



# ***Add Fizz to your Sales Team by working on the 'Inner Game'***

***Research on Performance, Motivation, Resilience  
And Ability to cope with Pressure***





## ***Background***

The news is often packed with the fantastic exploits of superstars from football, tennis, athletics motor-racing and many other sports.

All of these superb sportsmen and women are highly motivated and have built up their skills, endurance and capabilities over many years of hard work, to help them reach the top of their respective games. But so have all of their competitors!

### ***What is it that gets them to the top and makes them super-stars?***

Given that all top level sportsmen and women are already highly motivated, there are two more significant factors that come to play; **resilience and the ability to deal effectively with pressure.**

Whilst top sports people often use Sports Psychologists who work with them to help develop the 'inner game' very often sales people receive little or no help in these critical areas. Yet without the ability to keep bouncing back and keep going under intense pressure, better than the competition, consistent sales success is very unlikely.

Having identified the importance of these factors, we have been working with sales forces to see if it is possible to systematically help fine tune their sales teams become more resilient and better able to deal with pressure, to help them boost sales results. We have been able to collect enough data now to assess what can be achieved with the right tools.

This involved using the Sales-Motivations program (see [www.sales-motivations.com](http://www.sales-motivations.com)), which uses the proven Cognitive Behavioural approach to fine tuning thoughts, feelings and behaviour to bring about improved results.

In a carefully constructed trial with a sales team, we measured everybody's levels of motivation, resilience and ability to cope with pressure at the start of the trial, then split the group in half, one

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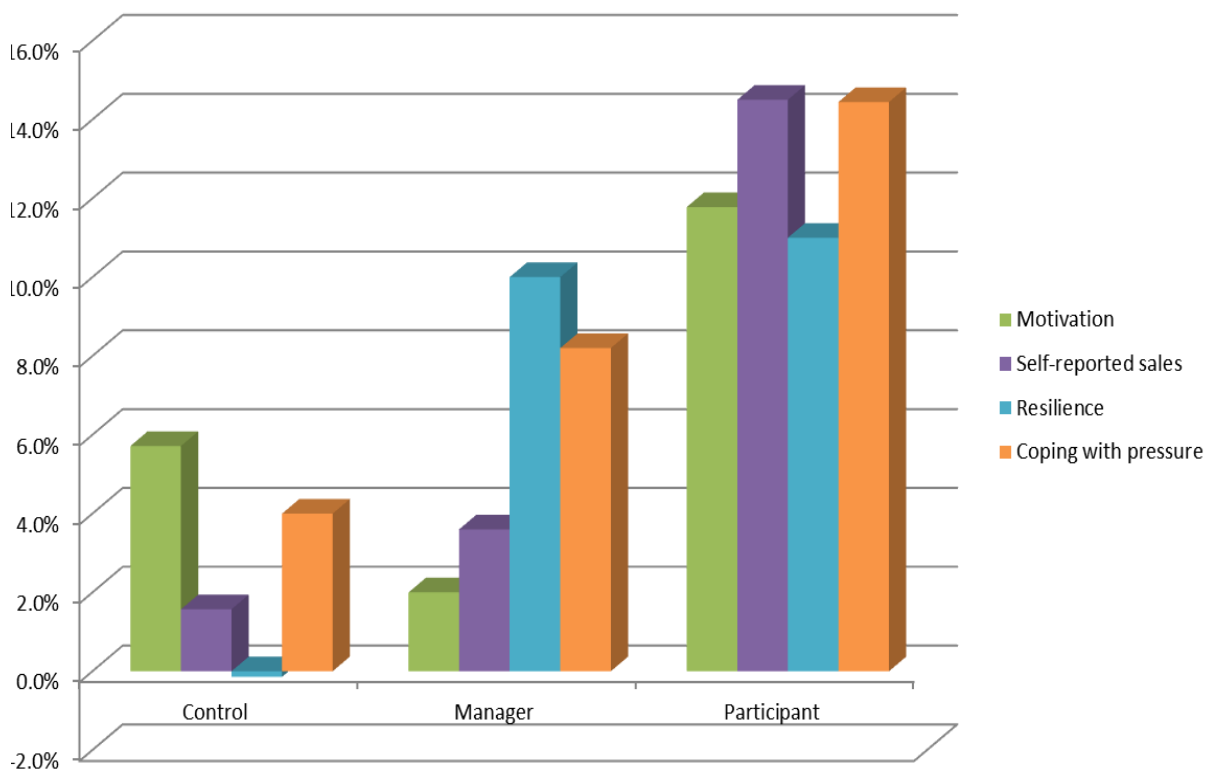
half using the Sales-Motivations program and the other half carrying on as normal without it.

