



Gambling on Motivation

September 20, 2010

Volume 2, Number 3

In This Issue

Motivation & Hiring

Where does it come from?
Can you hire it?
Can you provide it?

Prepare to be your best

Four great events to kick-start sales and set your business on the fast track to consistent results!

SELLING FOR SMALL BUSINESS IS DIFFERENT!

SIDEHILL NOW OFFERS CUSTOM, LOCAL SERVICES FOR PEOPLE WHO SELL FOR SMALL BUSINESS – FULL TIME OR AS JUST ONE OF MANY RESPONSIBILITIES. PASS IT ON, OR CHECK IT OUT [HERE.](#)

LOOKING FOR EFFECTIVE AND

Summertime. Long hot days, warm nights, friends & family around the BBQ. Who wants to drive sales out of the ballpark when all you want is to be out at the ballpark? I mean, everyone is on vacation anyway, right? So why not ease up a little?

(Warning!! The end of summer attitude is highly contagious. Improper use may result in serious injury or death to your top line!**)**

Attitude. Commitment. Focus. All of these seem harder to maintain when you, your colleagues and clients, are clinging to the memories - and pace - of summertime. They are even harder when you're looking to grow your business by bringing on some new help.

We've heard from a lot of business owners and sales leaders who have recently or who are currently looking to add new sales people and help kick start growth (great news!) What we're also hearing is that business simply can't afford the wrong sales hire (not news at all). Many aren't sure how to go about finding someone who will perform well in *their business* (No, the past is NOT a solid indicator for that), let alone re-igniting the energy level in the team members they already have.

Hiring and motivating sales help is one of the most difficult - and critical - growth actions a business makes, and if you're not a sales guru to start with, it can all seem like you've wagered your future at the blackjack table. So how can you improve your odds of winning?



First, make sure your *organization* is ready to hire. This **isn't** Vegas, baby! Clarify roles and responsibilities in advance; including the activities and revenue you need the position to deliver. Make sure you've defined how the role integrates with the rest of the organization, and that the 'on-boarding' process is written and provides the orientation and training the new hire needs to understand the roles and responsibilities, expectations and company culture. Our 4-step implementation and integration sheet is a helpful guide.

Next, recognize that there is no such thing as a 'born salesperson' - and contrary to popular belief 'the gift of gab' is not a valuable sales trait! Anyone (yes, *ANYONE*) can be great at selling for you *IF* they are (1) willing learn and (2)

AFFORDABLE?

OUR EXECUTIVE AND SMALL BUSINESS ROUNDTABLES ARE A PROVEN FORMAT FOR OBTAINING TIMELY AND RELEVANT INSIGHT FROM YOUR LOCAL SALES SPECIALIST, AS WELL AS THE EXPERIENCE OF YOUR LOCAL PEERS.

Is \$200 AND 2 HOURS A MONTH AN INVESTMENT YOU CAN AFFORD TO INSURE YOUR LONG TERM SUCCESS?
CAN YOU AFFORD NOT TO?

Contact us for a free, no obligation review and action plan!

An investment in knowledge pays the best interest.
-Benjamin Franklin

I hated every minute of training, but I said, "Don't quit. Suffer now and live the rest of your life as a champion."
-Muhammad Ali



committed to success *in your field*. That's two big 'ifs' with no face cards showing, and they apply to both your existing team and potential new additions, so let's take a look at that hand more closely:

1.) Will Sell vs. *Can* Sell: The adage about "The teacher will appear when the student is ready" is rarely more relevant. You can train for days, weeks, even years – but if the target of your expertise isn't willing, you may as well be sitting at a table in

Vegas laying down your customer relationships.

You already know whether or not your existing team *will* sell: Simply look at the numbers and compare achievement to the volume of excuses you hear. A high excuse ratio means low willingness. So, when its' time to ask for a fresh pack...

Count Your Cards!

Screening new hires for 'willingness to learn' is tough - some folks will say *anything* to land *any* job when the rent is due. The best measure for this is past *behavior* – not past performance – lots of people can get a few lucky hands and come home a winner once in a while, but consistent winners don't rely on luck. You have to know why that wining past performance occurred.

Ask questions about how they have acquired new knowledge and skills in the past - and why. Then learn how they applied that new knowledge for a positive result. That will provide some insight on their desire to improve as well as critical thinking and decision making skills. If you can verify their response with a former employer or client, so much the better – most great sales reps will have a number of former clients who would be happy to talk with you.

2.) Commitment. This is where the spark that fans the flame of motivation *lives*. Why someone *should* perform well is a little easier to gauge and monitor than will. First, match their interests and skills to your field: A small engine repair genius isn't likely to be passionate about selling Fine Art. Second, understand what their *personal* goals and ambitions are, and then tie those goals to the rewards of performing well at your firm. When difficult tasks and hard times come calling, you can help keep your reps on track by reminding them of why they're with you and how you can help them acquire that house on the lake, early retirement nest egg, or Red Sox Season Tickets... whatever it is that get's them going!

This goal alignment piece can be a powerful motivator for commitment when the passion piece is missing, **but be selective on both points!** Once an equal opportunity closer to their passion comes up, even your most successful reps are likely to follow their heart right out the door – leaving you back at the gaming table saying 'hit me!'

Is there more to Motivation than that? Yes, probably. Every business is unique,

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and what works best for you in your market today may not play well at another table. If you find you regularly leave the table a lot lighter than when you sat down, it may be time to consider bringing in some objective advice.

Practice, Practice, Practice!

Sidehill will be presenting at the following events this coming month. Come join us for some great advice, insight, and tools from the regions' best resources for improving your business!

Hannah Grimes Center, Keene, NH

What: What makes a great sales presentation?

When: Monday, 9/20 10:00 to 11:30AM

Details: There is no charge to participate. Limited space means advance registration is required. Contact [Hannah Grimes Center](#) for more details and to register.

BizConNH, Peterborough, NH

What: [World Class Selling for Leaders, Entrepreneurs, and Over-Scheduled Professionals](#)

When: Saturday, October 2, 2010, 8AM-4:30PM

Details: I'm speaking at BizConNH in Peterborough, NH, on October 2. Please register now at www.bizconnh.com for a full day of business networking, workshops and events. Join the BizConNH social media campaign and compete for great prizes. I look forward to seeing you on October 2!

Business Triage: Cure what ails your business!

What: The Doctors are in! Bring us your symptoms and breathe new life into your business, this year!

When: October 21< 2010, 8:30 - 11:00

Location: Best Western/Sovereign Conference Center, Keene, NH

Details and register here

Keene State College

On-Campus Noncredit (CEU's available) courses for developing your work skills

What: Business Sales Essentials

When: November 11 and 17, 6-9PM

Details: A Must for B2B sales representatives, from entry level to seasoned pro.

Full details in the [Keene State Business Newsletter](#), page 5

What: Sales Leadership

When: November 23 and 30, 6-9PM

Details: Out of ideas for motivating your team? Need to create heroes instead of being the one everyone calls on? Are incentives and sales meetings met with a yawn? Then this short course is for you! Full details in the [Keene State Business Newsletter](#), page 5

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