



SALES LEADERSHIP

INSTANT SALES TACTICS

Are you a Sales Leader? Sales Leadership is much more than being Number One on the sales Leader Board. That might be the result of being a Sales Leader, but it's not the only measure.

Sales Leadership is about who you are, what you do and how you "show up" for your prospects and customers.

What MAKES a Leader?

Google "leadership" and you'll get thousands of hits and thousands of leadership characteristics. But think of the great leaders in business: Thomas Watson and Walt Disney, Bill Gates and Steve Jobs. Think of the great leaders in world affairs: Abraham Lincoln and Winston Churchill, Mother Theresa and Dr. Martin Luther King.

All very different individuals, yet all had a few key characteristics in common:

- **Vision:** All great leaders have a picture in their minds of how they want things to turn out.
- **Passion:** They have energy and enthusiasm for their Vision.
- **Communication:** They can communicate their Vision in clear and compelling ways that enlist others to achieve the Vision.
- **Focus:** they do not let anything distract them from achieving their Vision.
- **Persistence:** they do not quit when faced with obstacles ... or even failure.

Think of the best leader you ever worked for. Chances are he or she had these same characteristics.

Being a Sales LEADER

A salesperson needs these same characteristics.

- You must have a **Vision** of how you want your career, your activities and your interactions with prospects and customers to turn out.
- You've got to be **Passionate** about your Vision, showing up with energy and enthusiasm every day.

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The very essence of leadership is that you have a vision.

It's got to be a vision you can articulate clearly and forcefully on every occasion.

You can't blow an uncertain trumpet.

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Theodore Hesburgh



RIGHT NOW ACTION STEPS

- ▶ Create a clear Vision for:
 - Your career
 - Your sales goals
 - Your personal life
 - Each Customer Relationship
 - Each contact with a Prospect or Customer
- ▶ Revisit your Visions to regularly rekindle your Passion.



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Being a Sales LEADER (continued)

- You've got to be able to **Communicate** your Vision to prospects and customers, showing them clearly how your Vision will benefit them and giving them a compelling reason to work with you.
- You have to stay **Focused** on your Vision, and not let the urgent get in the way of the important.
- You must be **Persistent**, even when things aren't going your way.

Developing these characteristics creates Sales Leadership. They build trust between you and your prospects and customers. When they can see your Vision and understand how their problems will be solved, you'll hear "yes" more often.

It All Starts With VISION

Until you have a clear Vision, nothing else will matter. Vision has great power to pull you and others toward it.

Vision can operate on many levels:

- Where do you want to be in next five, 10 or 15 years?
- What do you want to accomplish today? This week? This month? This year?
- How many customers do you want to serve in the next 12 months?
- What is the outcome you want to achieve with your next prospecting call?

There are big Visions and smaller Visions. All of them are crucial to move from "just selling" to true Sales Leadership.

Making Your Vision REAL

The clearer your Vision is, the easier it is to be passionate. Passion serves the other characteristics of Sales Leaders:

- It helps you share your Vision in a way that engages others. Your Sales Story is more compelling when it is delivered with Passion.
- When you are passionate, it is easier to stay focused, even when faced with a constant stream of potential distractions.
- Passion drives Persistence. All great leaders—in sales, in business, in history—have faced adversity. It was their Passion for their Vision that led to their ultimate successes.

When you combine a clear Vision with Passion, a compelling Sales Story with strong communication skills, and pursue them with unwavering Focus and persistence, you'll be Number One on the **real** Leader Board.