We then measured everybody's levels of motivation, resilience and ability to cope with pressure again and compared the 'participants' verses the 'controls'. We also had a group of Sales Managers who undertook the program, although we didn't have a control group against which to compare them, as they all wanted to use the program.

### **So what were the results?**

We used the on-line Sales Motivation and Resilience Questionnaire, which consists of forty questions, to measure the results.

It asks eight questions for each of these factors, plus 'self-reported sales performance' (i.e. how well do you think you are doing) then calculates a total score for each factor as a percentage from 0% (very low) to 100% (very high). The changes in each factor achieved in each group are shown below;

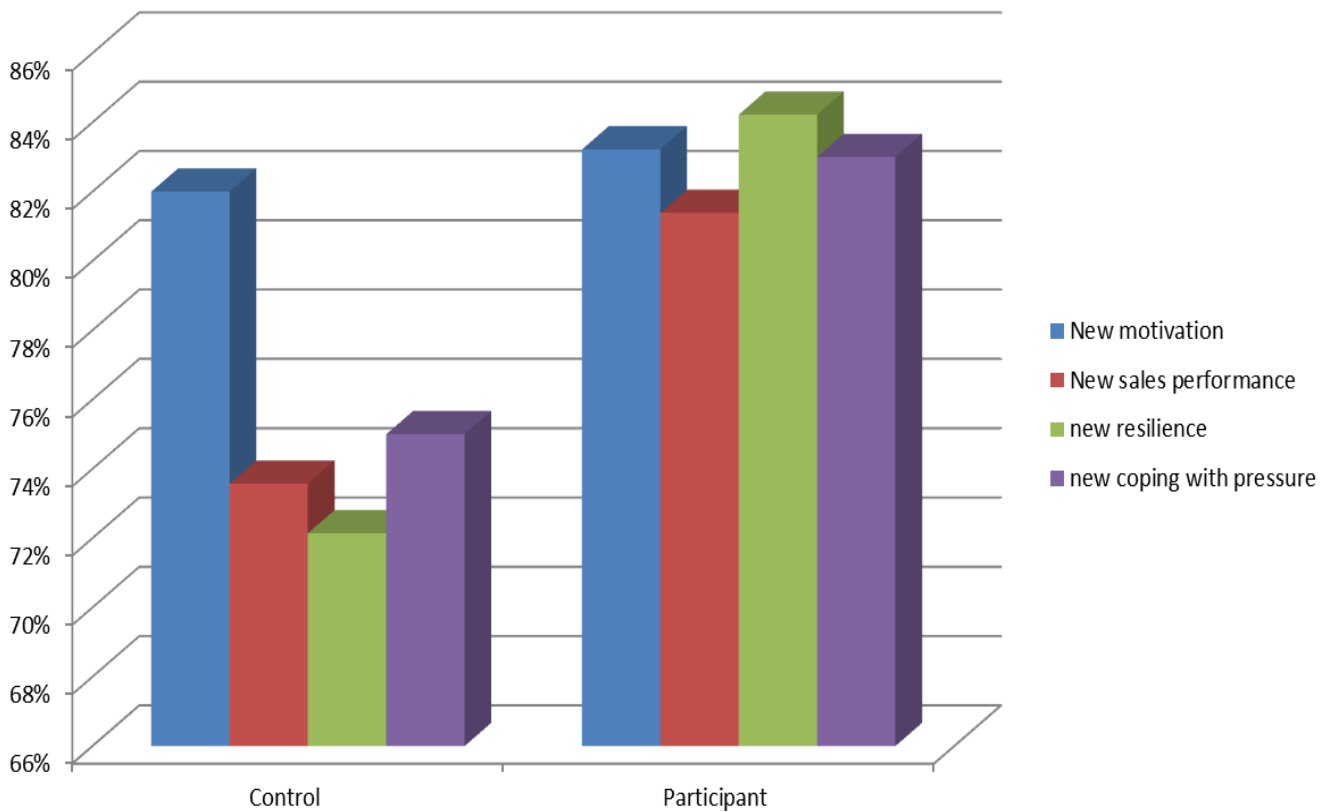


*Relative Effects of Sales-Motivations Program*



- Participants made significant gains over the Control group in all factors, with a 10% gain in ability to cope with pressure and a 11% gain in resilience
- Managers made significant gains in Resilience and Coping with pressure

As well the *relative* changes in scores in these factors, we also looked at the *absolute* scores at the end of the evaluation period between the Control and Participant groups, as shown below;



*Absolute Effects of the Program*

In absolute terms the Participants average scores after the Sales Motivations program exceeded the Control group scores in all dimensions.

