

SELLING

55 WAYS TO STAY MOTIVATED

IN A

AND INCREASE SALES

CRISIS

IN VOLATILE TIMES



JEB BLOUNT

SALESGRAVY.COM

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

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Library of Congress Cataloging-in-Publication Data is Available:

ISBN 9781394162352 (Hardback)

ISBN 9781394162369 (ePub)

ISBN 9781394162376 (ePDF)

COVER DESIGN: PAUL MCCARTHY
COVER ART: GETTY IMAGES / OXINOXI

For Brad Adams. You are one of a kind: a good friend, a wonderful brother-in-law, a master trainer who makes a positive and lasting impact on every participant and customer you engage.

You can't stop the waves, but you can learn to surf.

—JON KABAT-ZINN

Winter is coming. We know what comes with it.

—JON SNOW, *GAME OF THRONES*

PREFACE

Winter Is Coming

Nature runs on a cycle: spring, summer, fall, and winter. There are seasons of abundance and seasons of scarcity, seasons of renewal and seasons of growth.

Look around you. In relationships, business, sports, sales, and life, the principles of renewal, growth, abundance, and scarcity are present in every facet of our existence.

It is the same for the economy, even though most people seem to conveniently forget this basic truth. When the economy is growing, we tend to believe that it will grow indefinitely. We feel invincible as we take on more risk and lower our guard.

During times of growth and abundance, when things are booming, there is the tendency to ignore the basics and abandon fundamentals. We become complacent as we sail on smooth waters.

We assume that we are succeeding because we are so awesome at doing what we do. But as the saying goes, don't confuse a bull market with brains. During cycles of abundance, even the weak can succeed.

Then, as the summer sun fades, trees go dormant, animals head into hibernation and we're left freezing in the cold without a coat, we act as if we didn't know better. Winter is always coming, but somehow we choose to forget what comes with it. That is the nature of cycles.

Recessions and economic downturns exist to expose our fragility and to build strength and resolve. They are the swift kick in the rear that sales professionals and business

leaders require to get back to the basics and execute at a higher level.

It's a challenge to separate the good salespeople from the mediocre ones when the high tide is lifting all boats. It's low tide that reveals the truth about their skills.

Down cycles punish foolishness and poor judgment, weed out the incompetent, and expose salespeople who have strayed from the fundamentals, while the true rainmakers surge to new heights. Now that winter is here, your challenge is to look at the world through different eyes.

PART 1

Mind Your Mindset

1

Rise and Survive

In a crisis, getting out of the box is more than some caption on a motivational poster in the conference room. It means life or death for the entire enterprise.

Suddenly, there is a sense of urgency to improve. To get back to the basics. Everyone, from the CEO to the frontline sales professionals and account managers, must learn, adapt, and change. YOU must get better, because survival depends on it. Those who don't, go extinct.

It's natural to wish that things were different. It stinks to worry about where your next sale and commission will come from, where you will find new customers, and how you will hold on to the ones you have. It is depressing to watch your retirement plan shrink, see your customers go out of business, and deal with the never-ending stream of bad news piped through the TV and social media.

The key to outselling a crisis is action. The strong look forward, not backward. Those who quickly adapt and innovate thrive. The determined and persistent win. The rainmakers find a way to make it rain.

In volatile times, the salespeople who rise and survive are the ones who become disciplined, focus on the fundamentals of sales, make smart choices, and maintain a winning mindset. There will certainly be doors that close, but there will be many, many more that open. Your success in capturing these opportunities lies in your willingness to create a new vision for your future, energize yourself, do the hard work, and resolve to look through the windshield rather than in the rearview mirror.