



Getting Paid what your Worth

Why is it that some people earn millions of dollars per year in sales, whilst others struggle to make enough to pay the bills?

There are lots of different answers to this question. A major reason for the varying wage difference is: sales wizards do the things that average sales people don't. They do what works; they are passionate about the value in their product or service; and they know how to reach potential customers and close the sale.

I take my hat off to anyone involved in sales, because you have chosen a career of uncapped potential. You need to be able to face rejection of your product or service, and then rebound to be able to sell it to someone more qualified to buy. It takes tremendous courage and determination to succeed in sales, but it is a very rewarding career at the same time.

You may not need to make millions of dollars per year to be happy. (I'm guessing that you wouldn't mind a yearly salary in excess of 6 figures though) So let's write down a couple of figures. Firstly write down what you are currently earning per year in sales. Secondly, write down next to it what you 'should' be currently earning in sales – based on your current skill level. Then write down what you 'would like' to be earning in sales per year (the dream figure.)

How can you earn what you are 'capable' of earning? How do you turn your sales potential into amazing performance?

The answer lies in 2 areas:

1. Your ability to utilise the very best sales techniques available to you
2. How you manage your sales time

In sales it is easy to be average. There are lots of average sales people, with only a few who have stepped into what I call 'sales

wizardry status.’ If you are going to be spending the time each day working in sales, why not excel at it and get paid what you could and should be?

To be able to achieve amazing sales, you must seek out the very best coaching and training. Not only must you understand sales wizardry techniques, you must practice them regularly. As Dr Stephen Covey says: “To know and not to do, is not to know.” You must be able to quickly build rapport with customers, discover their needs, and then offer solutions that not only meet those needs but exceed their expectations.

‘If you are looking for buried treasure, it helps to have a treasure map. Without the map the treasure will be very difficult to find – it is possible, but highly improbable. The same applies in sales: it is no good knowing you want to earn top sales dollars if you have no direction or strategy on how you are going to get there.’

ACTIVITY

Write down your 5 year and 1 year sales plan. As part of this plan, write down what must you do to become a sales wizard? What must you have learnt? What skill gaps must you fill? What kind of results would you need to be getting?

The next step is mapping out your time in order to fill the knowledge and performance gaps you’ve identified. Source further training as needed, and then start putting the best sales techniques into practice.

It’s time to get paid what you are worth. Happy Sales!

Written by Blake Beattie

Blake is a director of Inspire Consulting and the Life Changing Experiences Foundation. Through coaching, speaking and training, Blake has provided long term, sustainable solutions to a number of different organisations throughout Australia, America, Canada and New Zealand. Myers, Telstra, the Australian Swimming Team and Community Aid Abroad are just some of the organisations that have benefited from Blake’s work over the last few years.

Blake is a qualified teacher, actor, timeline therapist and NLP practitioner and is currently completing a Masters Degree in Business Administration. He has been a National Speakers Showcase finalist and was nominated for the Yale World Fellowship Program. Blake has managed highly successful teams, has spoken to audiences of up to 15,000 people in a day and has featured on Australian radio and television. Blake recently spoke aboard the Sapphire Princess, the largest passenger ship to ever come to Sydney and was also awarded the Summit Leadership Award presented at Parliament House.



Blake delivers results. He is a dynamic and passionate speaker who connects with any audience to increase productivity and improve performance. For your next conference or event make sure you choose a speaker that provides lasting sustainable change – look no further than Sydney born speaker Blake Beattie.