We also know from the Feedback survey conducted that every single Participant who has taken the Sales-Motivations program believes that their sales will be higher in future.

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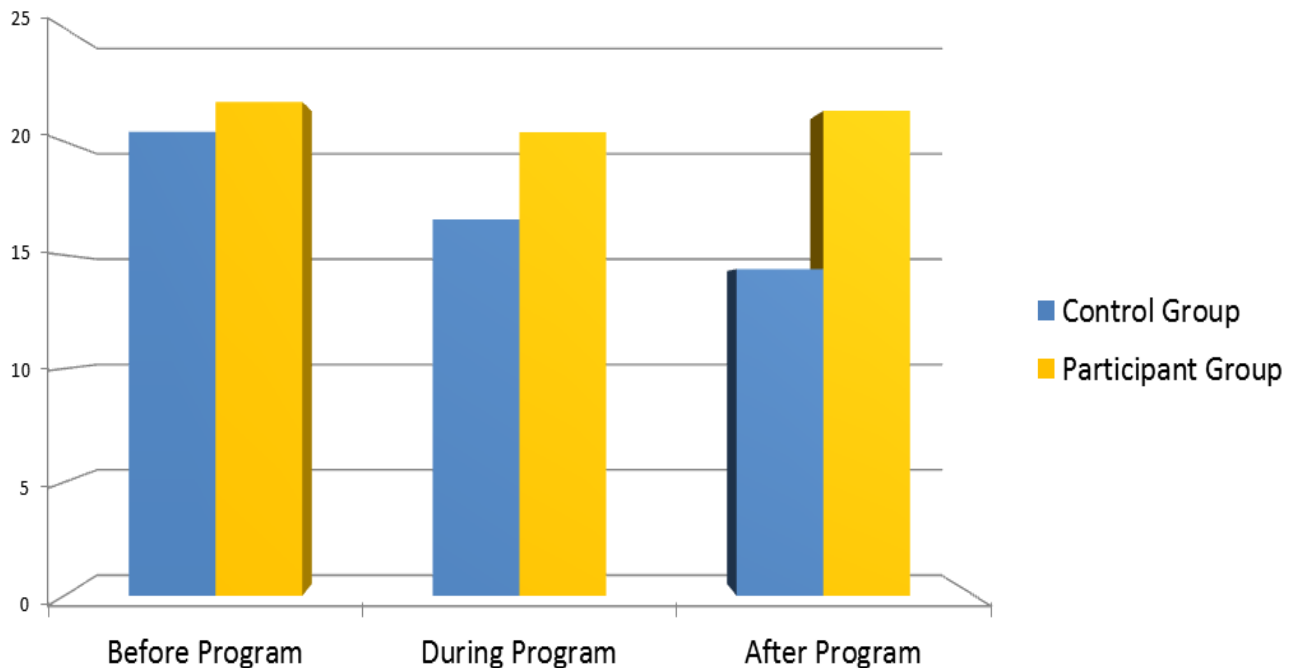


## Getting more 30% more active

The key performance metric was number of face to face sales calls per week, which was already a part of the sales teams' normal reporting. These were measured before, after and during the pilot program, which provides a comparison of the activity levels between participant and control groups.

The control group showed a steady decline in average weekly calls, dropping from twenty to fourteen calls per week. The entire period measured corresponded to an unseasonably cool and wet spring, which always results in lower than normal demand for the main product being sold.

However in contrast the Participant group almost maintained their activity levels, dropping just one call per week on average.



*Activity rates - calls per week*

***The Participant group became 30% more active than the control group, which would equate to around two hundred and seventy more calls per person each year.***

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## **So what does this all mean?**

Having completed the program, we are now monitoring sales performance in both groups. As the techniques are applied to more opportunities we fully anticipate significant and long lasting improvements in sales results in the Participants group, based on a previous large scale study which utilised the same Cognitive Behavioural approach as the Sales-Motivations program and saw a 20% improvement in sales.

