



motivation

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A switch is flicked and a room is flooded with light. A key is turned and 300 horsepower responds to transport us across town or country. We dial a number and miles away a voice replies as if it were in the next room. Simple actions, every one, and as commonplace as the weather. We expect these results, and are seldom disappointed. Long ago, we ceased asking, "Why?" and accept the miracles of science as a routine part of everyday living. We can motivate unseen mechanical and electrical forces that would astound our grandfathers — and take them for granted.

A small boy clutches his mother's apron, his eyes and actions telling her she is the Queen of



Beauty, and is rewarded with a cookie. A teen-age charmer flutters her eyes and is surrounded by stumbling swains anxious to do her bidding. A crusty policeman, harassed by rush-hour traffic, pauses to give directions to a stranger. These, too, are simple actions, and as commonplace as the weather. Yet there are those who blind themselves to the motives for human behavior. They become cynical, and, in so doing, handicap themselves as surely as if they wore chains. They can motivate a mechanical action, but cannot, or will not, apply the principles of motivation in dealing with people.

WE HOLD THE KEYS

The powers of motivation, of persuasion, are present in every salesman. As individuals, we hold the keys to success in our chosen profession—but no one

will turn those keys for us. We must do it ourselves. The key that will unlock a door for one salesman will not necessarily work for another, but there are keys for every lock and every salesman. We can all learn as we earn, by using these keys of motivation every day in our profession.

THREE PARTS OF SUCCESS

It has been said that the successful salesman is made up of three equal parts: concentration, perspiration and inspiration.

Concentration comes first, and rightly so. It encompasses product or service knowledge, an effective sales presentation, and the basic fundamentals of sound selling as applied to your specific product, service, or idea. You learn from your company, the experience of other salesmen, and your own impres-





sions on the firing line. Once acquired, it is relatively unchanged from day to day, but should never be neglected! Sharpen that quality by periodic review. Keep an open mind toward changes, and keep up to date! You'll be rewarded with more business.

When we leave the area of concentration, we turn to the equally important qualities of perspiration and inspiration, which go hand in hand. How we think and feel often determines how hard and how well we can work. We can't be cynics or pessimists and be salesmen at the same time. When our thinking is negative, we've created our own worst enemy.

RESOURCEFULNESS PAYS

Be positive. Be a salesman and not a cynic. Be truthful and resourceful. Recognize the natural laws of motivation as well as your own strengths and

weaknesses. Develop your assets, and convert your liabilities into earnings through resourcefulness.

NO MIRACLE INVOLVED

As you apply your own resourcefulness, you will discover plus values you didn't know you possessed. No miracle will be involved—the talent and ability is there, crying for your attention. In subsequent features, we will discuss specific examples of motivating factors in selling, and how every salesman can apply them. In the final analysis, however, the decision to amplify your plus values is up to you. Keep an open mind—seek out new ideas—and the rewards may surprise you. Most of the world's great inventions were developed by employing concentration, perspiration and inspiration. The world's greatest salesmen use the same methods. So can you.



P L VALUES S

TWO LITTLE WORDS . . . The easiest word for the average buyer to say is "NO" and the hardest

is "YES". That's a fact that can work FOR salesmen as well as against them. By carefully phrasing our questions we can lead our prospect to the point where it takes an answer of "YES" to turn us down, while "NO" means agreement. It's almost impossible for anyone to say "YES" without a moment of reflection. In that instant of hesitation two little words are battling, with the psychological odds in favor of "NO". For example: A question such as "Do you need—?" or "Won't you try—?" permits our prospect the easy choice of "NO". However, questions like "How's your stock—okay?" or "One can scarcely afford not to try—can he?" bring that pause of reflection. He has to say "YES" to refuse us and that's a troublesome word! Why cause trouble?

