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Setting Your Goals In Sales Training

By Patrick Porter

It doesn't matter if you are in an auto sales training, TV and radio sales, estate sales or time share sales in my conversations with sales management over the years, I've found that top producers all have one thing in common: they've taken the time to sit down and create goals for themselves and committed to sales training.

Even if during the sales seminar they were skeptical when they started the process of goal setting and planning, every one of them has become a true believer.

What Is A True Believer?

A True Believer isn't someone who just works sales leads. They are someone who has been amazed by the incredible power of goal setting and the power of their own mind to be sold on the sales job. Every one of them has accomplished far more than they ever believed possible even if they are in mobile home sales or business sales they are the ones that move up to the top.

It didn't stop with sales goals or material successes. This belief runs deep in all areas of their life. They're convinced of the power of the mind and want share that with the world. They just seem to live in a world that favors them. Their life has become an extension of their sales attitude.

Are You Happy With Your Current Training?

I defined happiness in training as, The progressive assimilation of worthwhile skills that will help me to reach my professional goals. As a sales trainer, I have been working progressively, step-by-step toward making permanent lasting impact on every sales professional's life.

This purpose alone can generate a continuous feeling of success and achievement within me, but if it doesn't translate in your personal sales training it is all for not. The sales game has always been the more people you sell, the more successful you will be. As a sales professional, you have more control of this than almost every other profession. Geoff Thomas a sales associate is fond of telling his sales staff, Your raise is effective just as soon as you are.

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I know you can create an environment of happiness for your customer through fabricated rapport skills but a genuine joy for sales will close more deals than you can imagine. Without your skills of salesmanship, there would be nothing for company to do. When you walk out of the office in the evening, it is natural for you to feel like a winner. This goal is well entrenched in the sales experts I know. It also gives you the psychological momentum to overcome obstacles and plough through adversity as you reach your sales goals and assist others.

Sales training more than anything else should have you recharged as you go back out into the world. If the sales seminar doesn't motivate you to work every sales lead more efficiently than why bother.

Does Your Training Connect With Your Values?

Every great trainer has a personal strategic planning process. It usually begins when you determine

what you believe in and what you stand for – your values. If your values and the trainers match this is the glue that holds the core concepts of the sales training in place. These values shape our personality and our character as a sales professional.

Your virtues and qualities are the sum total of all your thoughts, actions and beliefs since the moment you were born. Your values, virtues and inner beliefs are the axle around which the wheel of your life turns. All sales improvement begin when you clarify your true values and commit yourself to live consistently with them. It's been said, "You must stand for something, or you will fall for anything!" Great sales trainers know the value of the sales process and believe every prospect they meet can find value in their product or services.

When Attending A Training How Specific Should Your Goals Be?

To achieve success in training you will find trainees are successful because they're very clear and committed to their values and specific outcomes from the training. Unsuccessful trainees are fuzzy or unsure they perhaps were forced to the training without a buy in from the sales manager.

When a training is a complete failure, you'll find that the trainer didn't clearly outline the real values of the training at all. These trainers stand for nothing and hope their audiences fall for everything.

While training the sales staff at Positive Changes, our sales staff had access to a wealth of resources designed to help them succeed in their goals. For instance, use the Sales Mastery series to stimulate your other-than-conscious and keep you on track with specific, clear and organized sales goals. They trained each franchise location to set goals for the day, week and the month. Using these mind trips within themselves helped them to enroll others into its use.

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Dr. Patrick Porter is an entrepreneur, award-winning author, and motivational speaker. His electrifying

keynote speeches and seminars deliver the real life, nuts and bolts concepts he used to take his business venture to astounding heights.

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The Kaizen of Goal Setting

By Ke o agile

There is an old way of goal setting and a new way of goal setting!

The old way of goal-setting involved setting your goals, preparing a list of sub-goals, and then carefully checking them off one after another (as and when they were being accomplished). Am I trying to pour cold water on the goal setting method many of us grew up on?

Not necessarily

While I am not saying the step-by-step approach does not work, I am advocating a flexible-goal setting approach.

The flexible goal-setting approach acknowledges the presence of chaos and unpredictability of our modern times, where change is rapid and conditions shift in an instant.

What's more, a tiny weeny change nowadays has the potential to create major upsets and instability.

Enter the flexible goal-setting system. And, this is how it operates.

Set big-picture, life-enhancing goals with flexible sub-goals that you can adjust to fit in with shifting conditions. The simplest way of putting this into practice is to build into your goal-setting, daily incremental steps that aggregate into your vision. Add to this sub-goal A, sub-goal B, sub-goal C, maybe sub-goal D.

Remember, each sub-goal must be flexible enough to respond adequately to the requirements of the shifting conditions.

You don't want to throw your hands in the air in desperation because your plans and goals have been derailed, do you?

Well, the 'Kaizen of Goal Setting' is about knowing the difference between the old and the new, and applying it to your goal setting.

Ke o agile is an NLP Coach and Publisher of In TheZone, an NLP focused ezine for capacity builders in the personal and professional skills development areas. In TheZone can be accessed freely at

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The Kaizen of Goal Setting

How to choose the right goals to focus on.

The How and Why of Goal Setting

Goal Setting the SMART Way

The SMART Way to Set Goals

Success Secrets

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

One Million a Year

How to become a Chef!

GUERRILLA MARKETING Volume 1



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