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**MOTIVATION:  
WHAT CHARGES YOUR BATTERIES?**

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**W**hat makes you want to be in sales? Is it just a job or do you really like it? Do you enjoy the “game” aspect of sales or is it just a series of activities to you? There are lots of reasons why people choose sales as a career. Some like the challenge of persuading others to their point of view and some like the satisfaction of being the person who influences decisions. Some thrive on the competition and some enjoy analyzing and solving problems that benefit them and others. Some get very interested in the possibility of making big money for doing something they enjoy. What excites you when getting out of bed every day? Are you self-motivated so that you don’t need someone standing over you telling you what to do? Do you get charged-up by doing things yourself? Of course, many of the drivers that entice people into sales careers are important in other careers as well, but being in sales gives many people the opportunity to do activities they like in a job that really fits their personalities and interests.

Let me begin with a story. I was the sales manager in a new business venture where one of our technical service people, Paul, had expressed an interest in sales. A territory was open so we decided to give him an opportunity. He went through our solid sales training program and was sent to a previously untapped territory to sell our new product. After a year on the job, even with help, encouragement, and coaching, Paul had sold very little. I made the necessary, unpleasant trip to his region to explain that things had to start happening or he would be let go. During our discussion, he became very defensive and began relating many excellent excuses about why it was not his problem. I tactfully explained that where the problem lay didn’t matter because, in sales, results were what counted. As expected, Paul went home that night quite upset with me and with the situation in general.

The next morning's meeting was very interesting. Paul and I met at my motel for breakfast, where he proceeded to tell me that he had just had his first good night's sleep in a long time. He told me he hated sales. He would sometimes get sick to his stomach before forcing himself to go out and make calls. He had a hard time getting appointments, and when people told him "no" he could not stand the rejection. The job was a nightmare for him, and he believed it might actually be contributing to a few health problems.

Paul said that our discussion the night before, although very unpleasant, had relieved the pressure. He had decided that — for him — selling (or sales) wasn't going to get any better, so he was ready to call it quits. If you are like Paul, in a job you hate, then get out of it. Life is too short to spend time working at something you don't want to do! A lot of sales books will tell you that "anyone can sell," but they often don't ask if everyone *should* sell.

Paul's situation is extreme, to be sure. Fortunately, we are all different and there are innumerable opportunities for different kinds of work. With some searching, almost anyone can find a rewarding and enjoyable career.

The postscript to Paul's story was that, luckily, we were able to find him another job in the company in technical service — his former career. If, unlike Paul, you like the sales process and lifestyle, just realize that sales is a "no excuses" career. Your success is up to you, and results, not activities, are what count. You don't have to possess an Ivy League education, or know the "right" people. You don't have to be an extrovert who has to be around people to recharge. Some of the best salespeople I know are introverts. It is, however, essential to like people and to be willing to develop good relationships.

Your motivation for selling is extremely important, so determine what keeps you going and hold on to it. If you've had a taste of sales and enjoy the people you meet, the ever-changing environment, the satisfaction of persuading people to go with you, and the rewards that come with tangible results, this book will help you be a better salesperson. It's a great career!

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**POINTS**  
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- ★ Know yourself
- ★ Do you have the strong interests and personality attributes that are needed to be successful in sales?
- ★ Pick the career right for you
- ★ Determine your motivation for being in sales and hold on to it

