

Practice

Are you perfect at your job? Are you perfect at your hobbies? Are you a perfect driver? If any of us were perfect at any of the above we would be alone. Think if there were perfect drivers, would we need car insurance? If we were perfect at our job how would we learn of new and better ways? If we were perfect at our hobbies would we still find enjoyment doing them?

Since it would be so difficult to become perfect, why should we even try to achieve it? Well, think if you could do your job 1% better, would this make a difference. Let's take into consideration a 100% Commissioned Sales Person. They are running 250 leads, closing at 50%, and an average sale of \$5,000, and getting paid 8% what difference is 1%?

	Now	Improved 1%
Leads Run	250	250
Close Ratio	50%	51%
Sales Made	125	127.5
Average Sale	\$5,000	\$5,000
Sales	\$625,000	\$637,500
Earnings	\$50,000	\$51,000

Or what if you improved your average sale 1%:

	Now	Improved 1%
Leads	250	250
Close Ratio	50%	50%
Sales Made	125	125
Average Sale	\$5,000	\$5,050
Sales	\$625,000	\$631,250
Earnings	\$50,000	\$50,500

Or what if you improved both average sale and close ration by 1% each:

	Now	Improved 1%
Leads	250	250
Close Ratio	50%	51%
Sales Made	125	127.5
Average Sale	\$5,000	\$5,050
Sales	\$625,000	\$643,875
Earnings	\$50,000	\$51,510

Not sure about you but I could use an extra \$500 to \$1,510 a year. Do you think it would be difficult to improve 1%? Most will say no but if they were to except the challenge most would fail. Why? They would not take the time to practice. Practice is what separates the “Hope to Be’s” from the “Doing Be’s”. In a past position I held a weekly meeting with my Sales Team, at the end of the meeting we would have a Question time and I always looked forward to this time when we had a new member on the Sales Team, the newbie would always ask the most successful team member, I’ll call him “John Doe” what made him so successful. I looked forward to this because I knew John’s answer and it made more of an impact than my preaching and example filled meeting. John would say, “Before every call I do 2 things. I review the Sales Process and I review the common objections and how to overcome them.” And each newbie would follow with, “But you’re the best, why would you review?” And John’s response, “That’s how I became and remain the best. I know the steps and review to keep them fresh. I also know if I’m in Sales I am going to get objections and all objections are, are the customer’s fear of making the wrong decision. If I can quickly and confidentially overcome their objection I take away their fear.”

Ask Tiger Woods, Tom Brady and the Patriots, and any other successful person how they do it and each one will say they Practice. Why do we have car insurance, because every one of us has gotten behind the wheel once and by the time we reached our destination wondered how we got there? Or worse, driven to work the same route each day and get in the car as a passenger one day and notice things that have been there for months. When we do something over and over we tend to leave things out, skip a step, or in the case of Sales, prejudged someone and felt we didn’t need to cover it. Customers and people in general feel more comfortable with Professional experiences that seem natural but process oriented. We owe our customers the benefit of a Practiced and Professional Employee. Don’t think you know something so well you don’t need to practice it because if you do you may not know just how Great you could be. Our professions need more “Doing Be’s” than “Hope to Be’s” and don’t you owe that to yourself?

Be the best you can be. Read and practice. Don’t close your mind to learning. Even if you can pick up one thing you may improve 1% and most things improve many things 1% than 1 thing 100%.

Happy New Year and Make 2008 the Best Year Ever. Practice!!!