

# SERVICE-MINDED SELLING

## Motivation



### Understanding a Sales Persons Beliefs, Goals and Value



Rene Zamora  
President  
Sales Manager Now

When managing others it is important to understand what their motivating factors are. Understanding what people believe about sales will help you tailor your training. A person's goals and values will let you know what motivates the person.

This works well if the sales manager is genuinely interested in supporting the sales person in achieving their goals and helping them with their weak beliefs. It will backfire if it is never discussed or mutually understood.

I have had success explaining how I want to support them personally and in business. I then ask if they would take some time answering these questions so we can discuss over lunch or coffee. Let them complete in private then discuss together.

#### Beliefs

What comes to mind when you hear the word "sales?"

What type of sales people come to mind when you hear "salesman?"

What type of sales volume do you believe you can achieve month in and out?  
(be realistic)

What about sales comes easy to you?

What about sales is harder?

What do you really dislike about sales?

#### Goals

Why did you choose this position?

What do you hope will happen for yourself in this position?

What things do you hope to acquire?

What are your career aspirations (short and long term)

How will this position help you in your long term goals?

How much income do you want to realize 2006, 2007, 2008

#### Values

What are the most important things to you in life?

What types of situations or circumstances motivate you?