It is well known that attitude and self-belief are crucial in sales success. This is especially true in current market conditions when budgets are stretched and competition is fierce.

***“We now have direct evidence that that it is possible to grow motivation, resilience and ability to cope with pressure by using a cognitive behavioural development system specifically designed for sales people, which grows sales activity levels and results”***



## How does the program work?

Sales-Motivations is a unique learning system that builds motivation, resilience, and ability to deal with pressure and as a result, sales performance. The core concept is that everybody can learn, through specific researched and proven techniques, to take more control over what they think, how they feel, and how they then behave in challenging situations, establishing more helpful habits in the process.

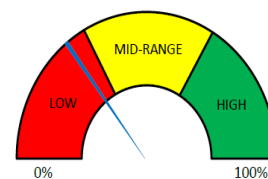
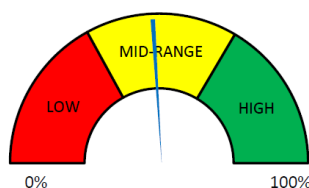
The program is used on a ‘bite-sized’ basis over a period of six weeks, which gives lots of opportunities to try out then practise the techniques on normal day to day selling activities.

It can be delivered either as face to face workshops, advanced e-learning, or a blended combination of these approaches. The e-learning is fully interactive, has over 40 videos, lots of quizzes and on-line activities. Including the exercises the program is equivalent to two days training, but is used over a period of at least six weeks.

Users start by benchmarking themselves by taking the Sales Motivation and Resilience Questionnaire, which measures their current levels of motivation, resilience and ability to cope with pressure. They receive a personalised six page report which gives them some insight into ‘what good looks like’.

Generally people who work in sales are fairly highly motivated, but we see a much wider and usually lower range of scores for both resilience and ability to cope well with pressure.

Each factor is presented as a ‘speedometer’ type graph showing the percentage as well as a low, mid or high range indication, as shown below;



**Resilience Score = 48%    Coping with Pressure Score = 29%**

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## ***Changing patterns of thinking***

Users learn how to capture details about their thoughts, feelings and behaviour around challenging sales situations, followed by learning how identify any common unhelpful thinking patterns (which we all suffer from sometimes) which are getting in the way of them achieving their goals.

One very common unhelpful thinking pattern is known as ‘catastrophising’, where a relatively small set back is interpreted as a sign that everything is going wrong and that things will spiral out of control. For example, if your prospective client is not responding as quickly as usual to emails or phone calls, then you might be;

- Thinking that you are being deliberately ignored, then
- Thinking that the prospective client must be spending time with a competitor instead of you then
- Feeling and believing that that they plan to give the business to the competitor instead of to you, then
- Losing confidence and motivation to keep working to win the deal interest, then
- Giving up and the competitor winning it because you’ve backed off and are working on something else instead.

Sales performance drops, along with motivation and self-confidence.

Being able to recognise these unhelpful thinking patterns, knowing what to do to break them and replace them with more helpful thinking patterns is very powerful and always results in greater sales success.

## ***Creating New Habits***

Once these new skills are becoming habits, they then can be subtly used with prospects and clients to challenge and overcome sales objections in a constructive way. The last section of the program focuses on different ways of dealing constructively with pressure.

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This helps users to use the new skills to be able to analyse and fine tune the thoughts feelings and behaviour that happen when things start to feel too stressful to cope with.

Finally the Sales Motivation and Resilience Questionnaire is taken again to discover what has changed as a result of the program.

As well as sales people taking the program, we recommend that their sales managers also take it. This helps them to understand what their staff are learning to mentor them as they progress, as well as benefit personally from using it.

Sales Managers can also use it as a framework and resource for coaching and mentoring their teams, using the 'Blueprint for Success' workbook.

Managers who have used the program report many personal benefits including a reduction in stress, being able to sleep at night, better decision making and a greater ability to coach their staff to produce a more positive attitude.

***"I've been involved in pharmaceutical and health-care direct sales, sales management and learning and development leadership roles for over 25 years, responsible for the development of tens of thousands of people. With Sales-Motivations, at last I've found a solution that helps the sales representative and sales teams stay engaged and productive, by building personal and organisational motivation and resilience, which is the key to high performance"***

***Colin Hurst, Director, CCC Development***

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## And it is an Award winning solution

In 2014 this solution was selected as the winner for the “**Excellence in Performance Improvement**” category in the prestigious Association for Business Psychology Workforce Experience Awards, which “Celebrates Excellence in Business Psychology”.

