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Non-Selling Professionals Can Conquer Selling Reluctance

by
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Do you live to sell, or sell to live? Professional service providers frequently find selling a necessary evil to survive. If there are more dreadful parts in your day than enjoyable ones, perhaps you are missing some key factors that are essential in developing your passion about selling. Tom Brokaw said, "It is during adversity when one can really make a big difference. It's easy to make a buck. It's a lot tougher to make a difference." Four essential tenets emerge that fortify the resilience successful professional's display during their inevitable wins and losses. First, they have a clear personal cause or mission about their work. Unrestrained passion follows, supported by incomparable self-discipline and an aptitude to take risks. All are entwined but let's consider each separately.

- A personal cause (or mission) is stronger than a goal. Goals change, but causes remain steadfast. A cause is a clear and unwavering commitment to a belief or outcome. Recent world newscasts are prevalent with people making the ultimate sacrifice and commitment to their particular political cause. Having a cause motivates you, inspires others to support you, and sustains you throughout disappointments and setbacks. Lack luster motivation, and just going through the motions, is symptomatic of not being clear about what you are trying to accomplish in your work. Personal achievement, advancement, recognition, winning, financial and career benchmarks are examples of personal causes. Causes can also have an external focus. For example, a risk consultant's cause is to take the 'confusion out of insurance.' He performs this simple mission with conviction and sincerity, .A career coach gains fulfillment by rigidly adhering to the cause of only pair clients' strengths with the right opportunities. In another instance, an advertiser is committed to increasing her client's market awareness. Because each feels so strongly about their personal cause, selling is a means to that end. Take time to clarify your cause so you can see it, feel it, and talk about it in detail. What excites you about what you do? What are you trying to accomplish in your work, and what are your principles for doing business? Aside from money and comfort what are the best possible outcomes for you and your customers?
- Passion is a 'must do' feeling that burns inside. When you gain clarity on your cause, a passion will start to grow inside you. Without clarity passion is counterfeit, and like propaganda, it lacks authenticity, and fervor. If your cause

is not producing passion, you don't have the belief or conviction in it, or you have the wrong one. Allow time everyday to do what you like most in your work and improve your skill set. Being curious and learning about your line of work builds confidence which in turn kindles passion. Eliminate distractions, stay focused, find the positives in your work, and your passion will intensify.

- Self-discipline cannot be acquired from someone else. Managers would certainly stock pile it and distribute it freely if that were possible. It must come from within. Self discipline follows passion. Without a cause passion is slow to develop, and self discipline is deficient. Athletes provide a great example. Their cause may be to take the conference title. Their passion about winning grows, which in turn fuels their self discipline to go the extra mile. One of the greatest coaches of all time, Paul "Bear" Bryant said, "It's not the will to win, but the will to prepare to win, that makes the difference."

- Finally, recognize that risk is a friend. Not unbridled risk, but calculated risk taken within the framework of your cause combined with self discipline. Risk without discipline is just being reckless. Just as investment always precedes return, risk precedes reward. What risks are you avoiding? Perhaps a phone call to a tough decision maker, closing a file, or initiating a new contact? Every baseball fan knows that Ty Cobb was one of baseball's greatest players. His record for stealing bases stood for years. Cobb stole ninety-six bases the year he set the record. Ask baseball fans if they know Max Carey and most will shake their heads and ask, "Who was Max Carey?" One season Carey attempted fifty-three stolen bases and succeeded fifty-one times—an unbelievable ninety-six percent. Ty Cobb stole ninety-six bases the year he set the record, but he tried one hundred thirty-four times. That is only seventy one percent. Cobb was willing to risk, and because of it, he became legendary in the baseball Hall of Fame. Max Carey, who played it safe time after time, is not remembered today.

Like Ty Cobb, know your mission, be excited about it, stay disciplined in your efforts, and take the calculated risks to move forward. If you win often enough, people will forget the times you failed.