



MARINE DEALER
CONFERENCE & EXPO® 2018

Develop Your Sales Staff's Mental Toughness

By:

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Armstrong Sales Coaching

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Mentally tough people can control these. Can you?

Rate yourself on a scale of 1-10. 1 being you need help, 10 meaning you own it!

- Responding to e-mail immediately when it comes in (reactive for salespeople)
- Taking calls when they come in (reactive for salespeople)
- Researching on the internet during working hours (do after hours)
- Chatting with co-workers (lack of discipline)
- Spending too much time on low revenue producing accounts
- Reading articles or viewing non-business-related information during selling hours
- Sorting through papers from days prior (should be done before/after “selling” hours)
- Cleaning or organizing desk (during “selling” hours)
- Attending too many meetings unrelated to goals (when you have a choice)
- Playing telephone tag with prospects; customers (should have had agreements on next steps)
- Being stood up or waiting for a prospect or customer because you didn’t have a solid agreement
- Listening or participating in office gossip or idle chit-chat
- Putting together proposals when we haven’t qualified them
- Working on a “C” priority when an “A” isn’t completed
- Handling paperwork that should be done by someone else (avoiding prospecting)
- Looking for lost paperwork
- Calling on or wasting time with non-decision makers
- Talking to co-workers, friends or “non-business generating” people at networking meetings
- Not knowing your products or services well enough, so you have to get back to people
- Not using technology when it would save you time
- No standardized selling process...that works
- Never delegating or not delegating enough
- No organized database of phone numbers and e-mail addresses; no CRM (not disciplined)
- Not being prepared with productive work when early for scheduled appointments
- No agreements; or weak agreements on next steps with meetings
- Blaming outside factors for your sales failures (which causes you to not prospect)
- Not working enough on high-payoff tasks when you are at work
- Starting meetings late; late to meetings
- Weak meeting agendas; attend meetings without goals
- Not working the 80/20 rule of 20% of your customers give you 80% of your business
- Not asking for referrals (causing you to waste time on lower % prospecting)
- Letting distractions get you off track from your goals
- Lack of consistency or discipline
- Not having clear-cut goals
- Not measuring your sales behaviors
- Reacting to bad situations or rejection; taking too long to recover from adversity
- Closing too many small opportunities; not enough large business
- Giving away margin or concessions
- Being too nice when you need to gently confront; having difficult conversations
- Actively calling on enough prospects
- Selling at higher prices

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WORK ON THESE TO BECOME:

MENTALLY TOUGH

- ❖ Get more comfortable talking about large sums of money
- ❖ Don't do full sales presentations to non-decision makers
- ❖ Don't "wing it" on your sales calls; be prepared with a sales process
- ❖ Make sure your body language shows you're confident
- ❖ Practice your recovery process after a lost sale
- ❖ Shorten the time it takes you to recover from loss
- ❖ Learn to gently confront prospects when necessary
- ❖ Practice "tough" responses to phrases like, "we need a better price"
- ❖ Understand what your goals are and daily work towards them
- ❖ Weed your mental garden; remove the negative self-talk
- ❖ Be disciplined and consistent with your prospecting activities; networking
- ❖ Measure your sales activities to stay motivated and hold yourself accountable
- ❖ Believe you are worth more
- ❖ Journal for awareness of when your mental toughness is slipping
- ❖ Utilize "box-breathing" techniques to control your mind in stressful situations
- ❖ Don't take "no's" personally
- ❖ Disconnect outcomes from how it makes you feel about yourself
- ❖ Don't believe prospect excuses; gently confront instead
- ❖ Subdue your need to be liked; go for respect
- ❖ Practice being decisive with every decision you make
- ❖ Learn to be comfortable with being uncomfortable; when you're uncomfortable you're growing
- ❖ Work on your goals and say "no" to everything else
- ❖ Reframe your negative thoughts. I.e., instead of saying to yourself, "I can't sell without discounting" learn to say, "We're expensive, and worth it"
- ❖ Act as if you're financially independent and don't need the sale
- ❖ Look at the people in your life and rate their self-concept; don't hang out with turkeys, fly with eagles
- ❖ Work for 66 days in order to change bad habits
- ❖ Don't coast; GO FOR IT!