negative image of the consummate salesperson and held himself back whenever he felt he appeared too “sales like”. He worked on creating a positive image of himself on the job, which was quite different than the stereotype he had.

Another area of focus that has supported sales clients is the willingness to constantly push themselves to the edge of their comfort zone. Each of us operates within a zone that is familiar and comfortable. For example, Brett moved from working for a company where he was the client to a job where he was the salesperson calling on clients. When Brett first started, he felt comfortable calling prospects he knew, but resisted making sales calls unless an introduction had been made for him. Through our coaching work, Brett committed to taking action that was outside his comfort zone each week. As his comfort level grew, so did his sales success.

Whether you have a traditional sales position or not, we all need to be mindful of selling our ideas and concepts to others. Are you willing to take risks outside your comfort zone? Do you hold beliefs that a salesperson isn't how you want to present yourself? Does that belief limit your success rate?

Stop and think. Are you moving your business goals as quickly and effectively as you possibly can? Notice how you present yourself and your ideas. Take a step outside your comfort zone this week. Take a bigger step the following week. Does your success rate increase as you continue to push your own boundaries of your comfort zone?

Ask Yourself How, Not Why

How often have you faced a tough situation and said, “Why me?” “Why” usually leads to analysis and possible self-pity. “How” has the power to move you forward. Notice the difference: “Why did this happen to me?” versus “How can I handle this challenge?” Solutions begin to appear magically.

So next time the “whys” show up, give yourself a moment to embrace your “why me” feelings. Don't stay too long. Move your thoughts to “how” questions. How can I get support to handle this challenge? How can I be strong and clear-minded when I feel angry and hurt? Keep asking the “how” questions. Pay attention to the responses and thoughts that begin to surface.

This simple change in your internal self-talk can produce quick and tremendous results. I would love to hear what you notice.

Does Your Work Complement Your Natural Instincts?

How do you most naturally take action? Is how you operate instinctively in conflict with who you expect yourself to be on the job? Learn how your instincts lead you to action with the Kolbe assessment tool.

CASE STUDY 1

John is an executive who had recently moved into a senior level position in a national corporation. He tends to avoid taking risks and he needs to thoroughly review the facts and respond to inquiries after a complete analysis.

A comparison of his Kolbe Index A and B reflected some internal strain. First, he needed much detail and analysis from his seven direct reports and found he was staying late many nights doing the research himself. Second, he felt very uncomfortable in the senior meeting, where he was expected to think on his feet without the benefit of studying the details. He felt at great risk having to speak off the top of his head. The Kolbe tool was a great asset in targeting the stress he had been experiencing. We were able to brainstorm several different options to make the job a better fit for how he operates naturally.

CASE STUDY 2

I recently had the opportunity to work with a successful business coach on her Kolbe results. By Kolbe's definition, she is an entrepreneur – one who initiates risk and simultaneously has a need for knowing the facts in order to solve a problem. The job of a good coach is to ask clients questions that will move them to their desired goals. However, as we discussed her Kolbe results, she realized that much of her questioning was because of her need for information. It wasn't always necessary to serve her clients. Because she is a natural fact-finder, we determined that she would attempt to fill her need for facts in places other than her client sessions. She would use her fact-finder mental energy more extensively in marketing and running her business, leaving her free to serve the clients' needs, not her own.

“Courage is not the absence of fear, but the mastery of fear.” MARK TWAIN

KOLBE PACKAGES

1. Individual Index A

How do you instinctively take action and how does your mental energy influence your work and personal life?

Index A™ plus 1-hour phone session

2. Individual A & B

How do you take action naturally? Plus, how do you expect yourself to take action on the job? What potential stress are you currently under because of the difference between the two?

Index A & Index B™ plus 1-hour phone session

3. Kolbe Team Workshop

How does the mental energy on your team work together? What issues might the team be facing? How can they be resolved with an understanding of the instinctive energy on the team?

Program inclusions specific to individual team solutions.

Call me to discuss which Kolbe package is right for you or your team.

I hope you enjoyed this newsletter. If you want me to forward a copy to a friend or don't want to receive future copies, you can call, fax or send me an e-mail message at SSpritz@aol.com.

Be well and enjoy! Susan Spritz Myers Tele: 847.242.0351 Fax: 847.242.0352

P.O. BOX 383 GLENCOE, IL 60022

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