

## **MEMO TO SALES PEOPLE Success Is Much Easier Than You Thought**

It has been reported that the highest incomes among working people are earned by sales people. It is also reported that 80% of the commissions paid are earned by 20% of the workers.

This, of course, seems unfair. If two sales people working for the same firm and selling the same product or service spend the same amount of time working, why should one earn four times the amount of the other?

There are countless valid reasons, of course. But the most important will involve the two M's -- Motivation and Method. Sales professionals must be able to generate and maintain motivation. Without it, all the sales training courses in the world will not produce success. With motivation enhanced, sales training takes on meaning and positive results ensue.

Motivation, to be effective, requires positive, self-esteem and self-confidence, which can be greatly enhanced through hypnotherapy. As these basic qualities are developed, hypnotherapy focuses on Method, which entails learning to plan, set goals, deal with mind-set, and prepare for progress and achievement.

Goal-setting is in itself a skill requiring deep understanding of step-by-step advancement. Few people know how to set goals. Few people are aware of various types of goals and the interrelationship between them. A successful career in sales, requires a self-starter attitude. Hypnotherapy can prove highly effective in producing the mind-set for sales success.

### **Accomplishment Goals**

There are two major types of goals. Accomplishment Goals and Activity Goals. Accomplishment goals deal with where a sales person wants to go with a career. Activity goals deal with how such a person gets there. Without Activity goals, Accomplishment goals are usually worthless. They can be nothing but dreams, totally without the essential of accountability.

Self-hypnosis, competently learned from a qualified source of instruction, is an ideal place to begin. Deep relaxation, accompanied by exploration of the inner self, can help develop understanding of personal capabilities and potential, which are necessary to the establishment of realistic accomplishment goals. Realistic evaluation of desires is important.

For example a statement like, "I want to have a million dollars" does not create an accomplishment goal. On the other hand, a new sales person might decide, "I want to earn \$56,000 this year." This could be a realistic accomplishment goal.

Having looked within to determine an accomplishment goal which is within reason in view of the capabilities of the goal-setter and the constraints of his position, it becomes necessary to determine the steps and sequences necessary to achieve the objective. For a real estate sales person, as an example, it might be helpful to work backwards. What dollar amount of sales would be necessary to generate commissions received of \$50,000. Considering the average price of homes sold, how many home sales must be closed to achieve the objective. Again dealing with averages, how many homes must be shown to reach the necessary number of sales; how many prospective buyers must be contacted to show the number of homes required; how

many telephone calls must be made to generate the necessary number of prospects?

Now, the sales person has a roadmap showing the direction to the goal and what is necessary to achieve the objective.

### **Activity Goals**

At this time, having done the research, the sales person is in a position to determine the activity goals. Having established that a specific number of telephone calls per day must be made, the motivation to accomplish that specific activity goal must be generated. Hypnotherapy may be selected as the appropriate means of stimulating the motivation and creating the self esteem and confidence necessary to move forward. Conditioning against discouragement likewise may be advisable.

Activity goals, obviously, are the steps necessary to move toward the accomplishment goal. In the real estate example, a certain number of contacts per day are necessary to produce one prospective buyer. In listing properties, likewise, the law of averages indicates that a specific number of contacts are necessary to generate a listing. Turndowns and rejections are frequent, which is why motivation and self-confidence are essential elements to success. Sales people who look at rejection as nothing more than a necessary step toward the next acceptance will join the 20% group of higher earners. Those who see the rejection as a defeat discouraging future effort, will be in the larger 80% group of poor to mediocre producers.

The importance of attitude is evident. The occurrence of rejection is inevitable. That is why true sales competency is the highest paid profession in the world. It demands control of the self by the self, which is a rare asset.

The hidden secret, however, is that all the essentials necessary to sales success can be acquired. Those who suffer from low self-esteem due to past failures or poor performances can turn around, regain their senses of self worth, and achieve the success available to them. Those who lack self confidence, who find it difficult to dial a telephone or knock on a door, can bolster their confidence, achieve a memorable success and build on it. Those who lack motivation and just can't get moving, and those who keep creating duties which justify the postponement of what they know they should be doing, can change both habits and attitudes. Hypnosis can deliver the specific kick in that portion of the anatomy where it is most needed.

And those who, after perhaps repeated exposure to sales training courses, never seem to put their training to use or follow the guidance provided by top sales pros, can come to life and demonstrate shining examples of professional techniques. They simply must be prepared to learn before being subjected to the training experiences. Hypnotherapy can accomplish such goals.



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This brochure is presented for the information of the general public, to discuss the applications of hypnosis available for dealing with such matters as habit control, stress, excessive eating, smoking, fears, motivation, self-confidence, concentration, learning enhancement, attitude modification, pain management, insomnia, goal-setting, relationships and other areas which lead to unhappiness, dysfunction or difficulty in achieving personal goals.

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