

STEVE JOHNSON

9

Steps to
Building
Greater

ENTHUSIASM

and Increasing Your Sales



THE NEXT LEVEL

NextLevelSalesConsulting.com

BUILDING ENTHUSIASM

Sure, many things can help provide enthusiasm, from watching your child learn a new skill, to your team winning a sporting event.

But the real power to provide enthusiasm lies in our own hands.



For example,

Doing: Setting goals and charting your progress can help you witness your own accomplishments and create enthusiasm.

Saying: The voice you hear most, your own, with practice can be guided to make the extra commitment and have that extra degree of intensity and focus! The results can provide that much more momentum and enthusiasm.

Let me walk you through my **9 Steps to Building Enthusiasm, step by actionable step.**

1

Set daily prospecting goals and write them down

On my first day in sales, my sales manager sat down and said, "prospecting is like shaving, unless you do it every day you are going to look like a bum." He was right!

Everyday matters when it comes to prospecting. If you throw a bagel on the outreach scoreboard one day, then 30, 60, or 90 days later, nothing happens. It is the calm before the calm. Nothing comes in.

One way to make sure that you set and keep your daily prospecting goals in place is to write them down and keep them in front of you. 32 years ago, my first daily goals in sales were 50 outbound calls and two face to face sales meetings. Daily, I looked at those goals for 10 years!

What I found is that when I looked at those goals every day, I would ask myself the same question all day long, "Is what I am doing right now going help me to hit my goal?" If the answer were "no", I would change what I was doing. This helped me to be more focused and gave me confidence that I was taking the right steps. This confidence came across in my attitude and in my voice when I was on the phone, helping me get more meetings.

Now my job has evolved and so have my goals. You need to do what works for you.

DAILY GOALS give you focus,
FOCUS gives you enthusiasm, and
ENTHUSIASM **SELLS!**

2

Use positive self-talk to help you to achieve your daily prospecting goals

Remember that I had a specific daily prospecting goal to achieve?

Before I saw that goal, self talk was triggered when the alarm clock went off in the morning and I had to use positive self-talk to win the battle of "mind over mattress" - NOT easy. It sure would be easier to stay in bed and dream some more rather than to get out of bed and make my dreams come true. We have all faced this before.

So, what did I do?

I taped a three by five card to my ceiling that said **"get up now"**. Obviously, that was before I got married and had kids, but it worked.

Then the day would start and I would get to the office. While getting out of my car and walking to the building, I'd repeatedly say to myself,

"I feel good, I feel great, I've got sales to make and I can't wait."

It worked. I felt shot out of a cannon when I arrived at my desk!

Then, in my office, were the ten two-lettered words that can change your life, pinned above my phone,

"If it is to be, it is up to me" and I repeated these a few times.



2

Use positive self-talk to help you to achieve your daily prospecting goals

My first call always was to my mom because I knew she was not going to tell me “no”. From that call, I never put the phone down until my time block of calls was over. If I were falling behind, for whatever reason, my message to myself was,

“I can do it, I can do it, if I put my mind to it.”

These words always kept me going.

At the end of the day, if I felt like I could surpass my daily goal, I would say to myself ***“make five more dials before five.”***

Also, for each of my two face to face meetings that day, I would get out of the car repeatedly telling myself the whole way into the meeting

“I'm terrific, I'm tremendous and when I close I'm stupendous.”

POSITIVE SELF-TALK
creates a positive attitude,
POSITIVE ATTITUDE gives
you enthusiasm and
ENTHUSIASM SELLS.

3

Use a daily scorecard to track your prospecting activities

While doing my prospecting activities to achieve my goals, I always had a scorecard on my desk, right in front of me. After every prospecting attempt I made, I used a slash, an X, a circle, or a bubble. I was determined to track the one thing that I could control, which was my own behavior.

What I found was that it got me motivated to do more. Every time I put a mark on the scorecard it gave me immediate feedback on how I was doing. I was able to make adjustments based on what was and wasn't working and all my ratios improved.

- I got through to more prospects
- Set more meetings
- My commission checks began to get bigger.

Using a **DAILY SCORECARD** to track your prospecting activities enables you to give yourself feedback. **FEEDBACK** gets you motivated. When motivated, you have **ENTHUSIASM** and **ENTHUSIASM SELLS.**

4

Understand and Believe that you are adding value for your prospect

The last four letters in the word enthusiasm are IASM –

“I am sold myself.”

When you are sold on what you sell, it makes prospecting a lot easier. How did I get sold on what I sold? I began to learn more about my clients and how our process added value, helped them to solve their problems, and gave them some of the business outcomes they were looking to achieve. We were making a difference and what we were doing for our clients affected my mindset about prospecting.

I got rid of the sales self-consciousness that was holding me back. This let me begin to take the attitude that whenever I made a prospecting attempt, I was doing that prospect a favor as opposed to being an interruption in their day.

Any problem was within those six inches between my own two ears.

When you're sold yourself, and you BELIEVE IN THE VALUE that you can potentially add to your prospect, you have ENTHUSIASM and ENTHUSIASM SELLS.

5

Ride the wave of success when prospecting

After my first sale, my sales manager and I were riding back to the office and I was really excited about what just happened. Thinking very optimistically about my future in sales I asked, "we just made a sale, so what do we do now?"

He replied, "Put your hand in the air." So, I did

He said, "What is at the end of your hand?"

I responded with, "My five fingers."

He said, "What you're going to do now is go back into the office and use those five fingers to pick up the phone and dial another number! You need to ride the wave of success. You just made a sale and therefore are never going to sound more confident than right now. The prospect will hear that confidence in you and give you that meeting."

