

## Having Fun Yet?

By Mike Stewart, CSP



Enjoying the work is the number one motivator according to every study I've ever seen. Herzberg called it 'the work itself.' A classic study by George Mason University identifies the number one motivator as 'interesting work.'

A research study I did, working with the Duffy-Vinet Institute near Philadelphia, of more than 500 salespeople revealed the number one reason they did what they did and worked where they did was because they 'enjoyed the work.'

One of the most pathetic excuses for poor performance I've ever heard is, "I don't live to work, I work to live." In other words, a person who says this is telling you, "I'm here doing this because I'm willing to take all I can from you and give you as little as possible in return."

If you are a manager employing a person who thinks this way, much less one who is confrontational enough to actually tell you this, you can bet you are never going to get this person's full measure of performance. They will do as much as necessary to get by, and will never enthusiastically go the extra mile for you.

Get rid of people like this because they will only drag the other members of your sales team down to their level if they can.

Begin

starting now to replace them with motivated, goal-directed high achievers who will make you look good, instead of looking like a doofus for putting up with losers. Sorry. :-)

You CAN hire salespeople who will get the job done for you.  
Click here to find out how:  
<http://tinyurl.com/dnlb6>

If you are a salesperson banging your head against the same wall over and over and not enjoying your work, it's time for you to take a hard inventory of your goals and attitude if you are ever to realize the success and satisfaction the sales profession can make available to you.

Do this today and you will know what action you need to begin pursuing starting tomorrow. Either make the sales position you are filling enjoyable and rewarding, or get the heck out and do

something you are really good at and can find pleasure and fulfillment doing.

- Sit down with the person closest to you and have a serious heart-to-heart discussion about what you want to achieve over the next three to five years, and the financial (and other) resources you will need to accomplish these goals.
- Review your sales compensation program and figure out what you must do in order to earn the financial resources you need to allow you to achieve your goals.
- Share your goals with your Sales Manager and ask them to help you work out a practical plan to earn what you need.

Be sure your plan is:

- Specific - not vague and general
- Measurable, and that you get the statistics you need
- Anchored in the values that are motivating your goals
- Realistic and within your power to achieve under the pay plan
- Time-framed - know how much you need to sell every month

"If you're not having fun, you're paying way too high a price."

- Bill Riddell, CEO  
HealthLink, Inc.

Are you having fun yet?  
If not, what are you doing about it?

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International sales trainer and consultant, Mike Stewart, CSP, specializes in hiring and developing high-performance sales teams. He is a leading authority in diagnosing and overcoming Sales Call Reluctance. To learn more about Mike and the services and products his company offers, go to [www.StewartSalesDynamics.com](http://www.StewartSalesDynamics.com).

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If you are a member of the media and would like to interview Mike or feature more of his articles in your publication, please contact him at [Mike@StewartSalesDynamics.com](mailto:Mike@StewartSalesDynamics.com) or 1-866-515-0022.

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