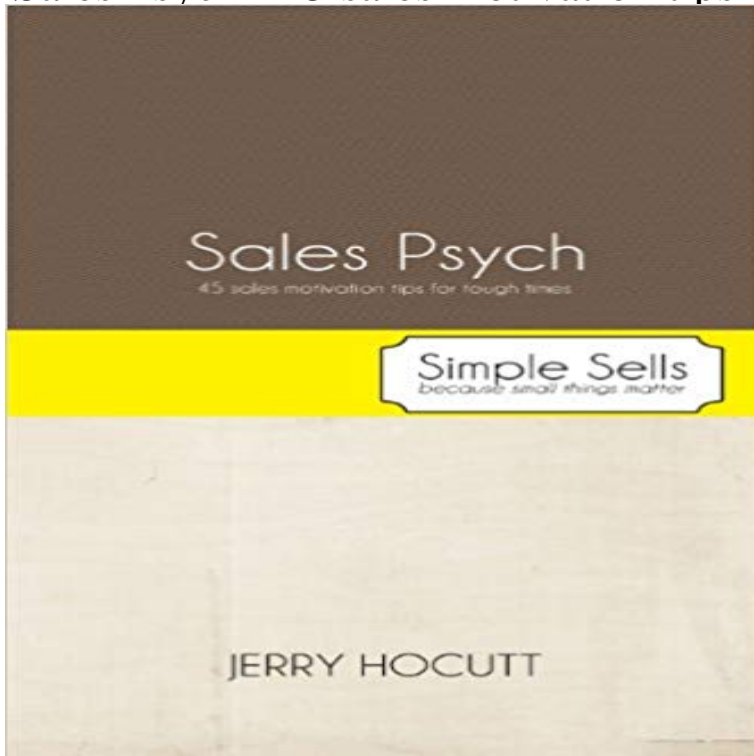


Sales Psych - 45 sales motivation tips for tough times (Simple Sells)



psych, v. to make oneself psychologically ready for performance. Selling can sometimes seem like the loneliest profession. At the start of each month you begin at zero in your hectic rush to exceed quota before time runs out. It often seems like you have the weight of the world on your shoulders. Jobs to be saved. Companies starving for profits. Customers and bosses demanding more, better, faster. One sales call can put you on top of the world. The very next can deflate you faster than a popped balloon. What can you do to get out of that warm bed on this stormy morning? What can you do to keep your chin up? What can you do to stay motivated? Learn. Learn from the problems, failures, and mistakes of others. Learn from your experiences. Apply what you learn. But above all, never give up. Set the standard by relentlessly moving forward, no matter the obstacles. You can do it. Use the secrets of the worlds greatest street performer Quit your whining because we all look alike This card shows the prospect what makes you different from the competition And much more! THE SIMPLE SELLS SERIES The Simple Sells series of books is written for both the seasoned sales professionals as well as the sales newbies looking for quick, simple answers to the questions What do I do?, How do I do it?, and What could I have done better? Keep it simple. Learn to read people better. Prepare for appointments better. Ask better questions. Read between the lines better. Make better decisions. Think on your feet faster and better. Qualify better. Listen better. Handle objections better. Prospect better. Negotiate better. Close better. Selling is about the small things, because small things matter. The lessons here are not theory. Theyre simple things that produce good results. Each day, each sales call, ask yourself What will I do better today than I did yesterday? Then do it. ABOUT THE

AUTHOR The Los Angeles Times says of Jerry Hocutt, Salespeople are the foot soldiers in Americas business-to-business selling game. And Hocutt is their drill sergeant. His plain-spokenness wins people over. Jerry is an author, speaker, and sales trainer who has trained over 150,000 salespeople, managers, executives, business owners, entrepreneurs, and professionals in his nationally acclaimed seminars. He was three times the #1 salesman in the nation and salesman of the year for his Fortune 1000 company before starting his sales training business. Hes constantly looking for new ways, and fun ways, to sell. Some things hes learned seem off-the-wall. Sometimes they work. Sometimes he falls flat on his face. Hell save you the time and embarrassment. These are the ones that work. Have fun!

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