The awards focus on demonstrating how applying an understanding of the science of human behaviour can impact Workforce Experience and deliver commercial and practical value to organisations.

**There was a prestigious panel of judges including Peter Cheese, CEO of the Chartered Institute of Professional Development and Professor Peter Saville, a worldwide authority on Industrial and Organisational Psychology, known internationally for his work on psychometrics and talent development.**

They considered the science applied in each entry together with the impact on performance for both individuals and organisations. Each entry was given seven ratings, by several judges in collectively selecting the winner in each category.

The award was given for work with Merial, a world leader in animal pharmaceuticals, part of the Global Sanofi group, sales force.





## About Sales Motivations

Selling is ultimately about people, what makes them tick and how they relate to each other - in other words it is about the psychology of individuals, teams, leaders and organisations.

We help our clients develop their sales capabilities utilising leading edge, scientifically proven tools, techniques and methods to assess and develop the complete range of sales and sales management activities, based on expert knowledge and experience of the psychology of high performance selling, adult learning and cognitive behavioural techniques.

Established in 2010, through a collaboration with Professor Judy Proudfoot, a leader in psychological e-health research and development, we provide a range of evidence based, proven, sales psychology solutions to help people who sell to grow their motivation, resilience and ability to deal effectively with challenges and setbacks, leading to higher sales performance and lower staff turnover.

These solutions are effective for anyone who sells, whether this is their full time role or just a small part of what they do, for every industry and for every type of sales role.

We provide a range of Consultancy, Assessment, Workshops, e-learning, and Coaching services, tailored to specific client requirements, time-scales, logistics resources and budgets.

The solutions can be easily customised to your sales team, company, industry or any other specific requirements and also can be 'white labelled' to reflect your own branding.

Sales-Motivations and our global partners can help you grow and sustain your sales revenue and profits to achieve your specific business objectives, across the UK and worldwide.

To obtain more information and to explore how we could help add more Fizz and boost results in your sales team;

**visit** [www.sales-motivations.com](http://www.sales-motivations.com)

**email** [info@sales-motivations.com](mailto:info@sales-motivations.com)

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## Sales Motivations e-learning

- 6 modules , approx 30 minutes each
- Fully interactive, rich multi-media.
- Over 40 videos to demonstrate concepts.
- Lots of quizzes and activities
- Integrates fully normal work activities.
- Total of 2 days training, incl exercises
- Bite-sized, used over at least 6 weeks
- Workbook for exercises and reference



- Use of narrative to engage and retain users
- Follow Ben, Kate and John's video stories
- Each character has own challenges
- See the tools and techniques applied to real sales challenges in different ways
- Learn how to new habits are acquired to replace less helpful ones
- Overcome negative thinking and behaviour patterns



- Sales Motivation and Resilience Questionnaire

- 40 multiple choice questions
- 6 page customisable report
- Used to assess requirements
- Used to track progress





## **What do users of the program have to say about working with Sales Motivations?**

*"As direct result of using the program I have made more sales calls, opened up more opportunities and basically feel more confident in my sales approach."*

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*"Sales-Motivations has motivated and inspired me as well as given me the training and knowledge needed to drive myself and our company into the future"*

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*"I particularly liked the structure of the course, the logical steps and straightforward content and procedure. The glass is now more "half full"*

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*"Considering that she is a top performer, to see an improvement in this area is one which I had not reckoned to see her develop but am very pleased that it has"*

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*"The programme was very beneficial and insightful, I learnt a lot. The programme has boosted my motivation and resilience."*

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*"This is an engaging resource which offers sales staff an opportunity to explore the issues behind the skills they rely on every day"*

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*"Sales Motivations is a unique and cost effective training intervention that improves the motivation and resilience of sales people, based on research and proved in studies"*

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*"It delivers greater sales force effectiveness through continued development of motivation, resilience and ability to cope with pressure, all of which are essential in the current market conditions"*

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*"Sales motivations' e-learning is exceptionally well constructed and contains something for every person's learning style"*

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*"By adding Sales Motivations to our portfolio we are now able to close the loop on the thorny problem of enhancing and maintaining the motivation of salespeople over the long term"*

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