



Sales Tip – The Power of a Deadline!

For years I have been managing and observing sales staff in much the same way. My philosophy is that your sales staff should be treated like Rock Stars because they are the life blood of your business. I try to be true to my belief and work hard to create environments that will allow sales staff to achieve their full potentials.

Never the less over the years I have noticed that some of my Rock Stars do considerably better than others; and unfortunately some of my so called Rock Stars end up back in the 9 to 5 grind without even releasing a single.

I've gone back and reflected on these anomalies and I feel that I have come to a striking conclusion that will be worth a lot of money to you this year if you heed this message.

There is one key aspect that keeps Sales people performing like Grammy Award winning Rock Stars and it came down to one thing.....

..... A Deadline!

As simple as that sounds, once a firm deadline is established the Rock Stars sold out concert after concert. I'll give you a perfect example; one of my sales staff (who I will call Olive) knew that she was to finish work this past Christmas as she was pregnant and would be soon giving birth in the New Year. Olive had the same information as all of my other sales staff which in normal circumstances would be deemed to be not quite enough to go into sales mode with customers, but Olive only had until Christmas and that was final.

Christmas was getting closer and closer and the sales kits were still not quite ready, but in our one to one catch up we discussed how we could fast track the sales and still ensure that the client would be safeguarded in the event of any crucial information omissions.

Fast forward to the final day of Olive's tenure and we can reveal that not only did Olive outsell her peers but each of the clients are so happy with their purchase that all of their deposits are paid in full with all paperwork in order.

Why did Olive achieve this result?

The deadline.

What's your deadline for your first project this year?

Is it something that's in your head? Not a good idea. It's pretty easy to keep moving forward or letting other things take precedence.

Who knows about your deadline and who's going to hold you to it? I know in some cases we need to be careful about who we share this information with, especially if they are the kind of negative energy people a lot of well meaning friends and family can be. But if you have a group of colleagues all with the same thinking, use them. This works especially well if you don't want to look foolish in front of them and they are people you really respect.

I'll tell you what works for me and maybe it will work for you too.

I work best when I absolutely have to perform.

For instance I do a considerable amount of public speaking in particular at sales and marketing seminars, whilst it is always my intention to freshen up my presentation material and topics to keep my public speaking brand fresh and invigorated it is one of those items that I tend to put on the back burner. I know this is foolish behavior because it is this new material that keeps me earning large sums of money and results in lots and lots of recurring income, but it is a time consuming activity and much like writing a book it requires me to withdraw somewhat from day to day life and allow time for thinking and conceptualizing.

My solution is to accept a speaking engagement and commit to delivering a brand new topic often with a lavish title.... like "How to sell the invisible building", before I have even started the research for this new topic. This results in a deadline that is very finite, after all the posters are now printed and hanging on the wall and extremely public, the brochure now boasts my picture alongside this brand new topic; people are already buying tickets to hear my pearls of wisdom.

I am now under pressure to perform, I have a Deadline.

But as experience has told me time and time again I make the deadline, deliver on my commitment to this new topic and now have a new highly sought after presentation that has made me a lot of money and I have had the privilege to perform many times including stints in Dubai and Singapore.

How can you set something like this up for yourself?

As an example if you can handle the pressure why not decide to achieve 2 months worth of sales in 1 month. Make the statement publicly to your peers or mentor and then set about achieving it. Imagine 2 months worth of commission in just 1 month simply by setting a deadline. What is more being so confident that you can do this - book your favorite restaurant to treat yourself and 3 others for the end of the month as a celebratory reward.

Once you have set your deadline you will "magically" see certain resources like leads fall into place. Trust me, it is a bit eerie but when it occurs every time you set a firm deadline you know there's something to it. Just the act of making the decision sets these events into motion for you. It's also because what you focus on becomes your reality. Your perception has changed. Your internal "radar" is now attuned to resources, leads; allies etc that can help you meet your deadline.

Now I leave you with one more secret..... Set "mini deadlines".

When you are looking at the whole task it's easy to get overwhelmed. But if you break everything up into small tasks with their own deadlines you will be at your destination before you know it.

If you are trying to make 2 months worth of sales in 1 month, start by increasing your call activity. Generate double the prospects you would normally work on in a month (I am sure you know the metrics) but do this in Week 1 of the month (mini deadline) and watch the rest of the month fall into place. Week 2 you should also set a prospecting target as insurance and you should now start thinking about what you are going to order for dessert at the end of the month.

You know the well worn slogan "Just Do It".

As cliché and overused as it is, this is all it comes down to. It is whether you are prepared to really be a Rock Star and put yourself out there a little. There is no point playing "Stairway to heaven" on your guitar in your bedroom if you don't get yourself on a stage sooner or later. I promise whatever the worst case scenario you are thinking setting yourself this deadline challenge, it is far from reality.

And if you need somebody to send your deadline list to - go ahead and email it to me. I'll keep it confidential and we'll celebrate together when you reach your destination.

P.s) don't worry I won't be at the restaurant with you, that celebration is for you and your special friends. Just give this article a thought when you clink glasses.

In demand as a speaker or corporate advisor, Peter balances a steady stream of bookings throughout Australia, Singapore and further afield. Bookings are usually required 6 weeks in advance.

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