Believe it or not, there are those with success who take their foot off the gas. They go on vacations.

Here's why you should keep your foot on the gas:

**SUCCESS breeds success,
success gives you
ENTHUSIASM, and
ENTHUSIASM SELLS.**

6

Develop a daily routine that works and stick to it

As my sales career progressed I began to realize that I basically did the same thing every day. My prospecting system was set, which helped me get the most out of every day, and helped me stick to it.

By staying focused on that daily plan, without knowing it, I was developing great work habits. Particularly around the consistency of my prospecting efforts. I also began to realize that those same habits were going to create who I was.

Successful salespeople have great habits that they have formed over time through repetition.

Unsuccessful salespeople have bad habits that they have formed over time through repetition as well. Repetition to many people is boring.

The key is to remember that it is just as easy to be successful and be bored as it is to be unsuccessful and be bored. It is developing a routine that works to help yourself become successful.

**A DAILY ROUTINE THAT WORKS,
creates great habits.
GREAT HABITS build
ENTHUSIASM, and ENTHUSIASM
SELLS.**

7

Surround yourself with the right people

My first job was in a bullpen with ten of us working in the office. Our market had sales territories divided into ten zip codes, one per salesperson.

My sales manager cautioned me, as the youngest salesperson there, to be careful of whom I spent my time with. He told me that enthusiasm was contagious but also that the lack of enthusiasm was contagious. Sometimes we feed off of other people's energy, especially in a bullpen setting, and that energy could influence your behavior positively OR negatively.

"You can soar with the eagles or walk with the turkeys. It is your choice."

Be around people who help make you better. Avoid "Johnny hard luck" and "Sally bad news" because here they welcome gloom and doom. Remember that misery loves company.

ENTHUSIASM is CONTAGIOUS, be around people that have it because ENTHUSIASM SELLS.

8

Always be learning about any and all ways to prospect

In my career, it would be tough to estimate how many times I have said to myself "everything works and nothing works".

That holds true with prospecting. Some prospects will take your call & some won't. Some only will interact via email, others only on social media, and yet still others only at a networking event. Because of this, you have to be the consummate learner about any and all prospecting tactics and strategies, because anything can happen.

What worked a while ago may not work now, and vice a versa. Simply put, when it comes to refining your prospecting skills, "the more you learn the more you earn".

So why do sales people constantly need ideas, best practices, and insights on prospecting? Because those ideas give us a new enthusiasm to reach our prospects with different strategies, strategies that might give us different outcomes than what we are getting now.

**The largest room in the world is the
ROOM FOR IMPROVEMENT.
When you get better, things get better.
WHEN YOU'RE BETTER, you have
more ENTHUSIASM and ENTHUSIASM
SELLS.**

9

Practice your prospecting skills

Rejection can be tough to take and it can have an impact on our attitude. We can get frustrated, take things personally, or even get defensive. The key is to not get bitter - but to get better.

My sales manager told me that you have to take complete and total responsibility and ownership if you lose a sales opportunity. You have to self-reflect.

Was I prepared? Did I ask the right questions? Was she the right decision maker? Did I oversell? Talking too much and not listening?

The list could go on, but let's stop here. Don't go to that dark place whenever you fail to capitalize on an opportunity. Don't say things like:

It is their fault. It's the competition's fault. It's the flaws in our products and services.

Remember that the problem lies not in the stars but within you.

Own it!!

Don't get bitter get better!

So how do you get better? In a word. Practice!!!!

How do you practice ? Everyday, for 10 minutes, right before you prospect.

Both of my kids, Matthew and Anna, are playing varsity basketball in high school right now and before every game they warm up and get ready. I have never seen a high school game start with the referee going to half court and throwing the ball in the air for the tip-off without a warm-up.

9

Practice your prospecting skills

Why is this any different than getting warmed up by practicing your prospecting skills before you prospect. Here is exactly what to do:

1. Practice one single prospecting skill at a time - For example, resolving the "happy with current provider" objection before you make some calls
2. Practice alone - It is the best and most time efficient way to develop discipline
3. Practice slowly and then pick up your pace – take baby steps to get it right, then go faster
4. Have the mindset that you are not going to practice the skill until you get it right, rather you will practice until you can't get it wrong
5. Celebrate repetition - Repetition is essential to success.

In pressure situations, we always fall back on what is most familiar. What you want to be most familiar with is what works. What you fall back on will typically will be what you have practiced the most. When you practice your skills, you will become more confident and your confidence will manifest itself when it matters most. Under pressure.

PRACTICE will give you
CONFIDENCE, which gives you
ENTHUSIASM and **ENTHUSIASM**
SELLS.

STEVE JOHNSON



Steve is the founder and president of The Next Level Sales Consulting, whose goal is to help their clients to improve their bottom line sales performance. In his first ten years in sales, Steve was a top award winner for Dale Carnegie one of the largest training companies in the world. He was recognized as being in the top 1% of a worldwide 1,000 person sales force. Steve has been on over 7,000 face to face sales meetings and has made over 150,000 calls to schedule appointments, follow-up and close sales. He is a top achieving expert in the trenches and knows how to coach others to become top performers. In the last 32 years he has:

Trained over 10,000 sales managers and over 90,000 sales people

Created over 800 customized programs

Interviewed over 2,500 executives and over 5,500 sales people

He is also the co-author of a 1996 LA Times bestseller ***“If You’re Not out Selling, You’re Being out Sold.”*** and a 2006 Amazon.com bestseller ***“Selling is Everyone’s Business”***.

Steve lives in Manhattan Beach, California, with his wife, Elisa, and their two children, Matthew and Anna.

Let’s Connect:

