

## ***The most important sale you have to make and a very important, but nearly unknown technique, for making it***

This lesson will help you answer the question we all have: What's in it for me? Why should I keep pushing?

I work my tail off and nobody appreciates it. Sure, I have goals, but they don't get me going! Yes, I have responsibility, but I'm tired of responsibility! What's the answer? What can I do to get motivated?

Let's see how good of a sales person you are. Let's see if you can make a sale to yourself. Here is a common mistake you may be making. You have been focusing on the FEATURES.

You have to give yourself a BENEFIT presentation!

Goal setting is important. Equally important are the BENEFITS you will personally receive once your objective is reached. It is easy to mistake the benefit of reaching a goal as the goal itself.

The down payment on a new house is not a goal; it is the benefit of reaching your sales objective. The extra money you want to put in your retirement account is not a goal; it is the benefit of reaching your sales objective.

You talk to your customers about the benefits of your products and services - why not make the same case for selling yourself on giving it all you've got?

Lack of goal setting is rarely a problem. You either set them yourself, or your company sets them for you. Goals in themselves rarely have enough power to motivate you to a high degree. What will motivate you are the personal BENEFITS from accomplishing your goal. Your goal as a sales person is simple: Reach your 90-day sales objective.

Exceeding your sales plan is a FEATURE not a BENEFIT. The achievement of this goal is assured the moment you commit yourself to it. How many benefits will you receive once this is accomplished?

Once the benefits are listed, you will find the personal motivation that gets you out the door early. The motivation to overcome call reluctance. The motivation to make the extra call. The motivation to ask for the additional business.

Your single goal is to exceed your sales plan. Stop now. Take out a yellow pad. Make a list of the BENEFITS you will enjoy by exceeding your sales plan. List all the BENEFITS you will receive once you exceed this goal.

You will find an answer to a very important question: What's the point in working so hard? What's in it for me?