Please Mind The Gap

Every year companies spend tens of thousands of dollars on training their sales teams in areas like prospecting, questioning and closing more sales. While this type of training is clearly valuable, it fails to address a key factor impacting sales performance. That is, the ability of the salesperson to manage the rejection they face on a daily basis.

It is the gap between ‘knowing’ what to do and actually ‘doing’ it that determines how successful you will be. The smaller the gap between your knowledge and the action you take, the more effective and successful you will be.

In sales and business, it is crucial to have a system where you are asking for referrals, building advocates, and mining your existing database. The reality is that most people don’t do it.

If you ask anyone in business and sales how they are, 9 times out of 10 they will tell you that they are ‘busy’, ‘flat out’ or ‘under the pump’. Most people are, in fact, genuinely busy. However, many are not necessarily busy doing the stuff that they really need to do. I’m talking about the tough stuff, like getting on the phone (instead of email) and contacting clients, following up leads, or prospecting for new clients.

Considering that this type of activity could generate a good portion of your annual business income and sales leads, why do people resist doing it?

Well, there are three reasons, actually – fear of rejection, negative anticipation, and self doubt.

1. Fear of rejection
A lot of self esteem and peer recognition is weighted on achieving results. That’s why rejection can often be taken personally and, hence, avoided. By staying ‘busy’ there is no time to make the calls and risk being rejected and feeling like a failure.

2. Negative anticipation
Previous experiences often drives future action. If you have been rejected before, your brain remembers that experience and warns you each time you risk experiencing that again. So the energy and effort you put into your next call or meeting may be subdued and, hence, the results even less likely. This validates the self fulfilling prophecy of ‘they won’t buy from me’.
3. Self doubt
It is your energy that people follow, are influenced by, or buy from. If you don’t hold yourself in high regard, others won’t either. People like to buy from, and do business with, those whom they like and trust. Self doubt permeates everything that you do and say and tells people ‘please don’t trust me because I don’t’.

FINAL THOUGHTS:
When salespeople feel stressed about rejection, supplying them with more sales training usually produces little improvement, wastes company resources and can often compound the state of self-doubt their already feeling.

What’s truly needed is practical techniques on how to bounce back. By learning specific strategies for dealing with setbacks, your sales team can become infinitely more productive, more energetic, and more proactive in the sales process – ultimately this means more sales, with less stress and more profit.
About the author

In the world of business, no matter how confident, competent or experienced you are – **setbacks are a part of any sales process**. How well you handle those failures and challenges will often determine how successful you are going to be.

Michael Licenblat is a resilience expert who teaches people in sales how to bounce back from rejections and setbacks.

Born into a family of entrepreneurial parents, Michael grew up working inside the numerous family businesses – from clothing stores, to supermarkets, and pizza restaurant. Whilst other 10 year olds went to the football on Saturday, Michael grew up on the Queen Victoria market, helping his Dad unpack the truck, serve customers, and balance the till, and quickly learnt that success often came to those who could ride the bumps, get up, and keep going.

Michael went on to run his own businesses in natural health care. He got started by going door to door and handing out flyers, which resulted in building one of the few successful full time Shiatsu health care practices in Victoria.

Over the past 10 years, Michael has dedicated himself to teaching the principles of resilience to people in business and sales. By drawing on his background in Psychology, Shiatsu therapy, and over 25 years of Martial Arts experience, Michael has helped countless companies become 'pressure proof' and learn how to bounce back from the setbacks and rejections that would otherwise slow them down or wear them out.

In Michael's upbeat, interactive, and hands on presentations he takes you into the world of reading pressure patterns and building personal resilience so that you walk away with practical ideas on how to keep your drive alive.

Michael regularly publishes articles, and has delivered presentations to organizations such as Toyota, REIV, Coles Myer Ltd., Pitcher Partners, SEEK, Caterpillar, Maurice Blackburn, Maunsell, SalesForce, and Victorian Parliament.

Michael has also authored the CD series ‘How to handle difficult, demanding and negative people – without becoming drained’ and has authored the e-book ‘Turning Stress into Energy and Enthusiasm’.
"With a tough year ahead, all our people – from Directors and lawyers to the receptionist - will be dealing more problems, so personal resilience will be vital. The fact that Michael's workshop was the highlight of the getaway and all the buzz back at the office, shows that his deceptively simple, interactive approach is highly effective."
Alasdair Morrison, CEO - Lewis Holdway Lawyers
http://www.lewisholdway.com.au

Next Steps…

To see Michael's interview with Leanne Christie, CEO of Ovations, visit :

Remember, that rejections, complaints and setbacks hurt much less when you are resilient. How well you, and your team, manage pressure and setbacks will determine how fast you bounce back and how much you are able to achieve in your business, work and life.

I wish you every success.

Keep Bouncing Back!

Michael Licenblat, Resilience Expert