

Soon to be published...

Killing Time the Right Way While in The Sales Ditch: 2 Ways to Deliver Value and Build Confidence

By Kevin J. Cullen, Esq.

There are times when it just makes no sense to be classically proactive in sales. Disaster, trauma, negativity can lock up any and all receptivity to a “sales” presentation and, frankly, take the motivation out of the sails of the presenter.

Many of us have found ourselves visiting that place from time to time over the last few months; there has been lots of advice and admonition on what to do to pull oneself out of the abyss, but not much on what to do while you are, for a time, stuck in the mud.

Here are two pieces of advice for what to do when you are ‘visiting’ the frustrating sales-paralysis zone (SPZ). Since all progress begins with the truth, one must first acknowledge that one is temporarily in an unproductive state and consciously elect to make great, but non-sales, use of the times stuck in the ditch til AAA arrives.

#1. Adopt an unemployed colleague and work his case whenever you’re in the SPZ.

You can “adopt” someone who has been impacted by the economic grinder considerably worse than you. Everyone knows someone who has recently lost their job. Don’t just utter platitudes, walk on by and say to yourself “glad that wasn’t me”. Assign yourself the job of actively helping that person find work by offering real networking, resume tweaking, contact provoking, pointed advice and effort... lots of real continuing energy and encouragement expended not just fleeting “compassion”!

Those people, including your adoptee, need to know someone else cares enough to help big time and **actually do things** that truly progress someone else’s job search. You have an email list of contacts, you know people, you own a phone, you can schedule lunch meetings (and pay!) and you have two shoulders. You know how to

navigate interviews, phone calls, screenings, etc. **Just do it.** The ideal times to turn to doing this is every time your own outbound sales and energy levels freeze up.

Take their case as your own, institute daily contact regarding their job hunt process. Be genuine and be helpful and do not go away until your adoptee is paying FICA. And, remember, your beneficiary does not need to know everything you've done to help.

Your willingness to get creative on behalf of his or her predicament is what can be the best use of your own otherwise unproductive "ditch" time. You're down anyhow, may as well help someone who is **really** down.

#2. Rehearse something when in the SPZ. When things are going full bore and life is good and clients looking to act are backed up on line out the door, it would be much harder to take time out to sharpen the ax and actually practice or rehearse what you will say to a given client, vendor, colleague or situation.

It may seem very inappropriate or unnecessary for an expert such as yourself to choose to rehearse anything before you deliver your wisdom to clients. But what do you think Michael Phelps (the swimmer), Bret Favre, the best performers, orators and achievers do regularly? Wing it? Never!

Isn't that how you get to Carnegie Hall: practice, practice, practice. Is practice beneath us?

"Rehearsal Dinners" are designed to insure that the most important day in the bride and groom's life goes perfectly and without a hitch. Isn't that the kind of performance and service you would always like to deliver (and have your clients perceive)? What did you think the last time someone who was supposed to be delivering something of value to you just "winged it"?

A good rehearsal, especially for what could or should be a repeatable process, can begin with an outline on the back of an envelope while you are waiting for the tow

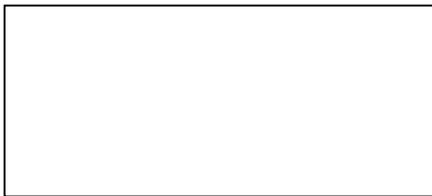
truck. And guess what. It is correctly said that the actor becomes excellent only after the lines are memorized.

When I conduct “Rehearsal Dinners” for Extraordinary Advisors we “rehearse” ten specific scenarios (what to do when: 1. client reneges, 2. says she is moving her account, 3. tells you to go all cash, etc.). Resistance to adopting a rehearsed routine diminishes once the efficiencies and elevated professionalism manifests and the stress reduces.

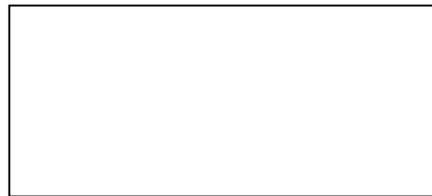
Practicing how to make things better in the future have a way of making things and feelings better right now.

We all hit “down” cycles and we all always eventually get out of the ditch. The challenge is to design **now** a resort to some positive, confidence building things we can do as we are made to visit the ditch, even when our ‘sales’ or productivity gears seem frozen. These two suggestions, **adoption** and **rehearsal**, provide a good form of helpful karmic ‘warming’ to all parties.

Select your adoptee and your rehearsal topic now. **Start now.**



Adoptee



Rehearsal Topic